Speed to Value with Documentum
xCelerated Composition Platform

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What will you do?

How do I reduce operating costs?

How do I better retain and acquire new customers?

How do I reduce risk?
What will you do?

Do more with less

Deliver value faster
Speed to Value Through Dynamic Business Applications

Considering your existing enterprise application implementations, how important are the following business problems?

(Percent answering “important” or “very important”)

- Inflexibility limits process changes: 77%
- Lack of visibility into process results: 77%
- Poor cross-functional processes: 76%
- Business requirements vs. application mismatch: 76%
- Poor internal/external collaboration tools: 65%
- Can’t extend processes to external partners: 53%
- Poor industry-specific functionality: 47%

“IT’s primary goal during the next five years should be…enterprise software that adapts to the business and its work, and evolves with it.”

Forrester Report 41397, Sept 24, 2007

Forrester calls this new generation ‘Dynamic Business Applications,’ emphasizing close alignment with business processes…and adaptability to business change.”
Focus on Transactional Applications

- People, process and information intensive
- Cross-functional & decision intensive
- Customer and/or service facing
- Must provide an accounting of “how” and “why” decisions were made
- Greatest opportunity to reducing operational costs, delighting customers and reducing organizational risk
End-to-End Business Processes

Value Across the Enterprise

Transactional processes are cross-functional, cutting across organizational boundaries

“Cross-functional, end-to-end processes are the ones that matter most to the bottom line: to overall efficiency, customer satisfaction, compliance, and responsiveness”

—Bruce Silver & Associates
Driving Business Performance

Mortgage Loan Origination
Barclays operates in Italy under the Banca Woolwich brand. Banca Woolwich is one of the Loan Market leaders in Italy and is leading on the Mortgage loan market. Barclays has presence in 50 countries, 27 millions of customers, 1,500 B€ of assets under management.

Results

• Decreased loan processing time from more than 30 days to two weeks
• Increased throughput of loan requests by 100 percent with the same number of resources
• Integrated multiple external systems and participant collaborations within a single process application
• Drastically improved overall compliance and reduced complexity of supporting loan documents (up to 100 documents per customer)
Case management applies to all industries and directly to transactional applications.
Case management is a pattern of work common throughout many business transactions that requires a group of people to systematically collaborate on content and data.
“Case management departs from the traditional view of structured and sequential predefined processes. Instead, workflows are nondeterministic, meaning they have one or more points where different continuations are possible. They are driven more by human decision making and content status than other factors.”

Mark Kerremans
“Case Management Is a Challenging BPMS Use Case”
8 December 2008
Gartner, Inc.
It’s All About the Case
Case Management in New Account Opening
Evolution to Accelerated Application Composition

xCelerated Composition Platform (xCP)

Transactional Content Management

Business Process Management

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Speed to Value: The Documentum xCelerated Composition Platform (xCP)

Case-based Solution Examples

- Grants Management
- New Account Opening
- Customer Care
- Contracts Management
- Unemployment
- Virtual Repository for Patient Records
- Accounts Payable
- Claims Management

Model-driven Configuration
Configurable User Interface
Role-based Applications
Configurable Dashboards
Process & Content Unification
Rich Integration Capabilities
Reference Applications
Best Practices

Case Management

- Compliance
- Monitoring & Reporting
- Intelligent Capture
- Customer Communications
- Business Process Management
- Collaboration
- Content Management & Repository Services

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Speed to Value:
The Documentum xCelerated Composition Platform (xCP)

Single platform to rapidly build case-based applications
Solutions up to 50% faster, substantially lower cost
Configuration vs. coding – less resources, complexity & risk
Greater application agility, lower TCO
A Case Management Development Scenario

Identify requirements
Identify solution opportunity
Develop solution
Test solution
Deployment
Success
The Opportunity with Documentum xCP

- Decrease development times at up to 50 percent
- Lower total cost of ownership by 40 to 60 percent
- Improve productivity by 30 to 50 percent
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A Look at Documentum xCP Delivers Speed to Value

- Transform paper and documents into electronic information
- Configure business processes for case management
- Easily collaborate
- Manage case management for compliance
- Integrate with systems, applications and data sources
- Generate personalized communications automatically

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Paper is Here to Stay

The Paper Management Problem

1. Managing volume and variety
   - Forms, documents, digital pictures, electronic formats

2. Inefficiency and expense
   - Slow, sequential, “one-person-at-a-time” processing

3. Inadequate information access
   - Global, 360-degree access to customer data and business transactions needed

4. Compliance
   - Difficult to establish enterprise controls and comply with regulations

Paper remains ubiquitous and expensive

- 30 percent of all key business documents are paper-based
- On average a document costs $40 before it ends its lifecycle
- Up to 19 copies of a single document
- $20 in labor to file each document
- A single Invoice can cost $8 to process, (70 percent related to handling)
- $1.00/per document to store and $5.00/per document to retrieve
- Organizations lose one out of every 20 documents
EMC Intelligent Capture

Capture all of your paper documents and transform these documents into electronic images and business data

- Support centralized and distributed scanning environments
- Enable digital offices throughout your enterprise
- Identify all documents and automate data capture from business documents
- Provide immediate access to your documents to both individuals and processes

Invoice Number: 10010
Vendor Name: Acme Products
Purchase Date: 30 January 2008
Subtotal: $6,014.81
Grand Total: $6,025.88
Payment Terms: Net 30 Days

“The substantial business value that many enterprises achieve with imaging…make imaging one of the safest ECM investment areas.”

Source: Kyle McNabb, Forrester Tech Radar ECM Q2 2008
Automated Classification and Extraction

- Reducing document preparation costs
- Automating data capture reduces cycle times
- Validating extracted data improves data quality and the business process accuracy
Accelerating Claims Processing

**Life Insurance**
Conseco is a leading provider of financial security for term life, health, and retirement needs of middle-market Americans. Conseco is a Fortune 500 company with more than $4 billion in annual revenues.

**Results**

- Substantial improvement in service levels and reduced cost per transaction
- Automatically classify 90 percent of all documents
- 90 percent improvement in speed and accuracy of data input through automatic data extraction and database validation
- Increased document throughput rate to over 90 percent—from scan to export, without user intervention
Managing Business Processes

Business process management (BPM)

- **Understand**: Complete view of processes across the organization
- **Automate**: Execute and automate processes in a production environment
- **Optimize**: Continuous process performance improvement
Configurable and Flexible User Interface for Case-based Solutions
Making the Right Decisions, Faster

- **TaskSpace**
  - Substantially accelerates development and deployment user interface
  - Increases Knowledge Worker productivity
  - Optimizes document access and improves decision making
  - Integrates imaging and BPM into a single user interface

Highly-configurable, all-in-one user interface for case-based applications
Collaboration: Enhanced Process Agility

- Support ad-hoc process events
- Collaboration as part of work process
- Quickly make decisions
- Address in-flight changes
- Complete audit trail
Universal Process and Application Integration

- Connect systems, data and people
- Outbound and inbound message and event correlation
- Built-in graphical data mapping and transformations
- “Event-Action” model for ESB-based integration (loose coupling)
- Robust protocols support: JMS, HTTP/S, SOAP, SMTP, WSDL, S/FTP, JDBC, POJO, FAX
Real-time Visibility

Monitor
- Track processes as they occur in real time
- View Key Performance Indicators (KPIs) at overall process and individual work level
- Continuously make process improvements

Rich user experience for dynamic business processes
Sense, Assess, Respond
Driving Business Performance

Retail Loans and Credit Card Applications
Siam Commercial Bank in Thailand has the largest market capitalization in Thailand and number one leader in Retail banking. SCB has over 950 branches and 6000 ATMs serving more than 10 million clients nationwide. SCB has $35.7 billion in total assets, $26.3 billion in deposits, and $26.2 billion in loans.

Results

- Decreased solution development time by 50 to 60 percent
- Increased efficiency and reduced cycle time from 6-12 days to just under 3 days
- Standardized and with better control of application processes
- Eliminated paper documents storage (except required by law)
- Substantially improved customer responsiveness
- Dashboard to measure SLA of end-to-end process
- Performance monitoring by unit / team
Why Organizations Care About Personalized Customer Communications

**More than 50%**
of investors surveyed rated their ability to understand communication between themselves & their firms at or below average

Source: Aite Group

**New customer attrition:**
30-40%

Why? Dissatisfaction:
35-40%

Source: Document Sciences Analysis, TowerGroup, 2006 World Retail Banking Report

**51%**
of health plan members rate their plans as unenjoyable & would consider switching for a more enjoyable experience—more than any industry except cable TV

Source: Forrester Research

**Response rate improvement**
using personalized communication database, text, images

500%

Source: Rochester Institute of Technology Digital Printing Study
“Enterprises should begin to target content that relates to customer communications management as a business opportunity that adds value both by improving engagement and loyalty, and by lowering costs and complexities.” - Toby Bell

Gartner Report G00155038, 14 March 2008
On-demand Statement Generation

Financial Services
Santander Private Banking (SPB) is the international wealth management division of Grupo Santander, one of the largest bank in the Euro Zone by market capitalization.

Results
• Reduced production time from days to hours
• Enabled financial advisors and bankers to generate custom, consolidated reports on-demand for their customers
• Deepen client relationships for a competitive advantage
Content and Compliance with Case Management

- Leverage common content and storage platform
  - Eliminate information silos
  - Quickly find information throughout the enterprise
  - Enable case management applications with secure information management

- Unified platform to meet all compliance requirements
  - Archive repository
  - Records/retention management
  - Information protection
  - Full security & audit trail
  - Integrations with Line of Business applications
  - Optimized storage
Why Documentum xCP?

New Standard for rapidly building dynamic case-based applications

Single composition platform to deliver solutions up to 50 percent faster, at a substantially lower cost

Configure versus code: less resources, less complexity, less risk - delivering greater agility and lower TCO
Why EMC?

Business Benefits

- Industry’s only complete, end-to-end composition platform for case-based solutions
- Develop applications up to 50 percent faster, greater agility and substantially lower TCO
- Enhanced productivity up to 30–50 percent
- Streamlined processes – accelerating work, while reducing operating costs
- More compelling/engaging customer experience
- Reduced risk; automated compliance control