

# Value-based Content Management

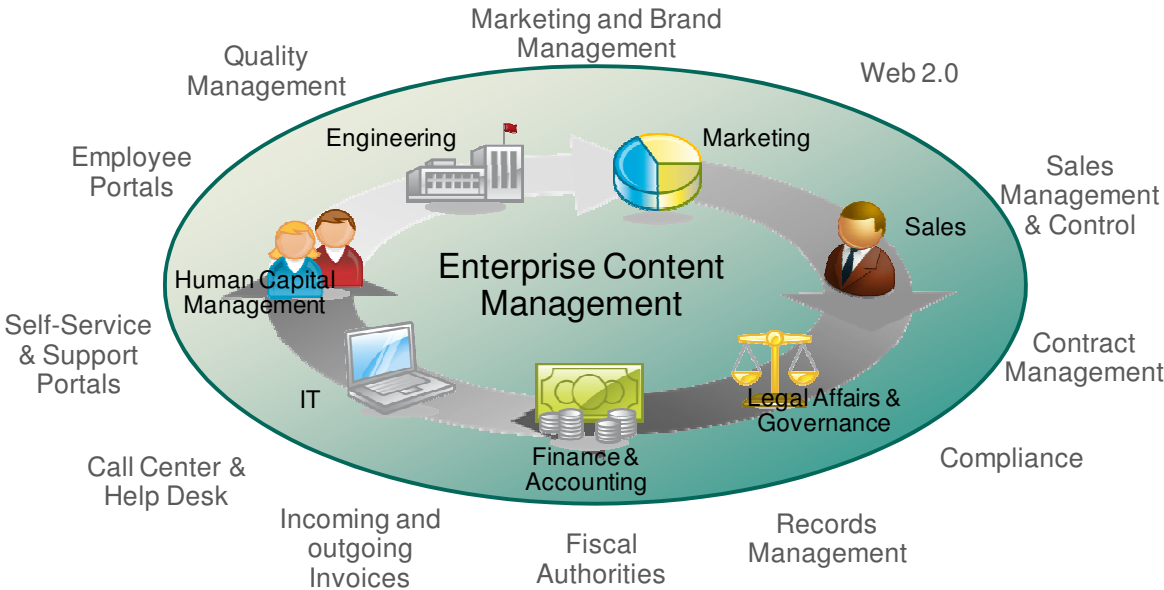
## Value-added Business and Knowledge Processes

**Topic**

The highly developed economies of the world face the challenge of defending their market position against new global competitors. This is attainable only if they increasingly reflect upon their strengths: Their competitive edge and the quality of their staff. In addition, they must recognize that major global challenges can only be overcome collectively - key word: Sustainability - which includes sharing and collaborative development of knowledge in particular. Prerequisite for this is that **the entire knowledge of the company is made explicit**, meaning that is digitalized, filed and retrievable. This requires a comprehensive system that is able to unite all types of structured and unstructured content into a single secure platform, manageable in a centralized repository and made available in many forms. **The enterprise content is thus a key competitive resource** - the former cost driver for the indispensable **basis of value-added business and knowledge processes**.

**The Solution: Value-based Content Management**

Since the mid-nineties, PROMATIS has been involved with the connection of business processes and enterprise-wide management of structured and unstructured content. The aim is to create optimal content logistics for business and knowledge processes, thereby ensuring an **optimal value creation**. With the Enterprise Content Management Suite by the global market leader Oracle, it is now possible, for the first time, to construct a fully integrated platform for the entire content logistics. The PROMATIS experts use the excellent scalability and modularity of the suite for **small department solutions** as well as for **enterprise-wide and cross-company high-end solutions**.



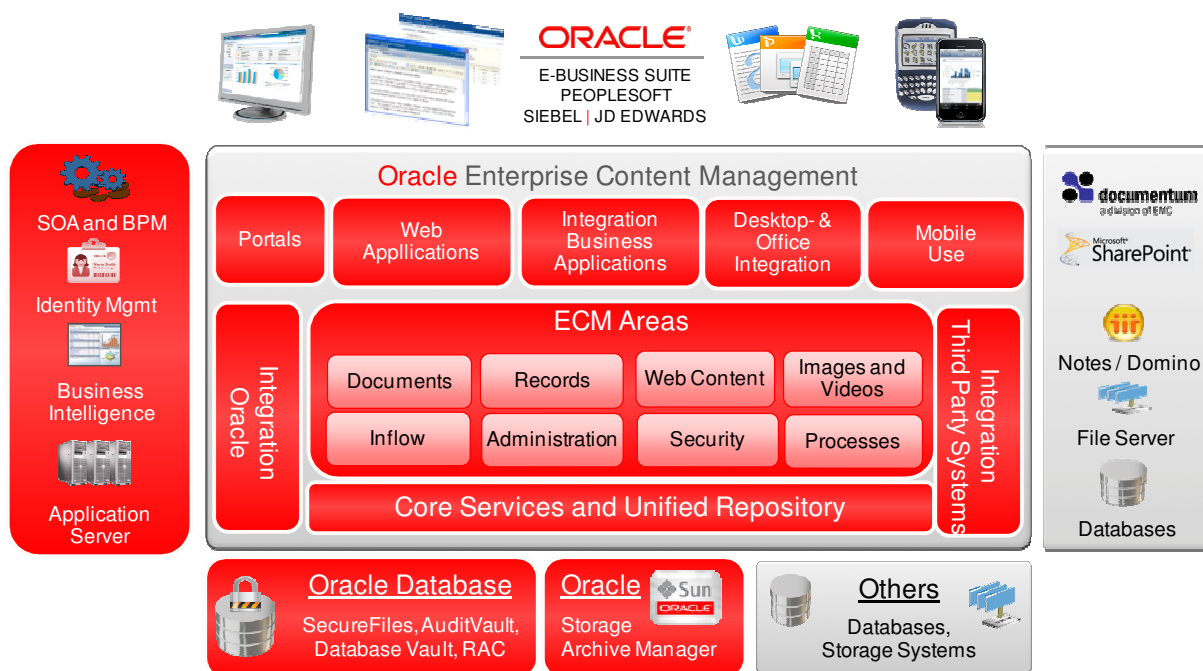
**Content Logistics in Business and Knowledge Processes**

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## Oracle ECM Suite: Simple + Smart + Scalable

### Oracle ECM standard product

The market leader Oracle offers a **complete content management platform** with the Rel. 11g of its ECM Suite. It creates a server-centered, unified infrastructure for all forms of content processing. Unique for the market is the **high level of integration** for the interaction with Oracle and third party products for storage, middleware and applications. Oracle ECM is based on a Service-oriented Architecture (SOA), uses proven Oracle Database technologies and relies on open standards. Intelligent concepts for administration, search, storage, safety and policy management for all types of content form the basis of the ECM components. **The suite is flexibly scalable** from small departmental solutions over group-wide enterprise solutions, up to global Internet solutions with billions of content items for millions of users. Oracle ECM excels with **highest reliability, scalability, performance and safety**.



Oracle ECM: System Architecture und Integration

### ECM Components

The basis of the Oracle ECM Suite builds a comprehensive repository and core services, such as the Content Conversion Server or the Unified BPM Suite, which are used for BPMN modeling, implementation and monitoring of content processes. Based on this, task-related components are available: **Universal Content Management (UCM)** is a universal document and web content management system - Digital Asset Management and Records Retention-functions round off the spectrum. **Universal Records Management (URM)** is a universal system for the administration and archiving of business documents based on common business rules, policies and practices. The documents themselves exist here in diverse systems for which URM holds pre-integration ready. **Imaging and Process Management (I/PM)** supports the integration of content processes and features into the Oracle Business Applications (E-Business Suite, Siebel, PeopleSoft, JD Edwards).

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## PROMATIS ECM Appliance™: Enterprise Content Management “out of the box”

### Evolutionary Implementation Strategy

In practice, it has proven successful to bring Enterprise Content Management into the company in the framework of an evolutionary implementation strategy. Important are **quick and measurable results** based on clearly communicated earnings targets. In this respect, an initial feasibility study always includes an economic study, which expresses the targets for return on investment (ROI). A first practical **pilot system** proves positive results (quick wins), and subsequently ECM is rolled out to **processes with high benefit** - so-called Value Champions. On this basis, there is always more evolution "into the depths of the company", where an integration with enterprise portals and applications takes place. Eventually the company or **group-wide ECM rollout** takes place.

### PROMATIS ECM Appliance™ - ECM Complete Package at a Low Price

The business process and Oracle specialist PROMATIS has created a solution product with ECM Appliance™ that makes it easy for customers to get in on Enterprise Content Management:

- Best Practice Knowledge Bases
- ECM Software
- Infrastructure: Software, optional Sun Hardware
- Services: Installation, implementation, training, support

With ECM Appliance, the customer benefits from more than 20 years of experience on methods, products and solutions of PROMATIS experts - Best Practice at its best! The combination - unique in the market - of knowledge in business processes as well as Oracle application and technology know-how turns the ECM Appliance to an optimally tuned business solution. In addition, Oracle Corp., as a global market leader, guarantees for the ongoing development and support with included standard products. And the best: Security for your budget by the PROMATIS Fixed Scope / Fixed price offer.

### Information

The listed products are trademarked and belong to the respective owners. Stand of documentation: August 2010

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