

An Introduction to Enterprise Content Management (ECM)

One-day course

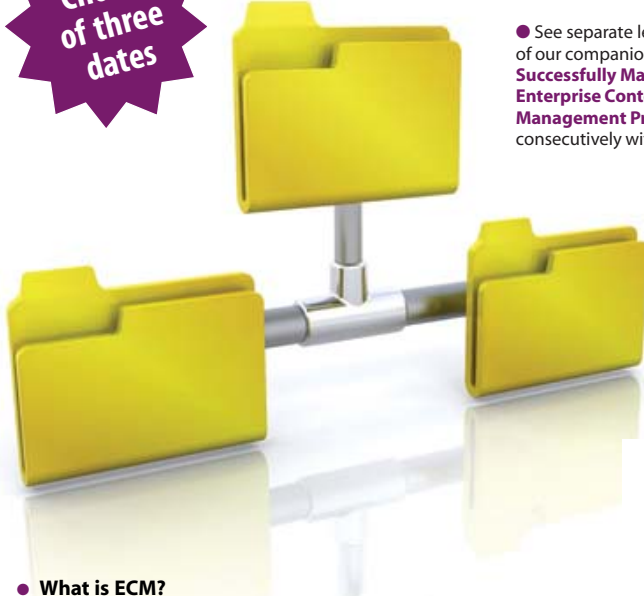
- 14 April 2010
- 14 July 2010
- 17 November 2010

at the Innovation Centre, University of Hertfordshire

£25

Early Booking
Discount

Choice
of three
dates



- See separate leaflet for details of our companion course **Successfully Managing an Enterprise Content Management Project** running consecutively with this event.

- **What is ECM?**
- **What can it do for your organisation?**
- **The key ECM components:** document management (DM), records management (RM), Web content management (WCM), business process management (BPM), collaboration.
- **A detailed review of the ECM marketplace.**



www.cimtech.co.uk



An Introduction to Enterprise Content Management (ECM)

One-day course ■ 14 April ■ 14 July ■ 17 November

- What is ECM?
- What can it do for your organisation?
- The key ECM components
- A detailed review of the ECM marketplace

Overview

Enterprise Content Management (ECM) is a fast-growing market with all the major software suppliers—including Microsoft and Oracle—joining specialist providers to offer ECM suites. ECM helps organisations to manage their growing volumes of documents and to control the publication of content to web sites. ECM enables collaboration and business process management (BPM) and supports corporate records management for compliance.

This course provides a comprehensive introduction to the key ECM components, technologies, standards and best practice, together with a detailed review of the ECM marketplace—from the leading specialist products to Microsoft SharePoint. (See also Cimtech's companion one-day course for a guide to **Successfully Managing an Enterprise Content Management Project**.)

Programme

The morning session starts by defining what is meant by ECM and how the ECM marketplace has developed to help organisations meet the challenge of electronic content management. The course then reviews the key components of enterprise content management and the key functions and services that comprise an overall solution.

These cover Input/Capture, Management, Storage and Output.

- **Input** includes scanning, capture of digital content, indexing and classification.
- **Management** covers document management (DM), records management (RM), Web content



management (WCM), business process management (BPM), collaboration, and digital asset management (DAM).

- **Storage** covers library services, storage subsystems, preservation strategies including migration, and the management of records in digital and analogue format.
- **Output** covers the options available for rendering, delivery and publication of content.

The afternoon session looks at standards and best practice guidelines for ECM, including technical format standards, metadata standards, interchange standards, standards for electronic records management (ERM) including MoReq2 and governance standards.

The day concludes with a survey of the options for implementing ECM—from using existing infrastructure to procuring a full-scale solution—and a review of the marketplace including all the major software and service providers.

The sessions are designed to be interactive with time set aside for discussion.

Cimtech

Cimtech is a centre of expertise on all aspects of enterprise content management (document management, records management, business process management and Web Content Management) based at the University of Hertfordshire. Cimtech provides independent consultancy services, courses and publications.

Programme

(Cimtech reserves the right to alter the timing and content of the sessions.)

09.00 *Registration and coffee*

09.15 **Introduction to the course**

An introduction to enterprise content management (ECM)

The background to ECM and the business case for implementing ECM in your organisation.

10.15 *Coffee break*

10.45 **A review of the key ECM components**

Part 1, Input/capture—document imaging, electronic content capture, indexing and classification.

11.30 **A review of the key ECM components**

Part 2, Management—document management, records management, Web content management, business process management and collaboration.

Part 3, Storage

Part 4, Output

Discussion

12.45 *Lunch break*

13.30 **Standards and best practice guidelines for ECM**

Format, metadata, information and records management (TNA, MoReq2, ISO), and governance standards.

14.45 *Tea break*

15.00 **A survey of the options for implementing ECM and a review of the products and trends in the supplier marketplace**

Discussion

16.30 *Close*

● *All course sessions will be delivered by Cimtech senior consultants including Tony Hendley, John Walsh and Alison Gibney.*

Booking

Please complete the booking form overleaf and return to Cimtech as soon as possible. If you book a place and your plans change, an alternative delegate is welcome. If that is not possible, you may cancel your booking with a refund—less 10 per cent administrative charge—provided we receive notification in writing at least 10 working days before the event. Cancellations received after that will be liable for the full amount. Special diets can be accommodated and a list of local hotels

will be sent on request—please tick the appropriate boxes on the booking form.

● **Project management course**

If you wish to book a place on the companion course **Successfully Managing an Enterprise Content Management Project** (see separate leaflet on the Cimtech website) in addition to this course please tick the appropriate box on the booking form overleaf. You will be eligible for the early booking discount on both courses if your booking is received by the qualifying date.

