



Enterprise Content Management

Efficiency in Information Management

In today's businesses as well as in society as a whole, information streams constitute the backbone of all key processes. As a result, the management of information assets in the most efficient and secure way is a key challenge for any organization. They are faced with the task of handling their structured and unstructured data effectively, integrating them into processes and making them available while at the same time storing them in a way that guarantees they remain both secure and retrievable. Siemens IT Solutions and Services helps enterprises and other organizations improve the availability of their information assets, streamline processes and increase the productivity of their workforce while providing a solid foundation for safe information processing thanks to its extensive offering of Enterprise Content Management solutions.

Effective control of internal and external information streams has evolved into a daunting challenge for enterprises and other organizations. The issue at hand is to optimize processes while reducing capital and operational expenditure, which makes efficient management of

all information and data increasingly take center stage in the discussion.

As a success factor: The associated information streams are essential to guarantee effective business processes and value chains – whether within an organization or cross-organizational. Information should be captured reliably at every envisaged position and available at the right time at the right place.

As a cost factor: The road to efficient information management is often paved with cost-intensive implications. Examples are media discontinuities involving repeated manual input, high-maintenance self-developed data interfaces, excess information through redundancies as well as suboptimal storage methods causing increased retrieval efforts.

As a risk factor: Errors and shortfalls in information processing can bring about serious risks. These include financial damage and liabilities due to data loss and privacy breaches as well as legal consequences caused by data transparency flaws. Furthermore there is the growing gamut of legal consequences when information cannot be delivered



at short notice – to satisfy a court order, for instance.

In point of fact, information processing problems apply generally to unstructured or barely structured information, amongst these are coded and non-coded (i.e. graphically) digitized documents, visual data from graphics to images, e-mail messages and the likes. Research reveals that they have come to contribute around 80 percent of all information found in any enterprise, tendency rising.

According to American studies an average of 7.5 percent of all documents get irretrievably lost in large organizations. Executives there spend on average four weeks of working time a year looking or waiting for falsely named or miss-filed documents.

In Germany, managers often complain about an excess of systems, information, processes and rules. They find the information in their organizations is more often than not spread over Office applications and -file storage, e-mail servers and archives, customer and product data bases as well ERP applications. To make things worse, this information is quite often isolated in department silos and the separate organization boundaries act as true hurdles on the road to enterprise-wide processes.

Today, every major organization faces the task of ensuring efficient and cost effective and at the same time transparent and trusted information management. Manufacturers need to shorten product lifecycles, save development and production costs and handle a growing proliferation of variables, right up to distributed product development and cross company value chains.

Public administrations focus on service quality improvement by introducing process-oriented procedures. For authorities, the introduction of electronic files with integrated electronic case processing are a central component for their request processing activities. On the one hand, this aims for efficient and secure document processing within the administrations. On the other hand, the main drivers toward e-governance include extra-departmental communications involving enterprises and citizens as well as electronic legal file-exchange following e-government standards.

Enterprise Content Management from Siemens

As information backbone for modern organizations, ECM (Enterprise Content Management) technologically embraces the areas of portals, content management, collaboration, document management, workflow management, image data capturing and archiving. ECM solutions map overall processes spanning and extending across organizations – from capturing and qualifying to handling and archiving right through to retrieving and publishing structured and unstructured information.

Examples include:

- Industrial files
- Information management in service call centers
- Problem solving database
- Invoice management
- Mail handling
- Audit-proof check and release
- Contract management
- Records management in public administration
- Enterprise Information Portal (EIP)
- Knowledge marketplace (community of practice)

- Team file-space and collaboration
- E-mail management
- XML based editorial processes

Our holistic ECM offering provides support for all information management aspects in your enterprise – from strategy over solution design and implementation to operation. Applying our real-life proven approach, we deliver a target-oriented combination of strategy, organization, processes, culture, and technology. This prevents miss-investments and effectively promotes the actual use of the ECM solution in daily business.

Making use of Siemens' ECM offering, you will free yourself from redundant data, inefficient processes and misaligned point solutions for content management and archiving. We provide you with an end-to-end ECM solution built on a proven technical platform and meeting the individual requirements of your business.

We will create a modern information lifeline for your organization – with such tailor-made solutions as:

- Capturing of structured and unstructured information (scanning, OCR/ICR, forms capture, XML based editorial input, etc.)
- Content and Document Management Systems (CMS/DMS)
- Efficient storage of information through to long-term archiving
- Information retrieval (navigation and search), handling and display
- Business process support (business process management, workflow, case processing)
- Change and configuration management (e.g. device and machine records)



- Product compliance management (mandatory record retention, product liability)
- Collaboration
- Knowledge management (search for experts, communities, knowledge marketplaces)

Your returns

The benefits of ECM from Siemens are obvious: increased efficiency across your organization as well as cost reduction through pervasive utilization of up-to-date, consistent and reliable information. Your end-to-end and even enterprise-wide business processes and value chains will be seamlessly aligned. By complying with legal requirements and faster damage rectification, you will avoid contractual penalties and claims for damage.

You will strengthen your competitive edge by means of efficient and effective knowledge management which leads to increased productivity of your staff as well as improved efficiency and quality of your sales force and service organization. More to the point, improvements can be gained in a whole range of areas such as:

- Labor cost savings through more effective, systematic information capture
- General cost reductions through shorter processing times and increased effectiveness as well as cutting down redundant tasks
- Standardized, global access to knowledge, corporate data and applications
- Consolidation of the application landscape
- Distributed information provision from a centralized data base (no file shares, no multiple data storage)

- Improvement of search options and structured access to corporate knowledge (classification, full-text index)
- Improved information delivery using push functionality
- More efficient project work by means of standardized project filing structures

- Secure version management for technical documents
- Secure retention and fast retrieval of all information
- Decrease of document print-outs



Links to structured data sources



Support in preparing and handling of unstructured information



Siemens – a first-class reference

Siemens itself – in “Region Germany” – provides the best example of benefits to be gained from ECM. The challenge in this case existed in merging the individual business areas’ sales and service activities that had existed in parallel since 1989 into one regional organization for Germany. The goals pursued here included revenue growth through sales synergies and cross selling, service quality maximization, cost savings with the help of process harmonization and the program Corporate Shared Services IT (CSS IT) up to the improvement of corporate management and controlling. The implemented ECM solution successfully combined Process and IT Landscape Harmonization. This was achieved with the development of a comprehensive standard ECM template with service orientation as basic design criterion for the ECM services.

To top it of, Siemens IT Solutions and Services can boast a long succession of reference projects in which the various different aspects of ECM were realized – from federal authorities to public utilities through to industrial enterprises:

- AEM Milan (electricity and gas utility)
- Borealis
- BPW (Joint venture between Coca-Cola and Nestlé)
- Bundesamt für Migration und Flüchtlinge
- Bundeseisenbahnvermögen (Federal Railway Trust)
- CMI (Cockerill Maintenance & Ingénierie)
- CNZP – health insurance
- Commerzbank
- CSSZ – state social insurance
- Dexia
- Deutsche Emissionshandelsstelle

- EPCOS
- Fr. Lürssen Werft GmbH & Co. KG
- Henkel
- Huf Hülsbeck & Fürst GmbH & Co. KG
- InBev
- Johnson Controls
- KELAG (Kärnten Electricity)
- Niederösterreichische Versicherung (insurance)
- Orbis
- Österreichische Bundesforste
- Provincie Zuid Holland
- Smart
- Sonaca
- SOS Children's Villages International
- Statistisches Bundesamt
- Ver.di (trade union)
- Zentrum für Informationsverarbeitung und Informationstechnik
- ZIVIT, Bundesfinanzverwaltung (German Federal Fiscal Authority)

Siemens – your strong partner in IT

Siemens IT Solutions and Services is a leading supplier of IT services. We deliver one-stop services along the entire IT service chain – from consulting to system integration through to IT infrastructure management. With our comprehensive expertise and industry-specific knowledge, we generate measurable added value for our customers.

In the field of ECM, Siemens is able to rely on a broad base of experience gained in-house as well as in numerous successful projects in various sectors. With our wealth of project experience, impartial advice for all-embracing overall concepts with in-depth knowledge of the relevant corporate and administrative processes and comprehensive expertise for the employed technologies and platforms, we are your strong partner for optimizing the information streams in your organization.

All hardware and software names used are brand names and/or trademarks of their respective holders.

© Siemens AG, 2009.
Right of modifications reserved.
Order No.
U29741-J-Z401-1-7600
02/09 | Printed in Germany

Siemens AG

Siemens IT Solutions and Services

Otto-Hahn-Ring 6

81739 Munich, Germany

Global Info Desk

Tel.: +49-1805-444713

it-solutions@siemens.com

www.siemens.com/it-solutions