

industry solutions



**EMC Documentum Solutions
for Consumer Products**

EMC Documentum—Building Brands While Speeding Time to Market

Today, retailers command enormous mindshare among consumers, who have virtually unlimited choices. So a strong brand presence is more important than ever. It's leverage in the constant battle for shelf space. And it confers staying power with customers as they hop from big-box retailers, specialty vendors, and niche boutiques to online and catalog channels. Consumer products companies also need to launch new products with unprecedented speed to meet the changing needs of consumers. Succeeding in this new reality is an information management challenge that can only be met with an integrated content value chain.



The graphic above illustrates the ability of enterprise content management to integrate the content value chain across the primary functional areas of a consumer products company.

Highlights

- Speeds time to market
- Ensures brand consistency
- Reduces product development costs
- Enhances collaboration with distribution partners
- Reduces manufacturing downtime
- Ensures compliance

EMC Documentum—Up to the Challenge

The content value chain describes how essential processes are related in an organization and how content moves and is used across those processes. By uniting information across the consumer products content value chain, EMC Documentum[®] helps boost quality and drive down costs, shorten product launch cycles, enable brand consistency, and ensure regulatory compliance.

With our standards-based platform and world-class partner integrations, the opportunities to leverage Documentum

throughout your organization are virtually unlimited. Documentum can help you exploit the natural relationships between content and processes that start in research, development and manufacturing, extend through packaging and sales, and support channel management and customer service—which means your business becomes more agile, more responsive, and more competitive.

On the following pages, we profile solutions that illustrate the varied ways in which Documentum is used in every area of a consumer products company.

With demanding consumers whose product allegiances are volatile, brand loyalty has enormous bottom-line value. But to build and retain it requires efficient operations that enable competitive pricing and consistent branding across all channels.

EMC Documentum Solutions for Consumer Products

As consumer products companies cope with proliferating sales channels, increased competition, and demanding consumers, they are pressed to find integrated solutions for optimizing their content value chains. Increasingly, these companies are turning to Documentum, whose breadth of experience and market leadership in enterprise content management are second to none. The following solutions demonstrate the expertise Documentum can bring to the business of a consumer products organization.

Research and Development

Research Notebooks
New Product Development
Engineering Release Management
Patent/IP Management
Research Portal
Scientific Knowledge Management

Purchasing and Manufacturing Management

New Product Development
Contract Management
Exceptions Management (SAP)
Supplier Scorecarding
RFP/RFQ Management Procurement Kit
Supplier Portal
Plant and Facilities Management
Engineering Change Management
Environmental Engineering
Corrective Action Preventative
Action (CAPA)
Executable Batch Record
SOP Management
Quality Specification Management
Labeling and Packaging
Manufacturing Quality and Compliance

Packaging

Bill of Materials (BOMs)
Formulas
Product Description
Packaging Specifications
CAD Drawings

Marketing

Brand Center
Product Launch Management
Website Management
Agency Collaboration
Collateral Production
Product Catalogs

Sales, Channel Management, and Customer Service

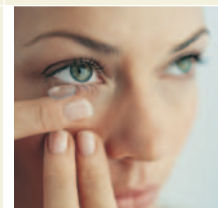
Customer Portal
Distributor Portal
Product Documentation
Contract Management
Bid and Proposal Management
Call Center Enablement
E-learning

Business Operations and Corporate Administration

Enterprise Portal
AP/AR Processing
E-learning
Contract Management
Enterprise Compliance
(Legal, Financial, HR)
Knowledge Management
Mergers and Acquisition Support
IT Project Management

For consumers, a strong brand can be the purchase tipping point. Products without strong brands are just background noise.





Research and Development: *Consumer preferences will always be the primary drivers of product success, but R&D is critical to supporting a first-to-market strategy and ensuring a steady flow of new ideas.*

1: Research and Development

2: Purchasing and Manufacturing Management

3: Packaging

4: Marketing

5: Sales, Channel Management, and Customer Service

6: Business Operations and Corporate Administration

Solution: New Product Development

Bausch & Lomb

“The simplicity of the eRoom user interface and the breadth of information that it can manage within the project workflow has made a big difference in the way we get things done.”

Paul Loda, Director, New Product Development, Bausch & Lomb

Headquartered in Rochester, New York, Bausch & Lomb is the world’s leading technology-based health care company for the eye. The company has annual revenues of approximately \$2 billion and employs about 12,000 people in 35 countries. Bausch & Lomb manages its product lines in three reporting segments: contact lens and lens care, surgical, and pharmaceuticals.

Challenge

At Bausch & Lomb, new product development requires global cross-functional teams with representatives from every area of the company. Despite the global nature of the company’s well-tested product development methodology, Bausch & Lomb lacked appropriate tools for collaboration. Teams required project information on a daily basis including budgets, project plans, timelines, and activity tracking reports. Yet these documents were typically exchanged by fax and e-mail—a cumbersome, error-prone process. Effective communication was impeded by time zone differences, information was difficult to access, face-to-face meetings inflated costs, and launch targets were missed. The company needed a powerful solution to support collaboration, boost efficiency, and reduce costs.

Solution

Bausch & Lomb deployed EMC Documentum eRoom® for use by several hundred team members at more than ten locations in North America and Europe. The solution’s ease of use, intuitive interface, and workflow capabilities helped overcome the initial reluctance to employ a new technology. EMC Documentum eRoom Viewer for Microsoft Project also facilitates improved project tracking.

eRoom delivers immediate access to all project information while enabling access control by the individual item. It provides version tracking for documents and significantly reduces the administrative burden of keeping team members current on project status. Using eRoom’s discussion features, project teams are able to maintain ongoing communication on open issues while reducing travel expenses.

Results

Since deploying Documentum eRoom, time, geography, and language are no longer barriers to efficient product development. All project information is current, online, and available to team members. eRoom is expandable on demand, encourages information reuse, and enables early participation by partners in the supply chain. The pilot project that tested the ROI for Documentum eRoom was very successful. eRoom enabled a 12-member team to complete its project two months ahead of schedule and eliminated the need for 12 business trips, a savings of nearly \$60,000.

Recommended Product Suite

- Documentum eRoom
- Documentum eRoom Real-Time Services
- eRoom Viewer for Microsoft Project



1: Research and Development

2: Purchasing and Manufacturing Management

3: Packaging

4: Marketing

5: Sales, Channel Management, and Customer Service

6: Business Operations and Corporate Administration

Solution: Scientific Knowledge Management

A Global Cosmetics and Skincare Company

“EMC Documentum has had an enormous, positive impact on our ability to quickly and easily find and share critical research assets. In turn, this made our product development efforts much more effective.”

Director, Research Support Services

Headquartered in France, with locations all over the world, this company is the most international of all cosmetics companies. It has 42 manufacturing facilities and a worldwide team of more than 50,000, with 76 percent of its employees outside France. Company sales exceed €14 billion.

Challenge

Research is essential to the organization’s continued dominance in the cosmetics and skincare markets. Nearly 3,000 of its employees are involved in research and it applies for hundreds of patents every year. The company’s research group produces thousands of scientific documents—research reports, patent applications, synopses of training courses, and peer-reviewed articles for technical journals. These are complex documents with tables, images, and graphics that run to hundreds of pages. With R&D teams located all over the world, the company could not sustain effective product development without a streamlined, efficient way to search for, exchange, and keep track of its research assets.

Solution

The company deployed the EMC Documentum content management platform for the classification, storage, exchange, and retrieval of scientific documents. Documents are indexed by criteria that are specific to a research specialization such as skin, hair, or pigmentation. Each principal research discipline has a repository and several repositories exist for general scientific information. Every document has its

own access rights, which are set by the document’s owner. Documentum lifecycle management ensures that documents are approved, published, and retired according to established business rules. Once approved, original material is rendered as a PDF and made available to research teams through a custom Web client over the company intranet.

Results

The firm’s research teams now have thousands of scientific documents, organized by product line, available to them instantly regardless of their location. A structured metadata taxonomy ensures that any published research can be found and significantly reduces the probability of needlessly duplicating research. Six hundred users access the system, which can be easily scaled to accommodate the company’s constantly growing research organization.

Recommended Product Suite

- Documentum Content Server
- Documentum Webtop
- Documentum Content Rendition Services
- Documentum Enterprise Content Intelligence Services
- Documentum Discovery Manager



Purchasing and Manufacturing Management: *The strategic challenge is how to aggregate, manage, and deliver usable information that helps reduce the cost of purchasing and support demand-driven manufacturing. An efficient purchasing and manufacturing operation can shorten lead times and decrease inventory and labor costs.*

1: Research and Development

2: Purchasing and Manufacturing Management

3: Packaging

4: Marketing

5: Sales, Channel Management, and Customer Service

6: Business Operations and Corporate Administration

Solution: New Product Development

A Leading Supplier of Private-Label Soft Drinks

“EMC Documentum allows us to meet aggressive product development schedules for our customers while improving information accuracy and minimizing rework.”

IT Systems Support, Product Marketing

This company is the world's leading supplier of private-label, carbonated soft drinks with manufacturing facilities in Canada, the U.S., the U.K., and Mexico. It produces, packages, and distributes a wide selection of retailer-brand beverages for grocery stores, mass merchandisers, drugstores, convenience store chains, and wholesalers.

Challenge

This company manufactures hundreds of custom beverages each year for retail clients. New product introduction must be highly flexible, accommodating tight deadlines across geographically dispersed functions. In a typical year, the company makes 2,000 product changes of which as many as 100 take place simultaneously. Its efforts to speed time to market were frequently undermined by using incorrect information or last-minute changes that weren't communicated. Waiting for critical documents often caused bottlenecks. For example, procurement could not source ingredients until it received mixing instructions from R&D. The company realized that it needed an enterprise content management (ECM) solution that included collaboration tools.

Solution

Using the EMC Documentum content management platform, the company deployed a comprehensive solution that enabled product launch teams to access critical documents from any location. To speed review and approval, its product approval form (PAF) was converted to a Web-based form with embedded workflow. This enabled more accurate collection of product data and faster product decisions. To support collaboration, Documentum eRooms are created automatically based on the approved PAF.

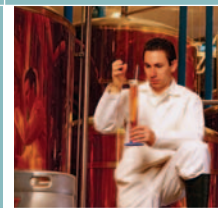
This streamlines product launch communication and eliminates versioning problems for key documents. To further enhance efficiency, the solution leverages integration of EMC Documentum eRoom with the Documentum repository. Documentum Digital Asset Manager and Documentum Media Transformation Services also permit large sales presentations to be created and edited collaboratively without causing network gridlock.

Results

The company's ECM solution had a dramatic impact on its product launch and product change process. Documentum shortened overall time to market by 40 percent while slashing preapproval process time by two-thirds. It also dramatically improved forms processing accuracy—reducing the error rate from 90 percent to two percent. Finally, the solution's executive dashboard integration with eRoom provides enterprise visibility of product initiatives and advance warning of complex and high-volume projects.

Recommended Product Suite

- Documentum Content Server
- Documentum Digital Asset Manager
- Documentum Media Transformation Services
- Documentum eRoom Enterprise
- Documentum Collaborative Edition



1: Research and Development

2: Purchasing and Manufacturing Management

3: Packaging

4: Marketing

5: Sales, Channel Management, and Customer Service

6: Business Operations and Corporate Administration

Solution: Environmental Engineering

Miller Brewing Company

“EMC Documentum makes all our environmental documentation fast and easy to access. It helps ensure compliance with environmental regulations and cuts the time and expense of plant audits.”

Dan B., Director of Environmental Engineering, Safety, Utilities and Facilities, Miller Brewing Company

Miller Brewing Company is a wholly owned subsidiary of SABMiller plc, one of the world's largest brewers with a presence in over 40 countries. Miller Brewing grew from a small local brewery founded by Frederick J. Miller to the second-largest brewery in the U.S. that includes seven major breweries located across America.

Challenge

Miller's breweries across the United States are required to meet various environmental regulations that govern air, soil and water quality, hazardous waste disposal, and emergency planning. The company's environmental engineering department must maintain documentation relating to these activities for time periods in excess of 50 years. In addition, this documentation is used by Miller's corporate environmental engineers to perform plant compliance audits. Compliance documents must also be available to outside agencies such as the EPA and Miller's environmental legal counsel. The company needed a way to make environmental documents easily accessible electronically and reduce the time and expense associated with plant audits.

Solution

Leveraging Documentum, Miller created a central repository for all environmental documents. Paper documents with signatures are scanned into the repository using Captiva InputAccel. Documentum custom object types were defined to represent 15 document types ranging from permits and licenses to inspections and correspondence. Properties were added to the document types, which enabled engineers to flag a document for its next compliance due date. A custom program automatically queries the repository and notifies document

owners when a document is up for review or an inspection needs to be scheduled. The solution also stores copies of Miller's manufacturing safety data sheets, which environmental engineers use for research purposes.

Results

Today, environmental engineers can perform a plant document compliance audit remotely through Documentum. This eliminates travel expenses and substantially reduces the time required to complete an audit, which often took as long as three days. The custom compliance monitoring application ensures that engineers meet due dates for renewals of permits and conducting inspections. Miller has nearly four million objects under management by the Documentum/Captiva solution. Outside of the Environmental Engineering application, Miller uses Documentum for the management of general company records, safety documentation, IT contracts, and Web content.

Recommended Product Suite

- Documentum Content Server
- Documentum Webtop
- Documentum Retention Policy Services
- Documentum Records Manager
- Captiva InputAccel



Packaging: All roads lead to packaging, where a product launch that depends on split-second timing can come to a grinding halt. Packaging specifications, artwork, and bills of material must be managed seamlessly while ensuring that all compliance requirements are met.

1: Research and Development

2: Purchasing and Manufacturing Management

3: Packaging

4: Marketing

5: Sales, Channel Management, and Customer Service

6: Business Operations and Corporate Administration

Solution: Packaging Specifications

A Leading Manufacturer of Personal Care Products

“The EMC Documentum Consulting E.Spex Packaging Solution had a tangible impact on our ability to package products effectively. Its integration with Oracle Financials let us know in advance the impact that packaging decisions will have on profit margins.”

Vice President, Business Analytics

This company is one of the world's leading manufacturers and marketers of personal fragrances, and a leader in the categories of color cosmetics and skin treatments in the mass and prestige markets. Privately held, it is headquartered in New York, with operations in more than 25 countries.

Challenge

This company's worldwide manufacturing operations used its ERP systems to create bills of materials (BOMs) for packaging products. In a typical scenario, packaging engineers would use the BOM to create a gift set, which might include six products from existing inventory. But since the BOM was not integrated with the company's financial software, Oracle Financials, there was no way to calculate the cost of the gift set until it was in production. As a result, profit margins and inventory management suffered. There was also no way to allow for the variations in taxes levied on products, which differed from country to country based on the physical components of packaging and their risks in landfill. The company needed a comprehensive solution for packaging specifications that would maximize profit margins, control waste and obsolete inventory, and decrease time to market for new products.

Solution

The company contracted with EMC Documentum Consulting to deploy its E.Spex solution and integrate it with Oracle Financials. Documentum E.Spex is an electronic packaging specification that contains its own business rules, workflow, and version control. Business rules enable packaging to be automatically varied by country based on

environmental regulations. Workflow ensures that team members in technical packaging, plant packaging, R&D, and quality assurance have appropriate review and sign-off authority. Version control captures a history of changes made to packaging that can be stored in Documentum as an audit trail and proof of compliance with regulatory guidelines. Now cost information is available real-time so that packaging decisions can be modified before production to boost profit margins.

Results

The integration of E.Spex with Oracle Financials enabled packaging engineers to gain a complete understanding of the impact of packaging cost on overall product profitability. E.Spex improved profit margins and inventory control, helped reduce obsolete inventory, and accelerated time to market. Thus, Documentum E.Spex makes packaging specifications an easily accessible resource that delivers savings across the organization.

Recommended Product Suite

- Documentum Content Server
- Documentum Digital Asset Manager
- Documentum Media Transformation Services
- Documentum Consulting E.Spex Solution



Marketing: *The brand represents a company's promise to its customers. A weak brand is not to be trusted. But a strong, relevant, and consistent brand creates loyal customers and long-term profitability.*

1: Research and Development

2: Purchasing and Manufacturing Management

3: Packaging

4: Marketing

5: Sales, Channel Management, and Customer Service

6: Business Operations and Corporate Administration

Solution: Brand Center

Miller Brewing Company

"We've designed systems using EMC Documentum which make it possible for us to promote standard usage of logos and trademarks across all our brands. That's the first and most important step in maintaining a strong brand image."

Chris Johnson, Solution Architect, Miller Brewing Company

Miller Brewing Company is a wholly owned subsidiary of SABMiller plc, one of the world's largest brewers with a presence in over 40 countries. Miller Brewing grew from a small local brewery founded by Frederick J. Miller to the second-largest brewery in the U.S. that includes seven major breweries located across America.

Challenge

For Miller, appropriate use of product logos is essential to maintaining a strong brand image. But with more than 35 domestic and 25 international brands and thousands of distributors, it was difficult to ensure that the correct versions of logos and logo guidelines were in use. Guidelines were printed in hard copy, distributed by mail, and were updated less than once a year; thus, they were frequently out of date. Usage problems were reviewed individually as problems arose. Revisions were haphazard and communication of changes relied on traditional mail and e-mail. As a result, employees, distributors, and printers were often using logos outside current guidelines. Employees and business partners needed a single source for accurate logo and trademark information that would enable them to produce consistent marketing materials and oversee proper logo usage with partners and distributors.

Solution

Working with the IS division at Miller, the company's Brand Identity and Packaging Development (BIPD) group began using the Documentum platform to support a logo guidelines website. This site, appropriately named

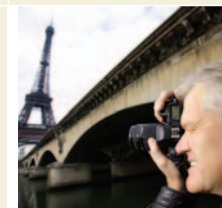
"Logo Guidelines," is a comprehensive source for accurate information concerning appropriate logo and trademark use. The site provides brand-by-brand descriptions and examples of how logos are to be reproduced, a link to the visual library application, and technical alerts related to logo reproduction. For example, it features an article on how a popular software tool causes color-gradient images to distort during routine cut and paste operations.

Results

The Logo Guidelines site is an accurate, reliable source of approved logo and trademark usage information. Virtually any type of document can be brought into the system, published, and reused—saving time and unnecessary rework. More than 12,000 users access the site on a monthly basis. The Logo Guidelines site also supports the BIPD group's efforts to protect brand integrity, reduce printing and distribution costs and enable the consistent use of brand assets while ensuring that the most up-to-date logo guidelines are easily accessible.

Recommended Product Suite

- Documentum Content Server
- Documentum Digital Asset Manager
- Documentum Content Transformation Services



Sales, Channel Management, and Customer Service: *Specialty and mass retailers, catalog, and e-commerce websites require channel-specific strategies and sales tactics. They also typically serve customers with differing service expectations. Leveraging customer information effectively is the key to maximizing channel potential and increasing customer loyalty.*

1: Research and Development

2: Purchasing and Manufacturing Management

3: Packaging

4: Marketing

5: Sales, Channel Management, and Customer Service

6: Business Operations and Corporate Administration

Solution: Product Documentation

A Global Film and Imaging Company

This company is the world leader in helping people snap, share, enhance, preserve, print, and enjoy pictures. With worldwide sales of more than \$12 billion its business activities include digital and film imaging systems, health imaging, graphic communications, and commercial imaging.

“Thanks to EMC Documentum and XML, we are now able to provide product content rapidly and cost effectively in multiple languages, via several communication channels. This ensures the consistency of our image and message worldwide and preserves the integrity and power of our brand.”

Director of Technical Knowledge Management

Challenge

In the global consumer marketplace, the company’s customers and partners seek information over the Web and expect to find it in their native language. But its only multilanguage capability was in the technical knowledge management (TKM) organization, which produced printed documentation for products. The company estimated that it would take 40–60 hours and up to 120 additional hours for graphical conversions for each manual it converted to HTML for the Web. With no centralized Web content infrastructure, the company developed local content independently, country by country. It needed a way to cost-effectively produce product and support information in as many as 16 languages and publish it to the Web, print, and CD-ROM.

Solution

The company deployed a solution based on the EMC Documentum content management platform and Adobe FrameMaker, and employed extensive use of XML and SGML to manage its content worldwide. Leveraging XML with Documentum enables each piece of product content to be treated as a group of objects that can be quickly reassembled and rendered in various formats. For example,

camera specifications can be output to hard-copy user manuals, service manuals, the support sections of the company’s website, plus product packaging and marketing literature. With the new system, the company can rapidly and dynamically assemble and reuse text, images, and text inserts based on style sheets or queries to the content repository, and then automatically deliver content to multiple destinations. Documentum workflow and content lifecycle management ensure the integrity and accuracy of published content.

Results

With Documentum as its enterprise content platform, this company fundamentally changed how it creates, stores, assembles, and publishes multilingual product content. It has accelerated translation and reduced translation costs by 80 percent. Furthermore, when content is reused, it does not need to be retranslated, saving additional time and money.

Recommended Product Suite

- Documentum Content Server
- Documentum Web Publisher
- Documentum Site Caching Services



Business Operations and Corporate Administration: *The administrative end of the business must have unfettered access to information from every area of the enterprise. That's why effective planning and decision making demands an integrated content value chain.*

1: Research and Development

2: Purchasing and Manufacturing Management

3: Packaging

4: Marketing

5: Sales, Channel Management, and Customer Service

6: Business Operations and Corporate Administration

Solution: Enterprise Portal

A Fortune 50 Beverage Company

“EMC Documentum is a key enabling technology that supports our migration from a brand-based to function-based organizational structure. It is essential to standardizing business processes across our global enterprise.”

Director, Enterprise Portal

This company is a world leader in convenience foods and beverages and includes some of the most well-known consumer brands, many of which are more than 100 years old. With products sold in more than 200 countries and territories, it employs over 140,000 people.

Challenge

After numerous acquisitions had expanded this company's product portfolio, it began to reorganize along functional rather than brand or product lines. For example, rather than having a different supply chain process for every brand, the company wanted a single, standardized process across all brands. This would enable speed, efficiency, and cost reductions that would boost profit margins and leverage the company's hard-won traction on the retail shelf. This reorganization effort also coincided with a general trend to Web-enable business processes, applications, and content. Each brand or product group had its own internal Web portal, making the goal of standardized processes and enterprise-wide applications difficult to attain. The company needed a content management infrastructure that would allow content to be managed and accessed centrally through a corporate portal.

Solution

The company chose EMC Documentum as its enterprise content management platform and began a gradual migration, consolidation, and standardization of divisional content onto this platform. The most fully developed divisional intranet sites were migrated first and made accessible through a login portal. In this phased approach, divisional and enterprise-wide content were housed in

Documentum and accessible by division either through the login portal or through temporary corporate intranet sites. The solution integrates Documentum with third-party search, portal, and secure access technologies. Content is published to the portal using templates in Documentum Web Publisher and, in some cases, uses Documentum lifecycle services as well. Eventually, the intranet sites will be phased out and all content will be accessible through a single portal interface.

Results

Documentum has become a key enabling technology for the company as it restructures and re-engineers its business along functional rather than product lines. Documentum streamlines communication and collaboration among operating units, improves decision making, and helps standardize business processes. Documentum is also playing a major role in meeting expense reduction mandates and Sarbanes-Oxley compliance requirements. In addition to standardizing its content infrastructure on Documentum, the company uses Documentum eRoom as its standard for enterprise collaboration.

Recommended Product Suite

- Documentum Content Server
- Documentum Web Publisher
- Documentum Site Caching Services
- Documentum eRoom Enterprise



1: Research and Development

2: Purchasing and Manufacturing Management

3: Packaging

4: Marketing

5: Sales, Channel Management, and Customer Service

6: Business Operations and Corporate Administration

Solution: Mergers and Acquisition Support

A Global Film and Imaging Company

This company is the world leader in helping people snap, share, enhance, preserve, print, and enjoy pictures. With worldwide sales of more than \$12 billion its business activities include digital and film imaging systems, health imaging, graphic communications, and commercial imaging.

“EMC Documentum eRoom is critical to our M&A strategy. It helps us maximize the revenue potential of acquisitions and integrate systems across organizations, enabling us to get back to ‘business as usual’ much more quickly.”

Senior Mergers and Acquisitions Analyst

Challenge

In 2003, this company announced a merger and acquisition (M&A) strategy intended to support aggressive growth and revenue objectives over the next four years. It knew that the success of this strategy would depend on the ability to quickly and effectively integrate complex cultural and organizational systems between companies. A failure to integrate systems, such as IT, product, marketing, legal, and human resources, would lead to business disruptions, stalled sales, lost productivity, poor employee morale, and customer uncertainty. The company also realized that it could not wait four to six months from the first merger announcement to begin integration activities. It needed a way to streamline and accelerate the integration process from day one.

Solution

The company chose EMC Documentum eRoom for a collaboration solution that would support and shorten the M&A integration period. eRoom far exceeded the competition in meeting the organization’s three tactical priorities: virtually zero start-up time, no customization and minimal training requirements, and functionality across firewalls. eRoom helped the company quickly establish cross-company teams, efficiently communicate corporate policy changes, and

significantly compress the transition phase in consolidating IT systems. For example, with the company’s recent acquisition for its high-speed digital inkjet printing business, eRoom helped communicate product specifications and designs and share data with R&D and suppliers.

Results

Documentum eRoom enables the company to sustain market momentum during M&A activity and more effectively meet the expectations of analysts, shareholders, and trading partners. During an acquisition it can lessen internal chaos and boost employee morale, help align sales teams with product messaging, and support tactics that reduce customer confusion. eRoom was a substantial factor in the success of a recent acquisition, which generated \$190 million in its first year and in another, where first-year revenue exceeded the purchase price.

Recommended Product Suite

- Documentum eRoom Enterprise

EMC Documentum—The Solution of Choice for Companies in Consumer Products

Today's consumer products companies exist in a market where tastes can change in a heartbeat. To succeed, they need to furnish employees in every facet of their organizations with accurate, relevant information—and do it in realtime. And that's why they rely on Documentum. Award-winning Documentum solutions unite content and business processes from research, procurement, and manufacturing to channel management, customer service, and corporate administration. When managing information effectively is the key to better profit margins, stronger brands, and greater customer loyalty, you need Documentum.

To learn how Documentum can deliver improved business performance to your enterprise, visit us online at www.EMC.com/documentum or call **800.607.9546** (outside the U.S.: +1.925.600.5802).

About Documentum Software from EMC

Documentum software from EMC Corporation includes enterprise content management solutions that enable organizations to unite teams, content, and associated business processes. With a single platform, EMC Documentum software enables people to collaboratively create, manage, deliver, and archive the content that drives business operations,

from documents and discussions to e-mail, Web pages, records, and rich media. With Documentum enterprise content management, organizations improve their competitive advantage by accelerating time to market, increasing customer satisfaction, and reducing operating costs.

A Partial List of Customers in Consumer Products

Coty, Inc.	L'Oréal	Whirlpool Corporation
Maytag	BIC Corporation	Cott Corporation
Ajinomoto Company	Eastman Kodak Company	Miller Brewing
Vitality Foodservice, Inc.	Alfred Kärcher	Church & Dwight Company
adidas-Salomon	LVMH Moët Hennessy	Procter & Gamble
Bausch & Lomb	Louis Vuitton	Sara Lee Corporation
Mary Kay, Inc.	Dalain Nisshin Oil Mills	Kao Corporation
Beiersdorf	Anheuser-Busch Companies	Avon Products
Sargento Foods, Inc.	Lorillard Tobacco Company	Unilever Research
British American Tobacco	McNeil Consumer and Specialty	Colgate-Palmolive Company
Groupe DANONE	Pharmaceuticals	Nestlé
Dial Corporation	Kimberly-Clark	



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