ENTERPRISE CONTENT MANAGEMENT ROADMAP STUDY (ERS)
Getting on the Right Road to ECM Business Success

ESSENTIALS
• Engage the business at all levels
• Develop a shared understanding of the vision and an actionable plan to achieve that vision
• Create a business strategy grounded in proven techniques
• Enhance success with realistic and actionable steps

HOW DID WE GET HERE?
You may have started with admirable ECM goals and maybe even a strategy. But, one department needed to solve a specific problem quickly or the budget was constrained, so you started with a departmental solution. Before you knew it you had a plethora of expensive siloed point solutions that have been over-engineered to address departmental needs, but fail to be usable across the enterprise. You’re not alone. Many organizations are realizing that they have very little grasp on the growing disjointed mass of information that drives their business and determines their success.

A COMPLETE AND ACTIONABLE STRATEGY
The ECM Roadmap Study is a multi-level planning process designed to answer the key business questions for enterprise-level information management program. Sized to fit your needs, we offer ERS Express to get you on the road quickly and ERS Premium for a complete roadmap. Both studies combine your unique environment – organization, information, technology, and business – with our best practices, experience and knowledge resources.

The result is an individualized plan that will help you discover not only where ECM can take your business, but also how you are going to get there and what to expect when you do. This process will help you get the most out of your software by aligning the technical solution to your organization’s business needs and providing the best approach now and into the future.
THE PHASES OF AN ECM ROADMAP STUDY

Why ECM: High-level strategic requirements are determined through analysis of top-down and bottom-up discovery of business drivers and information management issues, combined with pragmatic stakeholder engagement.

Where are we going: The strategic requirements are translated into a clearly understood 3-5 year vision for ECM, which also explores the role of EMC solutions in implementing the vision.

How do we get there: A detailed implementation plan or ECM Roadmap outlines how to achieve the vision, including business deployment and migration, as well an approach to change management.

What is it worth: A high-level business case provides justification of ECM to key stakeholders of the business in terms of material, process-related and ‘transformational’ benefits.

ECM ROADMAP STUDY IN ACTION

A leading global energy company needed an enterprise-wide information management policy and solution. ECM Roadmap Study helped gather business requirements, crystallize a vision, develop a business case and provide an implementation roadmap for a global ECM solution. The company was able to leverage dispersed intellectual capital to increase safety, control costs and improve operational efficiency.

EXPERIENCED, COLLABORATIVE AND ACHIEVABLE

An ECM Roadmap Study provides businesses with a business centric approach to enterprise content management that addresses the many challenges with implementation and adoption of enterprise level information management. Both business and IT stakeholders benefit from an enhanced understanding of ECM, a compelling business case, a shared vision grounded in experience, and a mutually agreed upon program for moving forward.

CONTACT US

To learn more about how ECM Roadmap Study, contact your local EMC representative, visit us at www.EMC.com, or call us at 1-800-607-9546 (U.S. toll-free) or +1-925-600-5802

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