

EMC Documentum Content Distribution Services

Realizing new business opportunities through controlled content distribution

The Big Picture

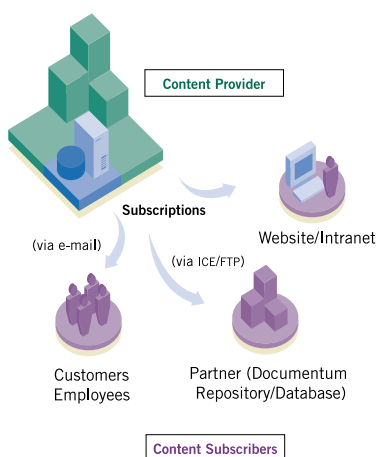
- Speeds dissemination of business-critical information to partners, customers, and employees over the Internet or corporate network
- Controls delivery and increases consistency of content shared with partners and customers
- Reduces or eliminates traditional print, mail, and delivery costs
- Allows distribution of trusted content in any format using industry standards, including ICE, FTP, and e-mail

Organizations that produce large quantities of information as a routine part of doing business are beginning to move beyond the creation and management of that information, focusing now on processes for enabling widespread, automated content distribution. Seeking to eliminate the high costs associated with printing and mailing, the unnecessary delays created by manual distribution, and the inability to control consistency at every step in the process, these organizations are turning to solutions such as EMC Documentum® Content Distribution Services to extend the delivery of content beyond corporate firewalls.

Advances in Web and wireless technologies and the widespread adoption of the Internet by both businesses and consumers are opening new possibilities for companies in virtually all industries, including financial services, pharmaceuticals, government, media, and manufacturing. To this point, many of these organizations have concentrated resources on the production and management of information and can now provide business users with a wide variety of tools for creating, contributing, and collaborating on content with other users located anywhere in the world. Documentum Content Distribution Services (CDS) represents the next logical step, allowing companies to control the flow and distribution of trusted content to customers, partners, and other organizations.

Organizations that can realize immediate benefits with Documentum CDS include the following:

- Financial institutions that regularly print and distribute customized reports and prospectuses to partners and institutional customers
- Manufacturers that want to improve the consistency of catalogs and documentation they are sharing with their OEM customers and distributors
- Government agencies looking for a way to automatically inform other institutions and agencies of the creation of, or modification to, existing laws, directives, policies, and ordinances
- Pharmaceutical companies that are legally required to share a large amount of test reports and other documentation with insurance companies, distributors, hospitals, and other constituencies
- Media syndicators seeking ways to generate direct revenue streams by reselling existing content to other media and entertainment companies



Managing content beyond the firewall

Built on a long tradition of managing information across the enterprise, Documentum Content Distribution Services enables automated and controlled delivery of content,

Fundamentally, content distribution is about building solid relationships with customers and partners through the automated communication of timely, targeted information.

extending Documentum's industry-leading capabilities beyond the corporate firewall. By replacing expensive processes such as mailing hard-copy documents, and eliminating unreliable approaches such as requiring manual downloads, Documentum CDS distributes content in a controlled, consistent, reliable, and cost-efficient way. With CDS, organizations can automate content delivery to customers, distributors, affiliates, marketplaces, and other business partners.

By seamlessly integrating content distribution into an existing content management infrastructure, Documentum CDS enables organizations to do the following:

- **Reduce or eliminate traditional mail and delivery costs** by deploying an integrated system for distributing any type of digital content to any application
- **Pursue new business opportunities and revenue streams** through partnerships with other organizations that share in the creation, collaboration, and distribution of content such as multimedia or product information
- **Manage the flow of information throughout the content supply chain** and maintain greater control over distributed content
- **Strengthen business relationships** and reach out more efficiently to partners, customers, and employees through both automated and personalized interactions
- **Meet regulatory compliance** through carefully documented and verifiable content distribution, including the ability to add, delete, and modify distributed content
- **Deploy an integrated solution** for enterprise content management and distribution without piecing together products from multiple vendors

Key features

Documentum CDS is the only content distribution solution fully integrated with an industry-leading enterprise content management platform. Key CDS features include the following:

- **Support for technology standards:** CDS is based on the Documentum content exchange framework, a J2EE-based architecture that leverages the robust application infrastructure, security, and integration provided by leading application servers. CDS utilizes standard technologies such as EJB, XML, and ICE.
- **Integration with the Documentum repository:** CDS directly extends the Documentum ECM platform, leveraging existing content infrastructure to distribute content from Documentum Content Server or a Documentum website repository.
- **Broad support for content repositories and destinations:** Companies using CDS can also distribute content from a database or file system. On the destination side, the CDS client can store content directly in Documentum software or into a standard file system.
- **Scalable configuration:** CDS provides easy-to-use Web-based interfaces for configuring and managing large numbers of content distribution relationships, including the definition and specification of subscribers, offers, and subscriptions.
- **Flexible delivery options:** CDS supports the industry-standard ICE protocol for robust, full-featured content distribution as well as FTP and e-mail for simpler distribution requirements. Based on specific subscriber requirements, distribution can be scheduled at a wide range of times or repeating intervals or run on-demand, and distributed content can be refreshed at any time.



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Produced in the USA. 11/04

Data Sheet
23101104V3