Enterprise Information Management (EIM)
The Next Generation of Enterprise Software

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Introduction

The CEO White Paper series is a set of publications authored by Mark J. Barrenechea, CEO of OpenText.

This series is about Enterprise Information Management (EIM). EIM is the discipline of discovering, managing, extracting value from, and building applications on top of unstructured enterprise information in order to maximize the value of this information, while minimizing its risks. At OpenText we know these Enterprise Information Management practices as the next generation of enterprise software.

This is a first installment of a white paper series that has been developed to help present the topic of EIM. The complete series is comprised of the following 15 white papers that will describe EIM in detail:

1. Enterprise Information Management (EIM)
2. It’s All Connected
3. Focused on the Value
4. The Journey
5. Enterprise Content Management (ECM)
6. Business Process Management (BPM)
7. Customer Experience Management (CEM)
8. Information Exchange
9. Discovery
10. Mobile and Cloud
11. The Social Enterprise
12. Security
13. Governance, Compliance, and Risk Management
15. Customer Case Studies

The series will run until Spring of 2013 with each white paper delivered in semi-monthly installments.
Enterprise Information Management (EIM) is the moniker given to the discipline of handling all unstructured data within and between an enterprise and other organizations. This represents 90% or more of an organization’s data; however, until recently the practice has garnered less focus than structured data management, such as Enterprise Resource Planning (ERP), for example.

More notably, we have become so good at generating unstructured data as a civilization that estimates place the rate at which information is generated and captured as doubling every 90 days. From a business perspective, without the ability to capture, preserve, and make this information usable, we place ourselves in an untenable situation for the future.

Unstructured data encompasses everything from email and business processes to the handling of office and PDF documents, and even communicative, transient data like fax transfers, collaborative communications, and large managed files. This type of data composes the preponderance of information amassed and managed by today’s enterprise systems. It holds huge volumes of unlocked value for organizations poised to capitalize on their enterprise information strategy.

FIGURE 1:
The Deep Web Houses 96% of Information Inside the Firewall

Source: The Deep Web: Semantic Search Takes Innovation to New Depths
Unstructured data is pervasive. It’s present in both the Public Web and the Deep Web. The Public Web refers to the portion of the World Wide Web that can be indexed by search engines. Currently, there’s a lot of attention paid to the Public Web, and rightfully so. It’s experienced through the use of popular sites, such as Google®, Bing™, Yahoo!®, Facebook®, LinkedIn® and others. These sites are used every day, adding value by delivering referential information and engaging experiences for consumers.

The Public Web, with its eight billion plus pages, provides just 4% of the world’s available data—a staggeringly small amount of information. To the average user, it’s unfathomable to believe that the ubiquitous consumer sites like Google and Facebook represent only a diminutive fraction of the sea of data stored in modern systems. It seems impossible that anything could be “bigger than Google”. This dichotomy is a stark reality; accommodating large unstructured datasets and tending to their business requirements for compliance, access control and permissions, auditability, finability, and reusability is no mean feat.

Imagine if Google had to check the permissions of every user who issued a search against every Web page or asset it had ever indexed to determine if that user could access data and view a specific set of results. All of which would be completed in real time, simultaneously tracking and auditing that user’s activities against these data sets. Each user would have a specific view of the dataset, receiving results unique to their access and their relationship to every object it contained. It almost seems impossible, but this is the assertion of Enterprise Information Management, which captures, manages, and capitalizes on these intricate and amorphous mountains of unstructured information.

In the Google example above, the varying complexities of managing data for public and private consumption make it clear that managing the datasets of the Deep Web far is more complicated than those of the public Internet. Coincidentally, 96% of available information is behind a firewall, secure, locked inside a digital corporate vault, floating beneath the surface like an iceberg—an iceberg so large that it’s measured in Zettabytes.

The Deep Web is what companies run their business on every day. It’s the archived supplier invoice, the contract repository, the Business Process Management system that runs your operations, the PowerPoints® from your presentations, and every email you have ever sent on the job. In short, the unstructured data IS the business. Banish this information and you banish the company. This information has untapped wealth and value that’s only beginning to be understood through initiatives like EIM and Big Data. The unstructured data your company that has been gathering for years is the core set of information required for you to explore Big Data. EIM is the fuel in the Big Data gas tank.
It’s All Connected

There are two main corporate information management pillars: ERP and EIM. The data typically contained in each of these pillars can be classified as structured and unstructured, respectively. Corporate information is all connected; at least, it should be.

ERP information is by its nature structured and follows several major data object models: Financials (FIN), Order Management (OM), Human Capital Management (HCM), Supply Chain Management (SCM), Customer Relationship Management (CRM), and other data objects such as assets, projects, and more. CIOs and CFOs have relied on ERP to run their businesses efficiently over the last 30 years. The end result is that today, ERP houses roughly 10% of a company’s information.

The law of diminishing returns ensures that after accomplishing optimization of 90% or more of the structured information value chain, relative additional investment will see a lower return; while the opportunity to tap the value and return on unstructured information chains remains free and underexplored. For this reason, CIOs are turning their attention to unstructured data sources to make their companies more competitive, effective, and profitable.

Unstructured data isn’t just about the “artifacts” or content that’s produced and stored over time on corporate systems. Unstructured data is much more than that: it’s the contextual data or conversation that surrounds an asset. This data can be broad, ranging from posts about the presentation on an enterprise social platform to emails, recorded meetings, business process states, or information exchanges. The storing of an invoice or purchase order alongside a line item in an ERP system, for example, is the type of unstructured data reference that can provide clarity and business continuity around the structured transactions a company conducts.
To further explore the value inherent in unstructured information, consider your employees. An employee is potentially represented as a row or set of rows in an ERP database. That same employee is likely associated with hundreds or thousands of documents: expense information, receipts, correspondence, contracts, and myriad unstructured data.

Consider your organization’s assets. An asset is also potentially a row or set of rows in an ERP database. But this asset could be an airplane, a train, a fleet, an energy plant, a pump, or a complex piece of equipment. Each of these items have hundreds of thousands of documents associated with them, from acquisition information, quality reports, maintenance, operation manuals, incident reports, all the way through to disposal records.

Alongside traditional content, document, and records management, the social interactions and information exchanges, business processes, and a vast array of other communicative data types combine with unstructured artifacts to form the full view of an enterprise’s digital thread.

A combination of both structured and unstructured information formulates the Deep Web. These are the data types that few leverage but many collect. EIM provides the capacity for companies to tie their corporate memory to the communicative and unstructured data which accompanied its creation and utilization throughout its existence.

We envisage a future where this information is easily and seamlessly discovered, captured, managed, governed, secured, leveraged, and transformed into great value using information-based applications.

We call this discipline Enterprise Information Management (EIM). EIM data is by its nature unstructured and follows the required EIM functional technologies of Enterprise Content Management (ECM), Business Process Management (BPM), Customer Experience Management (CEM), Information Exchange, and Discovery.

EIM can be deployed on its own to capture, manage, and store enterprise information and integrates with ERP and additional information management systems to provide a “single version of the truth” for the enterprise. This white paper illustrates a fundamental axiom: the closer and tighter the connections between EIM and ERP data, the more value can be extracted from it to lower costs for IT and reduce the risk of mismanaged information for the business.
Data Deluge and the promise of Big Data are increasingly featured in the news. It’s as if the media just discovered Big Data; but Big Data is not new. The Global 5000 have been working with extremely large data sets for decades, applying agents to scour the mountains of information contained within their repositories to better understand their customers through demographic and purchasing identities, the way they transact with the company, and how they influence other buyers in their peer group. In fact, this is the original Big Data.

What’s new is the technology base that allows us to understand big data sets. These technologies allow big data sets to fit into non-mechanical memory, leverage more powerful processors and grid configurations, and have operations work 100 times or even 1000 times faster than was traditionally possible. This means that our big data sets are usable and we can extract massive amounts of value from them—from demographic behavior and optimal product positioning recommendations to buyer propensity models and geographical market uptake patterns.

While many modern business intelligence capabilities are backwards-looking, the promise of Big Data is the ability to make predictions based on it. Information can be viewed and analyzed, trends can be understood, and correlations can be plotted. The promise of big data is forward-looking. The challenge, of course, is plucking the diamonds from the rough. Content volume is doubling more rapidly than ever. Even more challenging than this are the automated tools that are creating new content without any human intervention, whatsoever. This system-generated data can easily put us awash in information that isn’t vital to business operations. This is why the capacity to manage unstructured content in a central, authoritative Enterprise Information Management system is so critical.
But Unstructured Information has its Challenges

Unstructured data has lots of challenges, not unlike the challenges of structured information in the early days of ERP.

The most prevalent challenges of unstructured information include: (1) the fragmentation of information and processes; (2) the Three V’s of information: Variety, Volume and Velocity; (3) Security; and (4) Governance.

These top four challenges, if left unsolved, can result in organizations that are slow to create change, projects which are harder to automate, increased tunnel vision among internal organizations and the silo effect, the introduction of business risk, and a higher cost of operations for IT.

Fragmentation: Data and Processes

In the early days of Enterprise Resource Planning, there were hundreds of software providers, many bespoke systems, and in some cases, non-automated business functions. This created a large-scale fragmentation of processes and data. If a process is not automated, data and processes are fragmented. If processes and data live in different systems, data and processes are fragmented.
Enterprise Information Management (EIM)

The better the process, the better the data; the better the data, the better the process – it’s a basic, cyclical improvement. Over many years and many versions of the software, enterprise-wide systems created standard process models: Campaign to Quote, Quote to Order, Order to Cash, Procure to Pay. The fragmentation of unstructured information creates barriers for processes, leaves data stranded, unused, and at rest. Data at rest is data at risk. Fragmentation also promotes organizational tunnel vision as in “not my process; not my data.”

OpenText is focused on creating architectures that integrate unstructured information into EIM data models to streamline processes across many disciplines. This represents the automation of 90% of an organization’s information, which unleashes the power and value of unstructured data. To accomplish this, the 90% of unstructured information we have discussed must be understood through the five practices by which it can be managed: Enterprise Content Management, Business Process Management, Customer Experience Management, Information Exchange, and Discovery.

To better illustrate an information flow, consider Capture to Archive, a basic flow articulated graphically above in Figure 5. CIOs can either automate this information flow using OpenText Software, or by stitching together a dozen or so third party providers. In an integrated EIM system, this information flow in the context of a vendor invoice exception resolution might look something like this:

1. Capture an Invoice from a Vendor.
   a. Business Process Management
   b. Enterprise Content Management
2. Execute an Accounts Payable Process on this Invoice.
   a. Business Process Management
3. Resolve a dispute on the invoice socially with the vendor; in this case, the AP clerk believes it to be a duplicate invoice with a new invoice number.
   a. Customer Experience Management
4. Fax the invoice with the issue back to a member of the vendor’s accounts receivable team and keep a record of the “exception handling” communication.
   a. Information Exchange

5. Receive confirmation by email from the vendor that the invoice is correct and store the email message along with the exception handling step in the BPM system.
   a. Business Process Management
   b. Enterprise Content Management

6. Perform a discovery on similar invoices to ensure this one is not a duplicate.
   a. Discovery

7. Close the process and archive the email to the EIM system, linked to the ERP transaction for future reference.
   a. Enterprise Content Management
   b. Business Process Management

If the systems required to handle this exception are integrated and structured to make the information flow as efficiently as possible for the employee, handling the exception is simple. If multiple records exist and there is no capacity to find similar unstructured artifacts easily, this duplicate resolution process can become very costly and inefficient for the organization.
Complexity + Complacency = Calamity

**Volume**

The challenges of data fragmentation are further augmented by the nature of unstructured information, which can be described using three “V’s”: volume, variety, and velocity. Enterprises need to pick information architectures to avoid the digital landfill of these three “V’s”. Information architectures help to manage the integration of data flows, the maintenance of an organization’s data taxonomy, and how systems interact with each other.

**Volume**

The volume of unstructured information is extremely large. Some call it Big Data. The law of large numbers suggests that you need to pick a strategy on how to manage the volume. Do you try to manage it all? Do you try to manage it all for some period of time? Do you manage a subset of systems or data types? Do you set priorities and go after this a slice at a time?

Enterprise Information Management helps organizations to manage the swell of information in front of them. Through mechanisms like auto classification of content, semantic analysis, semantic navigation, search, and records management, an enterprise can stay afloat of the ever flowing river of data their business needs to survive.
Variety

Structured information has its own language. One can speak this language to access the information and ask it questions or gain a response. That language is the Structured Query Language (SQL).

Unstructured information comes in many formats: doc, pdf, xls, tiff, wav, ppt, html, email, SharePoint® files, faxes, business processes; it has no single “lingua franca”. It is critical that EIM solutions be able to understand all of these different formats to “crack the code” and to connect to the information to gain insight, extract metadata, and to organize the information.

EIM creates a unified language by which one can speak to unstructured information.

Velocity

The volume of unstructured information is estimated by some to double every 90 days. In fact, there are automated programs now creating content! Based on sheer velocity, it’s critical that organizations create priorities based on what data is important and what data is not, and that they control the pace of unstructured information retention and creation.

Security

Security is essential for unstructured information. This is reinforced by the public trials and tribulations of businesses where bad actors, inside or outside the company, have stolen or leaked critical information. This challenge is here to stay and will remain persistent.

The security threat exists at many layers: employees, projects, competitiveness, national security, reputation, brand, and in some cases, to the business itself. Consider some of the most recent publicized cases:

- HBGary Hacked
- Nato Hacked
- RSA Keys Breached
  - http://www.theregister.co.uk/2011/03/18/rsa_breach_leaks_securid_data/

Nortel had trade information leaked and went out of business as a result. WikiLeaks leaked classified information that intersected with National Security. BAE had Joint Strike Fighter designs stolen. MegaUpload went out of business. The examples are many and what these organizations had in common was the lack of a sound Enterprise Information Management strategy.

These security issues are not insoluble. They can be addressed by managing your information with EIM software. Properly deployed EIM solutions protect your data in the repository, at rest, over the air and over the wire, and on the client through encryption, permission and access control, audit facilities, and numerous other stringent security capabilities all designed to deal with the complexities and risk associated with managing unstructured enterprise information.
Governance, Compliance, and Risk Management

The requirements for governance and compliance will only increase, as governments create more and more laws and legislation. Creating a solid information architecture with OpenText EIM ensures security, governance, compliance, and risk management. By automating processes and integrating information around governance and compliance, organizations can transform risk into opportunity by being able to react to changes in regulations more quickly than their competitors.

Often, the Enterprise Content Management practice of EIM is implemented to help organizations adhere to regulatory requirements and mitigate the risk associated with the long term management of documents, contracts, cases, and the other assets generated through their normal operations. This practice may be implemented voluntarily to leverage the intellectual property of the organization and mitigate risk, or by regulatory requirement such as:

- **SEC 17a** - “All records required to be kept by the Act and by Commission regulations shall be kept for a period of five years from the date the record was made...”
- **ISO 30300:2011** - “Managing records using an MSS supports cost-effective operational processes, such as ... information retrieval, information re-use, litigation and due diligence.”
- **FDA 21** - “Persons who use closed systems to create, modify, maintain, or transmit electronic records shall employ procedures and controls designed to ensure the authenticity, integrity, and, when appropriate, the confidentiality of electronic records...”

Cost effectively, thoroughly, and accurately adhering to multiple international regulations is now a normal requirement of business. Implementing information management systems to ensure compliance is vital every organization’s success.

Each corporate information asset represents both risk and value to today’s organization. Every email is a potential smoking gun and every contract the potential solution to a costly litigation. At the same time, unstructured information is today’s oil and being able to capture, preserve, manage, and capitalize on it is the next frontier of competitive business. EIM acts as a force multiplier in helping organizations unlock the untapped value of unstructured information, while complying with regulatory requirements and ensuring that corporate data is safe.
Information is Power

**UNSTRUCTURED ENTERPRISE INFORMATION**
- .pdf, .ppt, .doc, .xls
- Email
- Fax
- Other Repositories

**CONTROL CONTENT**
- Records Management
- Classification
- Metadata
- Security

**EXTRACT VALUE**
- ERP, CRM
- SCM, PLM
- Email
- Other Repositories

**PROVIDE INSIGHT**
- Share
- Social
- Search
- Intelligence

**BUILD APPS**
- Cases
- Contracts
- Customers
- Invoicing
- Approvals

**PROCESS & DATA ORCHESTRATION**

**INFORMATION ARCHITECTURE**

This is where it all gets very interesting. We’ve come from the discovery, capture, and digitization of information and moved through controlling it, extracting value, providing insight, to building applications on top of it all. With the foundations of Enterprise Information Management well laid out, and with unstructured enterprise information well managed, a company’s information becomes powerful through the use of a new category of enterprise software: information-oriented applications.

Based on the challenges of unstructured information, when we consider the variety (as one of the three V’s), the ability to discover, connect to, capture, and digitize unstructured information within an Enterprise Information Architecture is vital. An enterprise with sound control over the variety of data within their walls and a robust Enterprise Information Architecture can start to deploy or build applications, which are purposefully designed to solve the problems of its workforce. The more effectively we can collect, find, and process information in the context of an application for our end users, the more effective we make the organization itself.

It’s all about applications.
Follow the Information

**SUPPLIERS**
- Orders
- Invoices
- Materials & Returns

**EMPLOYEES**
- Recruiting
- Retention/Advancement
- Retirement

**CUSTOMERS**
- Correspondence
- History/Transactions
- Install Base/Revenue

**ASSETS**
- Physical or Digital
- Acquisitions to Disposition
- Management to Revenue

**FINANCIAL**
- Audit, Compliance
- Regulatory, Fraud
- Collections, CAPEX

**CASES/PROJECTS**
- Approvals
- Claims, Loans
- Quality, Projects

**CONTRACTS**
- Legal & Templates
- Terms and Entitlement
- Renewals and Revenue

**...AND MORE**
- eMail & ERP
- CAD
- Correspondence

With an information architecture in place, unlocking the value of your major data objects through information-based, smart applications is the next step. At OpenText, we see a variety of major categories for unstructured data models: Suppliers, Employees, Customers, Assets, Financial, Cases, Projects, and Contracts – all worth building applications on top of.

The list of potential information-based applications is inexhaustible, the only limit is the capacity to gather and manage unstructured information and the requirements of the business.
The “big picture” is all about linking enterprise information to business value. If you can’t link enterprise information to business value, it’s not worth automating processes. Whereas ERP and other structured data-source platforms have been optimized over the past 30 years, EIM is new and rich with business opportunity.

Over the last 20 years, OpenText has been helping tens of thousands of businesses unlock the value of their information. With two decades of experience and proven results, what we have learned is that corporate agendas vary greatly based on situational analysis, and that CIO agendas can be diverse. With that said, we have categorized a variety of value propositions through our two decades of customer successes.

FIGURE 10:
Creating Business Value with EIM
## Business Impacts

<table>
<thead>
<tr>
<th><strong>ECM</strong></th>
<th><strong>BPM</strong></th>
<th><strong>CEM</strong></th>
<th><strong>INFORMATION EXCHANGE</strong></th>
<th><strong>DISCOVERY</strong></th>
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<tr>
<td>Drive Information Reuse</td>
<td>Improve Process Efficiency</td>
<td>Ensure Brand Consistency</td>
<td>Discover Unexpected Information</td>
<td>Ensure Litigation Readiness</td>
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<td>Locate Subject Matter Experts</td>
<td>Reduce Time to Market</td>
<td>Improve Message Effectiveness</td>
<td>Discover Unexpected Relationships</td>
<td>Actionable Information</td>
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<td>Increase Customer Retention</td>
<td>Reach Audience Cost-Effectively</td>
<td>Foster Information Sharing</td>
<td>Speed Up Decisions</td>
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<td>Ensure Content Security</td>
<td>Adapt to Business Changes</td>
<td>Grow Customer Acquisition</td>
<td>Reduce Digital Storage Costs</td>
<td>Informed Action</td>
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<td>Preserve Knowledge</td>
<td>Handle Organizational Changes</td>
<td>Improve Customer Service</td>
<td>Mobile File Access</td>
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<td>Fax and Document Distribution</td>
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<td>Learning Management</td>
<td>Mobile Web</td>
<td>Data Integration</td>
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Unleashing the Power of Information

Enterprise Information Management is ultimately about unleashing the power of your information. This white paper has outlined the principles of the Deep Web, how enterprise information—both structured and unstructured—is all connected, the challenges of unstructured information, and the major opportunities to extract the most value possible from your enterprise information.

Enterprise Information Management
Unleashing the Power of Information

CEM
- Web Content Management
- Customer Communications Management
- Media Management
- Social Communities
- Portal
- Mobile Web

ECM
- Content Management
- Archiving
- Records Management
- Email Management
- File Archiving
- Legacy De-commissioning
- Learning Management / Accreditation
- Content Centric Applications

BPM
- Business Process Management
- Dynamic Case Management
- High Volume Imaging
- Strategic Business Planning and Modeling
- Process Centric Applications

Discovery
- Search
- eDiscovery
- Content Analytics
- Semantic Navigation
- Auto-Classification

Information Exchange
- Fax and Document Distribution
- Cloud-based File Sharing
- Capture and Recognition
- Managed File Transfer
- Data Integration

InfoFusion

The EIM journey starts at capture and digitization, and then progresses to building smart information-based applications. EIM is comprised of technologies for Enterprise Content Management (ECM), Business Process Management (BPM), Customer Experience Management (CEM), Information Exchange, and Discovery. Together, these suites of software create the Next Generation of Enterprise Software we call EIM.

FIGURE 11:
Comprehensive Enterprise Information Management
Enterprise Content Management

Enterprise Content Management is an integrated set of technologies that manage information throughout its lifecycle to improve business productivity, while mitigating the risk and controlling the costs of growing volumes of content. Broadly speaking, it pertains to the management of any content object within an enterprise. The effective management of enterprise information covers assets ranging from office and PDF documents to CAD diagrams and models, emails, contracts, case records, templates, and the gambit of unstructured data types that users create every day for everything from team meeting presentations to the 170 million plus emails sent globally every minute.

ECM helps organizations take advantage of their data and use it to compete in the market, instead of allowing it to remain idle and at risk. As with Business Process Management, coupling Enterprise Content Management with the other four technology suites of Enterprise Information Management helps to unlock the untapped value of your organization’s unstructured enterprise information.

Business Process Management

Business Process Management is one of the five core technologies of Enterprise Information Management and involves a full range of offerings that empower employees, customers, and partners with the processes and information they need to produce signature experiences and significant business results.

Implementing sound BPM practices enables you to understand, monitor, and account for how your business is conducted. Where are your bottlenecks? Where are your biggest resource expenditures? How do you ensure repeatable, structured customer service or case management? Whether conducting millions of high volume processes per day in cases like claims management or regulatory compliance, or running a lower volume of extremely high-value procedures such as commercial lending approval or contract management, BPM allows companies to understand their operations, track the information that flows through those operations, and to recover cost and optimize efficiencies.

BPM enables organizations to capture not only the output of processes like sold product, a resolved insurance claim, or a new drug taken to market, but also provides a mechanism through which to assemble the context of the decisions and outputs of those processes. Integrating BPM with the other EIM core technologies like Enterprise Content Management, Information Exchange, and Customer Experience Management delivers significant business value from the vast amounts of unstructured information generated daily by organizations the world over.
Customer Experience Management

Customer Experience Management is a set of technologies that helps your organization to exceed customer expectations, reach new markets, and provide superior experiences across all digital touch points. CEM encompasses the presentation, assembly and, interaction of your organization’s information with your customer. Whether it’s presenting a portal view of the systems within an organization to simplify and multiply their use throughout the employee base, or managing your Web and media assets, CEM creates and manages your organization’s “presence” internally and externally in the market.

Every company lives on its data. We conduct exchanges with that content and these are presented through customer experience. This is the basic tenant upon which an organization must exist and one that is fundamental to EIM – you need to have a customer presence to conduct business.

CEM powers the world’s most compelling and highest traffic brand sites, the most compelling mobile experiences, and the most recognized eCommerce portals on earth. Projecting your brand, conducting electronic commerce, and managing your media assets are the fundamentals of generating return from your corporate identity. A company’s presence and the management of the customer’s experience from hitting the Web site and mobile app, to consuming media or conducting a transaction and consuming brand material is vital to ensuring the survival of an organization. All of these interactions and the assets which surround them, require proper management and utilization – that’s what Customer Experience Management is about.

The Social Enterprise is another key aspect of CEM. With the proliferation of consumer social networks such as Facebook and LinkedIn, employees are demanding access to the digital water cooler that consumer social sites provide them. The challenge is that these social interactions can represent both value and risk to every organization. While they present new opportunities for engagement and productivity gains, much of the content generated is not moderated or managed by IT, and falls outside of governance policies.

The loss of intellectual property or leaked information is a huge risk for today’s Social Enterprise. CEM provides a safe social harbor for organizations, which enables employees, customers, partners, and the public to interact socially in a forum that can be archived, moderated, managed, and explored for both value and risk. Enterprise social capabilities also deliver a medium through which the organization can customize their social experience to suit their objectives and integrate with today’s colloquial consumer platforms. Spanning this bridge in a way that is both compelling for end users and safe for the organization is critical in a world where the search volume on social networks has surpassed those on pure-play public search engines.

Your social organization, how it is portrayed, the management of the assets that portray it, the customer’s digital experience, and the handling of their commerce—all of this is based on unstructured information and all of it is of penultimate value. A CEM suite can capture, manage, and present this information, and integrate this with your enterprise content, business processes, and information exchange capabilities, to deliver a comprehensive EIM solution that helps you gain better business insight, create a positive business impact, reduce risks, and protect intellectual property from internal leaks and external threats.
Information Exchange

Information Exchange is the fourth of five parts to the Enterprise Information Management acme. Information Exchange is different from Business Process Management and Enterprise Content Management in that Information Exchange is the name given to the praxis of conversational data exchange. It is a set of offerings that facilitate efficient, secure, and compliant exchange of information inside and outside of your enterprise, from electronic faxes and cloud services to EDI and large managed file transfers.

Information Exchange isn’t the management of data objects, which behave like a document or email would, but rather the management of transient, communicative exchanges of varying electronic format. This is the conversation of an organization; internally amongst its employees, and externally with its customers and partners. An information exchange can be described as a payload of data, moved between one or more parties for the purposes of communication, sharing, or transacting business. These services generate truly massive amounts of data and often are tied into other practices such as Enterprise Content Management with very specific collection parameters.

Information exchange is the lifeblood of an organization’s communications and represents a very particular challenge for EIM because of the sheer volume of data generated on a daily basis. It’s not tenable to harvest, capture, and store every exchange an organization conducts. So exchanges may exist in a transient state where their information payloads are disposed of post transaction, posing great risk for organizations. This is akin to washing both the gold and dirt from the pan while prospecting. Manually dealing with the disposition of which exchanges are gold and which are not is also not tenable, as the volume of monitoring required to do so would be financially prohibitive. As such, combining Information Exchange services with Enterprise Content Management and Discovery practices allows for the automation, archiving, and monitoring capabilities to capitalize on the information exchanges created by an organization, without the overhead of accommodating them manually or the risk of leaving the data unattended or lost to a transient state.

Discovery & InfoFusion

Discovery is the final of the five practices, which form the discipline of EIM. Discovery solutions organize and visualize all relevant enterprise information to make it possible for business users to quickly find answers to questions and optimize the business impact of their decisions. Having implemented, monitored, and refined our business processes and enterprise content, including contracts, documents, and forms which form the basis of those processes, we have moved to the representation of the organization through its Web presence, social platform, and information exchanges—and our EIM journey is nearly complete. The integrated set of technologies that comprise Discovery enhances an organization’s capacity to “remember”.

The expense and time associated with traditional legal or other information discovery is very high. Having a set of tools available to reduce and make accurate the data sets retrieved in a discovery represents immediate savings and competitive turnover for an organization. Full text search is no longer enough given the truly imposing volumes of data at our disposal. The ability to auto-classify content, and perform semantic analysis and navigation is paramount as part of a fully implemented EIM strategy that puts all of an organization’s content is at its fingertips.
Discovery is further enhanced by OpenText InfoFusion, an Information Access Platform that provides new and improved ways to discover, analyze, and act on unstructured information across the enterprise. InfoFusion can be thought of as the information bus; it’s your unstructured gateway to integrating the five core technology sets belonging to Enterprise Information Management. InfoFusion delivers the foundation upon which your Integrated Information Applications will be built to make your enterprise more competitive.

Implementing advanced discovery capabilities alongside your integrated enterprise content, business processes, information exchanges, and customer experience solutions ensures you have access to the value of your organization on a platform that brings that data to life.

The vast majority, over 90% of enterprise information is unstructured. The amount of unstructured data in the world is speculated by some to double as often as every two days. The Public Web encompasses only 4% of the world’s data; the rest is behind the firewall, inside your organization. Investment in traditional structured systems like Enterprise Resource Planning, Financials, Human Capital Management, Order Management, Supply Chain Management, Customer Relationship Management, and others is now meeting diminishing returns because it has been optimized. The discipline of Enterprise Information Management is your onramp to driving value from the untapped 90% of unstructured information in your enterprise.

The core sets of technologies for Enterprise Content Management, Business Process Management, Customer Experience Management, Information Exchange, and Discovery form a comprehensive platform for Enterprise Information Management. Information is the new oil and EIM allows companies to manage and optimize the information flows that formulate the foundation of their commercial operations. The unstructured data sets managed by EIM are the fuel in the tank of the looming Big Data revolution and your path to unleashing the power of information.

Enterprise Information Management unlocks the potential for superior quality and less costly operations, reduced regulatory cost and risk, optimally efficient business processes, an engaging customer and social experience, and effective online commerce and information exchange—on premise, in the cloud, and on mobile devices.
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