

## **Content management solutions adapted to the specific needs of each business profile**

### ***The market***

Companies produce and consume an increasing amount of information. Optimal information management has become fundamental and refers mainly to the accessibility of the content, to the sharing and preservation of the knowledge, to the optimization of the processes and the time management of the business staff and, last but not least, to the conformity, the security and the traceability of the information.

An optimal information management has to cover the entire information process, from the content creation until its management, filing and publication. This optimal management can be realized by implementing whether one single tool (ECM or Enterprise Content Management), whether several different ones (« Best of breed » approach). The latter are dedicated to a specific domain such as electronic document management (DMS or Document Management System) or web content management (WCM). Beside the global and specialized owner software, which is available on the market since quite some time, the professional « open source » applications are becoming more and more important.

### ***The typical ECM project***

Generally, the global implementation process of an ECM tool consists of 3 stages. The first stage is a kind of 'inventory' containing the process and needs analysis as well as the existing constraints. The second phase consists in selecting the ECM tool that best meets the different elements that have come out of the first stage (global tool vs. different dedicated tools, owner tools vs. open source, ...). During this stage, it is very important to take into account the potential increase of the content volumes as well as the integration possibilities of the selected tool within the company's other IT systems. The third stage consists in implementing the selected tool and in passing it on to the users.

### ***The business specialization***

In order to win time and to obtain a better quality, companies nowadays call on consultants who are not only specialized in the selection and the implementation of ECM tools, but who have also a thorough knowledge of their business.

Some of these consultants offer their own solutions which they have developed on the basis of their long technical and business experience. These solutions allow to capitalize on the expertise, common to each ECM project and to tailor the solution to the company's need. In this way, each company will obtain a solution that is implemented in a minimum of time and that perfectly meets its business needs.

Marc Leoka – Project Manager – BSB  
Erika Bourguet – Marketing Manager – BSB