



The Long Tail of Enterprise Content: Getting a handle on it

Overview

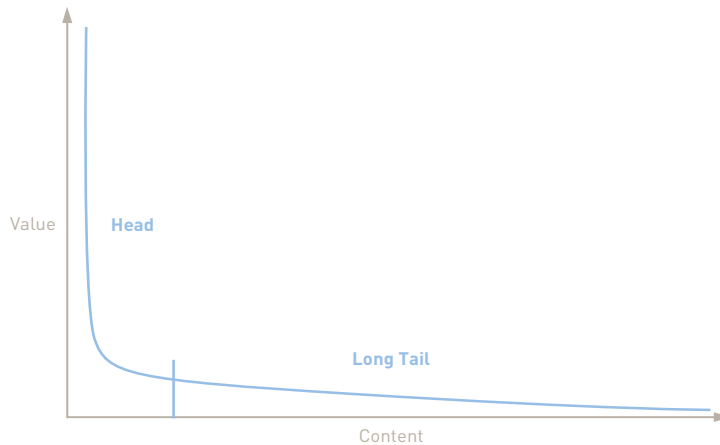
Organizations have applied the 80/20 rule in addressing the challenges posed by the vast amount of content and other digital assets created in the course of doing business. They have generally focused their efforts on the 20% of content that is considered “valuable.” Valuable content has been largely determined by: (1) Risk mitigation, in case of lawsuits; (2) Compliance with regulations such as SOX; and (3) Business process automation. To address this content that meets these three criteria, organizations deployed Advanced Enterprise Content Management (ECM) systems such as IBM FileNet and EMC Documentum. Access to ECM systems were highly controlled and use was limited to a handful of employees in the organization.

With the release of SharePoint Portal Server (SPS 2001) and other Portal/Collaboration software in 2001, employees began to collaborate in ways they were unable to in the past. SPS 2001 and its successor, Microsoft Office SharePoint Server 2007 (MOSS), essentially democratized the distribution of content with its ease-of-use. The lightweight workflow feature, Document Library and basic versioning/version history tracking capabilities brought content management to the masses. Because the deployments were limited to the departmental levels in the organization, central IT groups did not pay much attention to SharePoint until it became so widespread that most of the “valuable” content that ECM systems were deployed to cater to was no longer finding its way to the advanced ECM systems. The spread of SharePoint presented not only infrastructure/support challenges for central IT groups; it was also a potential risk management and compliance nightmare. Organizations are now reigning in the uncontrolled deployments of SharePoint by incorporating MOSS 2007 as a critical part of their IT infrastructure and planning. However, addressing risk management and compliance challenges is going to take more effort and additional investments in enterprise content integration (ECI) solutions in order for companies to leverage the capabilities of their advanced ECM platforms and the years of investments (Business Processes, Retention Policies and Compliance) built with these platforms, while allowing employees to collaborate in the knowledge creating activities which drives innovation and business results.

Vorsite, in working with organizations faced with these challenges, has developed a portfolio of technology assets and methodology to address the challenges with which these organizations struggle. This whitepaper provides you with information on how Vorsite is helping customers leverage their investments in advanced content management systems, such as IBM FileNet and EMC Documentum, and MOSS 2007/Microsoft Search Server technologies to meet their enterprise content management/business objectives.

The Long Tail of Enterprise Content: Getting a handle on it

Chris Anderson coined the term “The Long Tail” to describe how the Internet has made possible a world in which the combined value of modest sellers (in the world of movies, books and music) equals the sales of the top hits. “The Long Tail” concept is similar to how Microsoft Office and SharePoint technologies have created a new world of enterprise content in which the combined value of the content not currently contained in the Advanced ECM systems is equal to the value of the content stored in the systems.



On the X-axis of the graph is the amount of content and the Y-axis indicates the value of the content as defined by the organization. This value will vary across organizations and between organizations. Examples of value to consider include (1) Risk Factor; or (2) Regulation factor.

The head of the graph is where you will find content that an organization considers high value. Access to this content is restricted, a retention policy is applied and it generally participates in one or more business processes. This has been the domain of Advanced ECM systems, such as IBM FileNet or EMC Documentum.

The Long Tail of the graph, which contains the vast majority of the content created in the enterprise, is the domain that MOSS 2007 currently occupies. This tail is the result of a combination of factors: (1) availability of content authoring tools especially Microsoft Office; (2) Microsoft SharePoint technology, which significantly lowered the cost of distributing the content created; and (3) Microsoft Search, which allows all content stored in SharePoint to be indexed and searched.

The challenge for the organization is therefore:

- › Moving content from the tail to the head as the “value” of the content increases
- › Making content in Advanced ECM repositories available to MOSS 2007 users
- › Helping employees find content in the enterprise, regardless of the system in which it is stored from MOSS 2007 search



Vorsite Solutions and Products

Vorsite has worked with several organizations faced with this challenge, and our solutions reflect how we have been able to add value to our customers through our offerings:

> *Content Repository Agnostic*

Vorsite Transfer Agent Solution connects content in MOSS 2007 Document Library to an organization's advanced ECM repositories, such as EMC Documentum and IBM FileNet. Content is connected based on criteria set by the organization that indicate a change in the content's value or other criteria. This technology allows content from MOSS 2007 Documentum library to participate in complex workflows. In addition, retention policies can be applied to the content as soon as its "value" reaches the threshold defined by the organization.

> *Making everything available*

Vorsite Content Connectors Solution for EMC Documentum and IBM FileNet allows employees to access the content stored in these systems from MOSS 2007. Using Web Part technology, we provide native interaction from MOSS 2007 to your advanced ECM repositories. Employees working in MOSS 2007 can view content, start complex workflows and perform other activities available in the advanced ECM system.

> *Help Employees find it*

The Vorsite Search Solution extends the capabilities of MOSS 2007 and Microsoft Search Server to content in MOSS 2007. With our Search Solution, employees can search for content in your Advanced ECM systems, such as EMC Documentum and IBM FileNet. This solution includes the Vorsite ActiveResults technology, which improves employee productivity by allowing interaction with content to start from the MOSS 2007 search results. It eliminates the need to locate the content in the Advanced ECM repository or MOSS Document library in order to perform activities such as check in/out.

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