

# Gimmel ECM/RM Maturity Model and Assessment Workshop

Gimmel Group consistently hears that Enterprise Content Management and Records Management (ECM/RM) programs are not effectively covering the massive amounts of electronic information in most organizations. This results in an inability to find information, high costs of ownership and electronic discovery costs and risk for corporate officers. Part of the problem stems from the fact that ECM/RM is a big undertaking and there are only a few comprehensive methodologies that provide solutions. Another comes from the fact that there are typically several stakeholders, from the lines of business to IT to Legal to Records Managers, but these groups do not often work from a common understanding of the problem. Each has their respective areas of expertise and terms, so it is difficult to come together as a cohesive unit to create a program that will solve the problem.

## The Maturity Model and Approach

Gimmel Group can improve the progress of existing programs and systems and significantly streamline new programs by delivering a targeted ECM/RM maturity workshop which will bring together the relevant stakeholders in the organization. The workshop provides an assessment of existing information management practices and systems, a discussion of best practices, and an action plan to focus efforts based on stated goals and priorities. The maturity assessment is led by individuals who have implemented programs successfully in multiple companies and walks participants through Gimmel's ECM/RM Maturity Model.

### What is the Maturity Model?

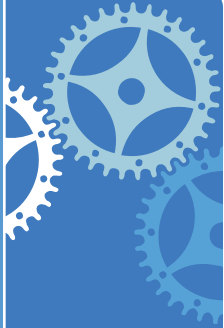
- A structured collection of elements that describe the major areas of ECM/RM maturity in an organization
- Based loosely on the Capability Maturity Model Integration (CMMI) approach, it offers a way to rank a company's effectiveness against 20 categories related to ECM/RM, grouped in 3 sections:
  - Standards
    - Web Design
    - Enterprise Taxonomy
    - Retention Schedule
    - Governance
    - IM Charter
    - Information Ownership
    - Information Lifecycle
    - Information Security
    - Reference Architecture
  - Sources / Storage
    - File System
    - e-mail
    - SharePoint
    - Other Repositories

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### CONTACT US

Gimmel Group, Inc.  
24 Greenway Plaza,  
Suite 1000  
Houston, Texas 77046  
Tel 713.586.6500  
Fax 713.586.6501  
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## CONTACT US

Gimmal Group, Inc.  
24 Greenway Plaza,  
Suite 1000  
Houston, Texas 77046  
Tel 713.586.6500  
Fax 713.586.6501  
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- Physical / Warehouse
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## Getting Started with an Assessment

Why would I be interested?

- The scope of requirements or activities that encompass ECM/RM are typically larger than one individual's perspective. The Maturity Model allows all stakeholders to understand that there may be aspects of ECM/RM that are important to the company that they hadn't considered before.
- In today's economic climate it is not practical to achieve a top level maturity in all categories. The Maturity Model allows the company to prioritize activities based on budget constraints and business needs.
- You can't improve upon what you can't control, and you can't control what you can't understand, and you can't understand what you don't measure – the assessment gives you that starting point.

What does the workshop entail?

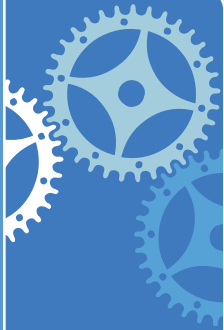
- The workshop is a half-day to full-day exercise depending on the size and breadth of the stakeholder team that participates. It is led by a facilitator that will walk the attendees through a self assessment across the 20 categories.
- The workshop will assess the company's current maturity and then set targets for the future.
- The last step of the workshop will be to rank relative priorities and timeframes for activities to close the maturity gaps.

Who should attend?

- Ideal group sizes are in the range of 4-8, with attendees representing the main stakeholders from Records Management, Legal, IT, and keys sponsors in the lines of business (if applicable)

What do I get as a result?

- The output of the workshop includes summary reports that give a snapshot of current vs. target maturity ratings in each category along with target timeframes for achievement and relative priorities.
- Also included is a detailed assessment of each of the 20 categories that provides more specifics that support the summary ratings and define action plans.

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Fax 713.586.6501  
gimmel.com

**The Benefits**

Gimmel clients are able to leverage years of Best Practices experience and tools development to accelerate an ECM/RM strategy throughout the organization. Gimmel provides insight and approaches to align the organization behind a single strategy.

**The Punch Line**

With remarkable frequency, our large clients are trying to solve the problem of records management across multiple repositories of electronic content, including email, file shares, MOSS 2007, and an enterprise-scale ECM/RM repository. We have worked with five Fortune 100 organizations to solve this problem. We can help you solve this problem in your organization with our ECM/RM content usage model and work to define successful electronic information lifecycles.

**About Gimmel Group**

Gimmel Group is a leading professional service firm offering a focused range of information technology services. We help the world's leading companies improve business performance and compliance through the effective planning, implementation and integration of: Enterprise Content & Records Management, Geographic Information Systems, and Web Design & User Experience.

**For More Information**

To learn more regarding the ECM/RM Maturity Model and Assessment Workshop, contact Gimmel Sales at 713-586-6500 or [sales@gimmel.com](mailto:sales@gimmel.com).