Cognitive enterprise archive and retrieval

IBM Content Manager OnDemand provides quick, efficient access to critical documents to enable an optimal customer experience

Highlights

- Archive, protect and manage all documents of record—XML data sets, customer statements and communications, internal production reports and more
- Improve customer service by creating a 360-degree view of each customer and enabling fast access to relevant content
- Gain flexible deployment options, on premises and on cloud, with a variety of operating system, database and storage configurations
- Identify important trends and patterns by analyzing data buried deep within customer statements, enterprise reports and documents of record
- Secure content with built-in content encryption and hash routines while providing high availability

Business records are the lifeblood of an enterprise. Some organizations generate monthly credit card statements for millions of customers every month. Others routinely produce operational reports detailing transactional activity with key performance indicators for the health of the business. Unfortunately, too many organizations still use outdated, inefficient enterprise report management and distribution solutions that cannot adequately archive, protect and manage these key documents.

Your organization needs a true enterprise archive for documents of record—one that can help improve the efficiency of enterprise archiving while minimizing risk and maintaining compliance. It should also help you maximize the value of those documents of record, enabling you to capitalize on powerful cognitive and analytics capabilities that can move your organization forward. And it should allow you to provide fast access to documents in easily digested and shared formats that match user needs and skill sets, without requiring a complicated deployment or user training.

Move beyond traditional repositories with a cognitive enterprise archive

Traditional output management products were designed to capture high-volume print output and formatted output produced by line-of-business applications. They provide capabilities to capture, index, store, archive and retrieve large volumes of content, which might include financial reports, loan records, inventories, shipping and receiving documents, customer statements and so on.

A cognitive enterprise archive is much more advanced than traditional output management products. First and foremost, it provides a trusted, tamper-resistant archive of your organization's documents of record. But it also facilitates integration of rich analytics capabilities that can help you better understand customers and better respond to their evolving needs.

Implement a cognitive enterprise archive with IBM Content Manager OnDemand

IBM® Content Manager OnDemand (CMOD) is an industry-leading, high-performance solution for enterprise archive and retrieval. By providing a true, trusted data source plus integration with powerful cognitive and analytics tools, it offers a robust foundation for the cognitive enterprise archive. A CMOD archive can replace legacy output management solutions, offering a modern solution that brings archived data from the back office and puts it into the hands of users and customers.

For 25 years, CMOD has been the only true enterprise archive—a trusted source that helps ensure documents of record resist tampering. Since the introduction of CMOD, IBM has continuously integrated new archive and retrieval capabilities to stay ahead of changing customer demographics and market needs. For example, IBM has introduced digital hash or digital signatures for each document to help verify that the document has not been altered or tampered with, encryption capabilities to enhance data security, and cloud and on-premises options to provide organizations with greater deployment flexibility. IBM also offered optimization for modern document-of-record formats, such as batch PDF and batch XML, in addition to historic formats such as Advanced Function Presentation (AFP) and production-line data reports.

Many types of users can benefit from a CMOD archive:

- **Customers can use self-service capabilities to gain rapid access to information.** Customers and business partners increasingly prefer to access their statements and bills online rather than receiving them by mail. A CMOD archive provides a solid foundation for e-statement presentment and lets you integrate custom web portals or custom applications.
- **Customer service representatives (CSRs) can provide superior customer service.** Packaged with CMOD, IBM Content Navigator enables CSRs to access customer information and locate statements or invoices, and view them on the screen with the same fidelity as if they were printed. Search and navigation features let CSRs quickly retrieve information and easily maneuver within multipage documents.
- **Data analysts and data scientists can tap into powerful tools for data-driven decision-making.** The CMOD archive will contain over 80 percent of the information needed by most cognitive and analytics tools. The third-party Datawatch Report Mining Server solution (available with CMOD) can extract years' worth of information buried inside reports and statements. It can then feed the information into IBM Watson Analytics™ or IBM Cognos® Analytics for deep mining and analysis. These capabilities allow you to visualize data in ways that help easily spot patterns, and generate new insights that can produce tangible business results.

Unsurpassed deployment flexibility

CMOD provides the flexibility to let you choose the right deployment platform and storage environment for your precise requirements:

- **Wide platform support:** Deploy CMOD on any size infrastructure, from a small single server to a large enterprise system. CMOD supports IBM AIX®, IBM i, IBM z/OS®, Microsoft Windows, Linux and Linux for IBM System z®. IBM also offers CMOD on Cloud as a hosted managed service with a monthly subscription.
- **Choice of storage with content security:** You can configure your CMOD archive using a variety of storage solutions, including IBM Cloud Object Storage (formerly Cleversafe®), Amazon S3, Hadoop Distributed File System (HDFS) and SWIFT Object Storage. Regardless of the type of storage you use, you can configure the CMOD archive to automatically encrypt stored content, and generate a 256-bit digital hash for each document to help confirm stored documents have not been altered.

Key elements

IBM Content Navigator

Included with CMOD, IBM Content Navigator offers an easy way for users to access content. It provides a highly interactive, customizable and rapidly deployable web platform for accessing, managing and working with enterprise content directly from most devices, including smartphones and tablets. Users can retrieve reports and statements, check images and access other computer-generated output with just a few clicks. Well-suited for both local and remote users, this intuitive client application offers:

- Customizable interfaces (or skins)
- Ability to search across multiple repositories (such as a CMOD archive, IBM Content Manager and IBM FileNet® Content Manager)
- Multiple document window views from a single viewer framework
- Browse and search capabilities for portal environments
- Ability to print search result sets from the server

CMOD also offers these optional features:

- **Full-text search:** Full-text search quickly retrieves content when it is not easily identifiable by regular indexed data or when the value of indexed fields is not readily available. Full-text search automatically creates an optimal index of all words in a document and helps enable rapid search and retrieval against that index.
- **PDF indexer:** A PDF indexer lets you extract index data and create PDF resource files for PDF documents you want to store in the CMOD archive.
- **Enhanced retention management:** Manage the lifecycle of various types of documents with this feature. You can place a hold on selected documents that need to be retained for legal or other regulatory compliance purposes.
- **OnDemand Distribution Facility:** Automate the process of report bundling and distribution to multiple users on a scheduled basis.

Case in point: The CMOD archive in the retail industry

Challenge

A large US wholesale grocery cooperative was buried in paper and needed to make it easier for customers to access key accounting documents, including invoices and statements.

Solution

As the organization looked to extend the benefits of electronic content to its customers, it recognized that an IT refresh was in order, and engaged experts from IBM to assist with upgrade and migration work.

To provide users with quick access to a rich store of electronic content, the organization uses Content Navigator. The retailer's "Business Center" portal allows customers to access a variety of marketing tools and other information. The retailer included a path to the CMOD archive from this portal and enabled single sign-on capabilities. Once users log into the Business Center, they can instantly view all of their store reports in one place.

Benefits

- Provided instant access to invoices and statements that previously took days to deliver on paper
- Reduced the cost and risk associated with managing large volumes of paper
- Sharpened competitiveness and added value for customers

Why IBM?

Built on a robust, scalable and security-rich platform and available for both on-premises and cloud deployments, CMOD supports new levels of connectivity and information access. It helps organizations effectively leverage information and quickly respond to customer and marketplace needs without burdening the IT organization and infrastructure.

CMOD is backed by IBM 24x7 global support services and is optimized for superior performance and secure online e-presentment of billing documents and reports.

For more information

To learn more about implementing a cognitive enterprise archive powered by CMOD, contact your IBM sales representative or IBM Business Partner, or visit: **ibm.com**/software/data/ondemand

The OnDemand User Group (ODUG) is a well-established group of CMOD archive customers who share best practices and provide feedback to IBM management and development teams. To participate in the ODUG, visit: odusergroup.org

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