

EMC Strategic Business Services

The Power of Experience in Achieving Enterprise Content Management Success

Drawing on years of successful customer engagements, EMC Strategic Business Services (SBS) offers a wealth of experience. The SBS helps you achieve positive outcomes on all of your enterprise content management projects.

The Big Picture

- Let industry and product experience guide your strategy
- Make sure the strategy is business-driven with defined scope and business case
- Deliver successful projects worldwide by taking advantage of EMC knowledge, tools, methods, and field experience
- Benefit from a multidisciplinary, networked global consulting team's experience
- Develop a framework for delivering effective content management solutions

What does Strategic Business Services offer?

- **Strategy consulting:** Industry analysts confirm that investing in a strategic approach to the ECM deployment substantially increases implementation success and return on investment. By helping you to develop a compelling business case, establish strategic requirements, articulate a clear solution vision, and provide a precise solution roadmap, EMC SBS ensures your strategy is built around business objectives
- **Project and program management:** By combining specialized skills and know-how with industry-standard methodologies like PMI, Agile methods, and ITIL, the SBS team provides a broad range of project support. From proof-of-concept to the detailed planning and management of an enterprise-wide ECM program, we ensure the delivery of successful ECM projects
- **Business analysis:** EMC SBS helps you identify information management needs, including policy and standards framework development, business process analysis, system integration, search and retrieval, security parameters, file plans, records management, content migration, document flow analysis, web publishing, and external collaboration

What are the benefits of working with Strategic Business Services?

- **Define success:** Establish from the outset a strategy and planning foundation that aligns ECM investments with company objectives and demonstrates how, in a phased manner, such benefits will be realized
- **Achieve deployment goals:** Accelerate and assure delivery of business benefits by leveraging EMC's best-practice Enterprise Content Management Project Delivery Methodology (EPDM) tools and practices
- **Manage costs:** Avoid over-engineered solutions, develop reusable components and services, leverage the ECM platform for multiple applications, understand and manage the cost model for sustainable ECM solutions, and avoid hidden expense pitfalls, such as poor user adoption
- **Promote broad adoption:** Understand and integrate from the start organizational change management and usability awareness in order to achieve maximum user adoption

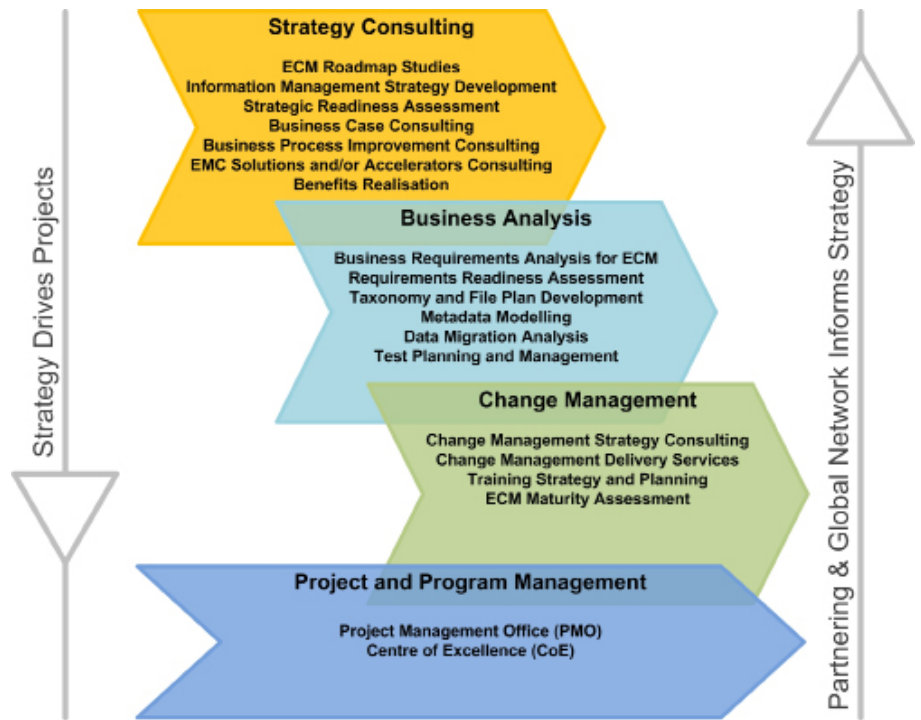
The EMC SBS approach recognizes that generalist IT consulting skills are not always sufficient for ensuring the effective planning and delivery of ECM solutions.

SBS maintains a multi-disciplinary team with the skills and experience that are often lacking when projects are driven by a predominantly technical agenda or generalist consultants.

SBS shares the power of that experience with customers by providing consultants who specialize in key information management disciplines. These consultants apply best-practice approaches for deploying EMC solutions within the context of our customer's overall content management landscape, including IT assets, organizational and cultural readiness, ECM behavioral maturity, project methodologies, information management standards, and regulatory information obligations.

What services do we offer?

Strategic consulting is part of a total approach to services that applies strategic thinking at the earliest stages and throughout the entire solution lifecycle. The diagram below provides an overview of SBS services.



Why use Strategic Business Services?

EMC SBS Consulting Services will ensure business objectives are clear and that those objectives lead the development of your ECM solution, translating business needs into a practical, business-relevant vision and plan. Your project will receive the appropriate mix of competencies, including business consultants, solution architects and partners, in order to ensure the plan becomes reality.

About EMC Professional Services

EMC Professional Services is part of EMC Consulting, the largest information-focused consultancy in the world. EMC Professional Services is the Content Management & Archiving division of EMC Consulting and provides technology and solution services that help global organizations achieve business objectives. Services ranging from strategy consulting and solution architecture design to full system lifecycle development enable our customers and partners to obtain the level of support most compatible with their business requirements.



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