

The Long Tail of Enterprise Content

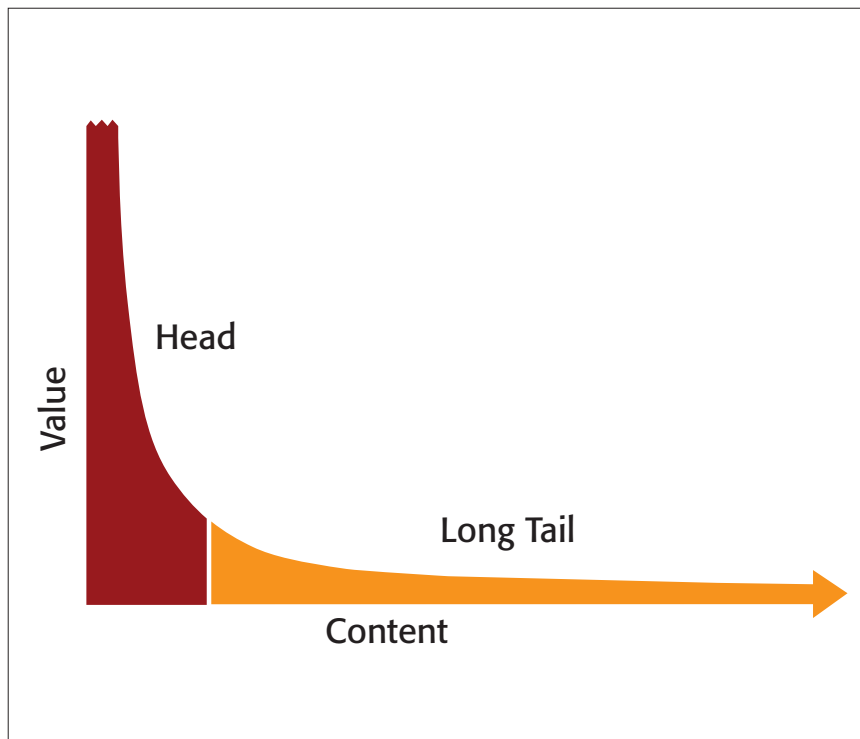
Getting A Handle On It

By **Kayode Dada**, VP Product Development, Vorsite Corporation

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 the 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 was 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, 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.



Kayode Dada

As vice president of product development, Kayode Dada manages the engineering team responsible for creating the core components and architecture of Vorsite's technology platform that collectively deliver

an integrated solution for collaboration and search, leveraging Microsoft Office SharePoint Server and advanced enterprise content management platforms. Under Dada's leadership, Vorsite has adopted best practices for enhancing the software engineering discipline, improving product quality and Vorsite's commitment to the highest levels of customer satisfaction.

Kayode's leadership and experience has provided essential management to a multi-functional team which includes program managers, software developers and test and support engineers. Prior to joining Vorsite, Dada spent several years at Microsoft as lead program manager in the Windows product group.

Organizations are now reining 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 investment (business processes, retention policies and compliance) built with these platforms, while allowing employees to collaborate in the knowledge-creating activities which drive 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. Customers are now leveraging their investments in advanced content management systems, such as IBM FileNet, EMC Documentum and MOSS 2007/Microsoft Search Server technologies, to meet their enterprise content management/business objectives.

The Long Tail

Chris Anderson coined the term “The Long Tail” to describe how the Internet has made possible a world in which the com-

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. The Vorsite Enterprise Productivity Suite for SharePoint enables you to search, collaborate and exchange content across document repositories by integrating SharePoint with your advanced enterprise content management systems.

Content repository agnostic.

v-Pass for Documentum and IBM FileNet, the successor to Vorsite's Transfer Agent, provides easy and complete transfer of file contents and metadata from SharePoint to Documentum Content Server or FileNet P8 Content Engine, allowing companies to leverage the years of investments in processes, retention policies and compliance in their back-end systems. This feature allows content authors to save significant re-entry of metadata and ensures metadata accuracy and integrity between SharePoint and Documentum systems. In addition, administrators can set criteria for content transfer, allowing content from SharePoint to participate in complex workflows in Documentum Content Server or FileNet P8 Content Engine.

Making everything available.

v-Parts for Documentum and IBM FileNet, which is the successor to Vorsite's Web Parts solution for Documentum and IBM FileNet, provides users with easy personalized access to trusted content in these enterprise content management repositories through Microsoft SharePoint pages, empowering users to manage and leverage content assets, which increases employees' productivity while simplifying administration for IT managers.

The Vorsite Search Connectors make it easier for people to locate and retrieve relevant data in Documentum Content Server and FileNet P8 Content Engines. Once content in these repositories is indexed by the Vorsite Search Connector, search results displayed to users from within the familiar SharePoint interface are presented based on their relevancy, regardless of the content's repository.

The Vorsite Federated Search Connectors provide integration points between Microsoft search platforms and enterprise content management systems such as EMC's Documentum or IBM's FileNet. By leveraging the indexing capabilities of the ECM platforms, Vorsite technologies allow information workers to seamlessly access relevant search results from multiple back-end systems, maximizing the value search delivers to enterprise customers.

Help employees find it.

The Vorsite search solution extends the capabilities of MOSS 2007 and Microsoft Search Server to content in advanced ECM platforms such as Documentum content servers and IBM FileNet P8 content engine. Vorsite ActiveResults search technology provides end-users with real-time access to secure content and is driving innovation in scenarios that leverage Enterprise 2.0 as a platform for delivering up-to-date and relevant information across organizations. ActiveResults enhances the search experience by providing users the ability to take action on content when they find it, such as located-related content, view-content metadata and send the document to another location (such as SharePoint records vault) or another user, thus enhancing the value search delivers.

bined 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 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.

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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; and
- ◆ Helping employees find content in the enterprise, regardless of the system in which it is stored from MOSS 2007 search. ■

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