

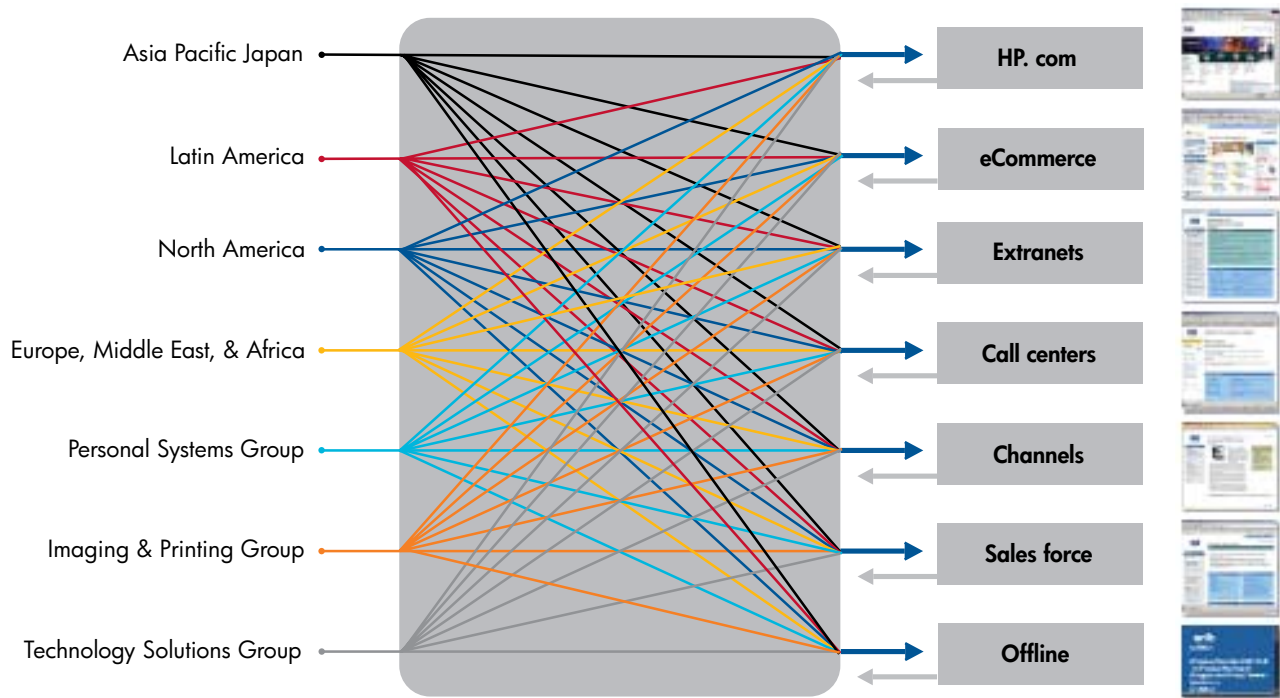
Case Study: Business benefits from implementing a global Content Management solution

White paper

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Figure 1: The challenge—a complex network of information



Introduction

Information continues to grow almost exponentially with most of the growth coming from unstructured content such as e-mails, documents, presentation, and files. IDC estimates that enterprise disk storage capacity will grow by 61.7% for traditional unstructured data through 2012.¹ Further compounding this unwieldy growth is unnecessary content duplication, which is inevitable when growing volumes of content are shared and stored by over time. In fact, IDC has identified that “as much as 61% of e-mail and corporate documents are duplicates.”² This has made access to any document or information a time-consuming, uphill task.

This difficulty in finding the accurate, reliable content that end users need to run the business is well recognized. And one of the reasons it is not addressed is that it is often tough to present a business case for investment. To help you identify potential business benefits for your organization, this white paper describes quantifiable, measurable benefits achieved by HP Sales and Marketing division when HP implemented a global digital Content Management (CM) solution. It also describes the key success factors and best practices to help you create your own plan of action.

The case study

HP is a Fortune 9 company with annual revenues in excess of \$118 billion. HP has 320,000 employees doing business in more than 170 countries around the world, serving millions of people who use HP technologies. As well as making it easy for customers to do business with HP, the company is also required to comply strictly with regulations—both locally and globally—and continue to be cost-effective.

The challenge

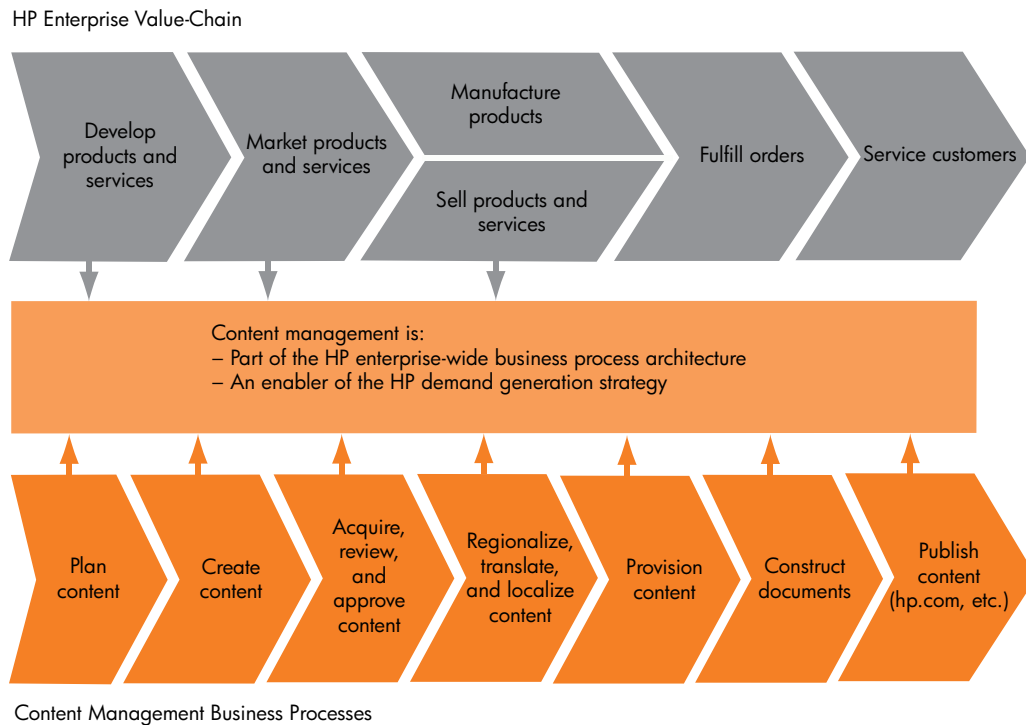
Like most companies, HP had complex communications channels, which were the result of multiple departmental content solution deployments (see Figure 1). These deployments were fragmented and full of various redundancies and inefficiencies. Further company acquisitions only added to the complexity.

HP needed to streamline and consolidate its CM globally to realize its vision of **“Create once, Use many—consistently and fast.”**

¹Source: IDC, “Enterprise Disk Storage Consumption Model: Analytics and Content Depots provide a new perspective on the future of storage solutions” September 2008. (IDC #214066).

²Source: IDC, “Worldwide Legal Discovery and Litigation Support Infrastructure Taxonomy,” June 2007. (IDC #207162).

Figure 2: Sales and marketing content: key part of the overall enterprise model



The solution

Broadly, HP made these two significant moves:

- Created a global digital CM infrastructure, together with revised business processes, to connect HP content owners with content consumers in a consistent and scalable way
- Rationalized taxonomies, metadata, technologies, and management approaches across 17 global business units

To do this, HP started with its overall enterprise value chain and created a holistic Information/Content Management strategy to support it. For example, at a high level, this is how Sales and Marketing content fits into the overall enterprise model (see Figure 2).

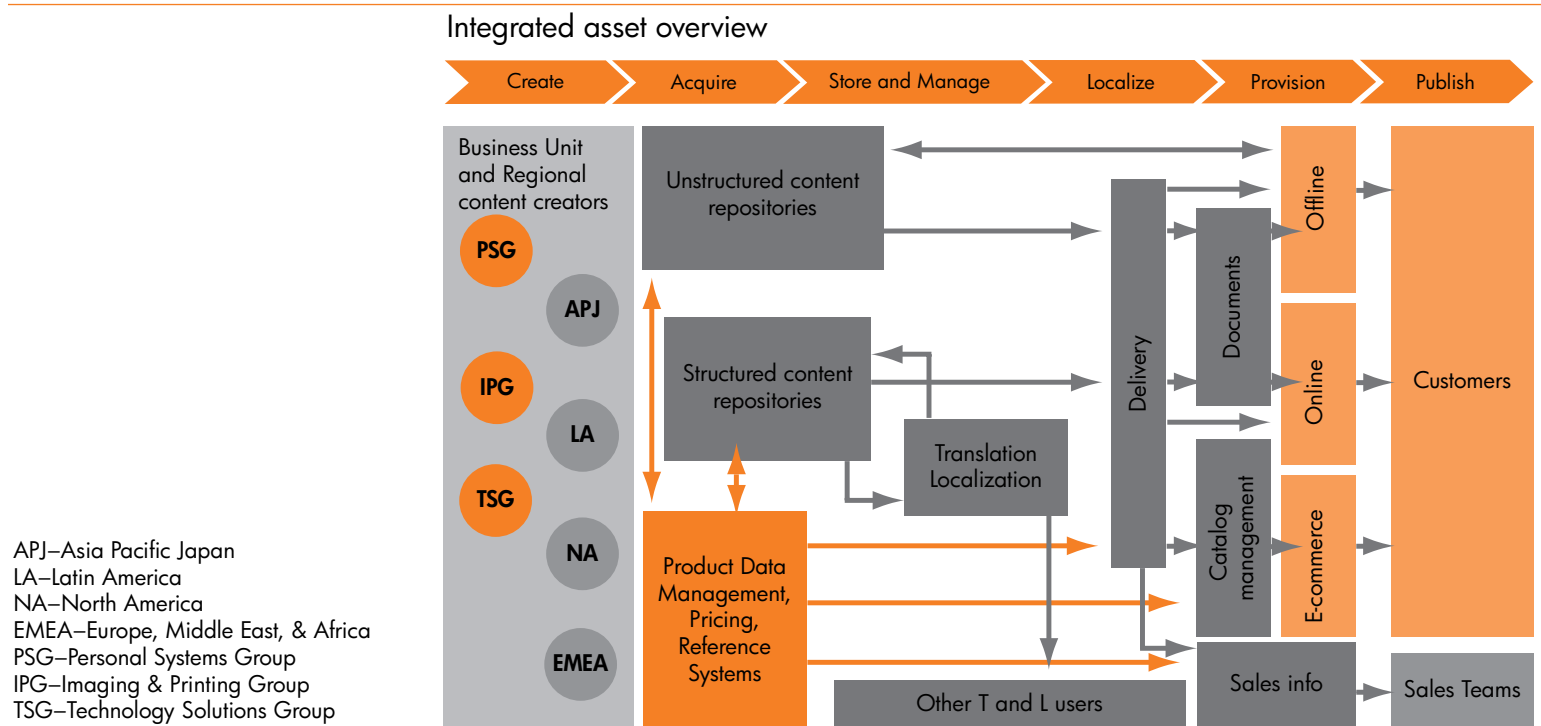
Having created the strategy and plan for content that covers over 85 percent of the products sold by HP, the solution was designed to manage the content across its lifecycle in an integrated, reusable manner (see Figure 3).

The results

The new CM solution achieved significant, measurable business benefits:

- Management of infrastructure costs—business and IT—were reduced by over 50 percent in 30 months
- Lead generation improved significantly because of increasing the number of customer catalogs syndicated by over 1000 percent in 24 months
- New product introduction costs reduced by 69 percent
- Translation costs decreased by over \$15 million a year, with over 90 million words translated each year into more than 36 local languages
- Sales force efficiency increased by 10-15 percent because of faster and easier access to the content they needed

Figure 3: The result: streamlined content management



The key success factors

- Ensuring CM is an integral part of the overall enterprise information management strategy
- Bringing together—the people, organization, business processes, policies, and technology
- Working with individual business units to carry out needs assessments, evaluating alignment with strategic goals, and prioritizing projects based on their business value
- Communicating, selling internally, and delivering short-term gains to garner cooperation, before attempting radical changes
- Scalability was established and factored in right at the outset

The best practices

- **Plan big, yet start with small, high-value steps:** Create an overall vision and strategy for CM that aligns with your business strategy and plans. Once you have the big picture in place, break it up into a number of phased project implementations.
- **Establish high-level executive sponsorship:** As with all projects that have wide-reaching impacts, it is imperative that you have high-level executive backing that recognizes the overall business value and stays committed and actively involved at all stages.

• Make quick wins to gather and grow momentum:

For your first implementations, select projects that have the highest business value and can be implemented in a relatively short period. To enable quick success, the projects should also have existing, well-developed business processes that are suited for automation. Also, if possible, initial projects should be within one department or business organization to facilitate strong management and team ownership, authority, and responsibility.

• Measure progress and publicize benefits internally:

Before you begin any project implementation, build a clear business case with measurable business benefits. (Examples of defined results are: Reduce the response to a customer query from 24 hours to three seconds or decrease record search time three-fold.) As the project rolls out, track and measure the benefits achieved and make sure that these results are made highly visible throughout your organization to keep up the enthusiasm.

- **Make it easy for users to get on board:** The success of your project will depend on whether there is uptake and adoption by all your content users, both content creators and recipients. Adopt the following measures to encourage user participation and acceptance:
 - Design and build for ease of use
 - Introduce a business classification scheme and corporate taxonomies
 - Automate metadata tagging as much as possible, keeping in mind that manual input of anything more than two metadata items can lead to inaccurate tagging
 - Use the user interface from existing office applications, if possible, as this will reduce the need for training and increase the speed of user uptake
 - Regularly communicate to the users throughout the project lifecycle and build excitement by creating user communities, newsletters, an internal Web-site that shows progress, and whatever else that fits your organization's culture and will generate enthusiasm
 - Make the users feel that this is their solution, and not something that is being imposed on them
- **Make heroes and create evangelists:** For every project that is implemented successfully, make sure that there are recognized user heroes, who will then become evangelists and champions for further growth of CM solutions all over your organization. It really helps if they are willing to communicate with other groups about the benefits that the CM solution has brought them, and if they are willing to demonstrate their solution to others.

How HP can help

HP Content Management Services

HP Content Management Services are designed to help you gain a competitive edge by helping you solve your content, document, and records management problems. HP brings you a full range of strategy, planning, design, implementation, outsourcing, and support services; with flexible delivery models and financing options to reduce your total cost of ownership.

These services address your need to manage all of your content-related processes—from creation and storage through distribution and archival—in a transparent and integrated manner throughout your organization. This will enable you to accelerate business growth, lower cost, and mitigate risk.

When you choose HP to be your CM solution provider, you draw on expertise accrued from having hundreds of CM projects completed for clients around the world in multiple industry sectors. We implement document and records management solutions using HP TRIM augmented by other CM solutions from leading software providers.

From initial assessment and design to ongoing support, HP Services is your single point of contact and accountability. With more than 69,000 services professionals and over 12,000 ITIL-certified professionals operating in 170 countries, HP Services has an extensive track record of helping customers support their changing business needs.

For more information, visit:

www.eds.com/services/contentmanagement

HP Software & Solutions

The HP Information Management portfolio includes solutions for data protection, integrated content archiving, document workflow transformation, and records management. All of these are key components of your overall approach to managing and protecting content, as well as reducing cost and risk.

With the continuing increase in regulations and corporate governance, it is imperative that all your business documents and content are part of your records and retention management policies, procedures, and solutions.

HP TRIM software enables you to achieve this easily and effectively. The software was designed from the outset to manage records—both physical and digital—from their inception to destruction, covering the whole lifecycle. It provides unified records management for some of the largest implementations in the world, by helping organizations to:

- Capture, manage, and classify all business records in a consistent manner from all information sources
- Manage evidence of business activities and decisions in context with the business, from creation of a record to its disposal
- Increase staff productivity, enhance business process efficiency, and reduce the heavy burden of legal and regulatory compliance
- Facilitate the authenticity, reliability, integrity, and usability of business records during their lifetime
- Access, share, interpret, and maintain information as well as allow retention scheduling for the disposal of data and records

HP TRIM can seamlessly integrate with authoring and messaging applications, like Microsoft Office and Microsoft Office SharePoint® Server (MOSS).

It helps you:

- **Make compliance easy to adhere to:** HP TRIM software provides all the tools and structures that you require to manage your records according to ISO 15489, which is the international best practice standard for records management.
- **Enable ease of administration:** HP TRIM administration tool is developed by records management specialists as a line-of-business application for records managers, allowing them to set up the necessary controls and structures to manage your corporate records.
- **Set up taxonomies:** HP TRIM allows you to set up taxonomies in the form of hierarchical business classifications, which can be as generic or as detailed as you want it to be. This allows you to adapt to changing business needs, while maintaining the context of all your records.
- **Avoid duplication:** With HP TRIM as your record repository, you can declare records without the need to create copies or lose their context, making sure everybody uses just one authoritative copy. It maintains a central audit trail for all access to your records, regardless of which user accessed the record from which site.
- **Facilitate unified records management:** HP TRIM allows you to manage all documents and records, regardless of source, in context with business activity, for its complete lifecycle, and in a unified way. The product also provides extensive productivity facilities for the management of paper records across distributed warehouses.

- **Track actions on documents:** The HP TRIM action-tracking functionality allows you to set up pre-configured sequential work processes. It also has capabilities to furnish a list of all the documents that you need to action and when the action is due, as well as notify you of all outstanding actions.
- **Manage document-centric workflow:** Tightly integrated with HP TRIM, this sophisticated process based workflow module allows you to streamline complex document centric business processes and improve your business efficiency and staff productivity.

For more information visit: www.hp.com/go/im

HP Adaptive Infrastructure

To help you reduce the cost and risk of storing and processing your content, HP Adaptive Infrastructure enables a 24x7 lights-out data center environment, based on standard building blocks, automated using

modular software, and delivered through comprehensive services. It provides:

- Mission-critical infrastructure on volume economics
- End-to-end virtualization, automation, and management
- Energy efficiency and facilities optimization
- Massive scale-out compute, storage, and data center infrastructure
- Converged compute, storage, and networking fabric
- Industry-standard storage technology
- Utility-ready infrastructure

For more information visit: www.hp.com/go/ai

Getting started

Contact an HP customer service representative to discuss how HP can help you implement Content Management solutions.

Technology for better business outcomes

To learn more, visit www.hp.com

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