

GIMMAL GROUP – SUCCESSFUL ECM/RM PROGRAMS LEVERAGING A SHAREPOINT ENTERPRISE BLUEPRINT



Wednesday, April 29, 2009 8:30 – 9:45 a.m.

W 21 – Room 102

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AGENDA

- Gimmel Overview and Clients
- Case Study of an ECM / RM Program
- Leveraging the Gimmel SharePoint Enterprise Blueprint for a Successful ECM / RM Program
- Communication / Change Management
- A Quick Survey
- The Gimmel ECM / RM Maturity Assessment



GIMMAL COMPANY FACTS

- Experts in Enterprise Information Management
 - Enterprise Content and Records Management (ECRM) GIS, and Web Design
 - Trusted Advisors in some of the largest enterprise programs launched to date
 - Comprehensive Approach
- Broad Experience
 - Founded 2002
 - Clientele – Fortune 200 & government
 - 125+ clients with household names
 - Experience with all leading vendors
 - Implementing the major ECM suites
- Nationally Recognized
 - Trusted Advisors in some of the largest enterprise programs launched to date
 - Give back via industry affiliation – AIIM, ARMA, PUG, etc.
 - Inc. Magazine's list of 500 Fastest Growing Companies
 - Some of industry's best known experts



GIMMAL GROUP SERVICES



Planning & Strategy

- ECRM Strategic Planning
- ECRM Program Development
- Role of Trusted Advisor



Systems Integration & Migration

- ECM systems implementation and integration
- Custom ECM and GIS solution development
- Systems migration



Compliance & Records Management

- Corporate taxonomy
- Records Retention Schedule Development
- RM Systems Design and Deployment



BPM and Workflow

- Business process analysis
- Workflow automation
- Document-centric, image-centric



Web & Portal Development

- WCM systems design and development
- Creative + ECM expertise
- Portal solutions



GIS Services

- Spatial Systems Planning & Strategy
- GIS Solution Implementation
- GIS Integration Services



GIMMAL CLIENTS



5

CASE STUDY - LARGE OIL AND GAS COMPANY

- Integrated international energy company. 5th largest refiner in U.S. Retail marketing system comprises approximately 5,700 locations in 17 states. 18,000 knowledge workers globally.
- ECRM Program:
 - Ensure continued compliance; lower discovery costs
 - Reduce redundant technologies through standardization
 - Sponsorship by General Counsel, IT, Operations
- Gimmal's ECRM program support services to date:
 - ECRM Program feasibility
 - Enterprise requirements profiling
 - ECRM vendor evaluation
 - Multiple ECRM pilots
 - Metadata Management/Registry Requirements Analysis & Vendor Selection
 - Enterprise ECM Deployment

SHAREPOINT BLUEPRINT

Solving ECRM Deployment Challenges



ECM/RM OBJECTIVES

Collaboration

Enhance Working Environment

- Provide Shared Working Area(s)
- Facilitate Intra-Team Communication
- Support Virtual Teams

Document & Record Management

Ensure Compliance

- Comply External Regulations
- Promote Internal Information Policies
- Support Risk Mitigation

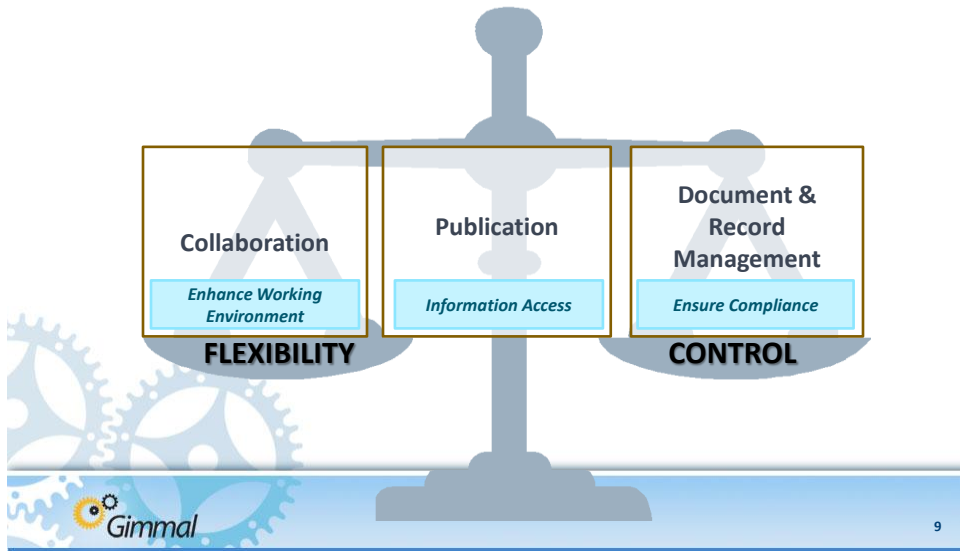
Publication

Promote Information Access

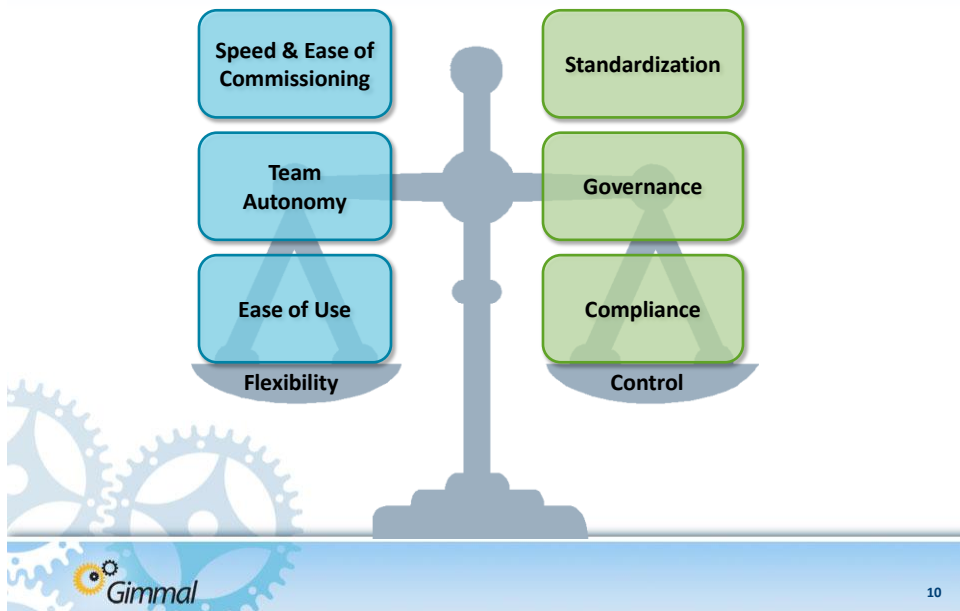
- Leverage Corporate Knowledge
- Ensure Integrity and Accuracy of Shared Information
- Enhance Decision Making through availability of information



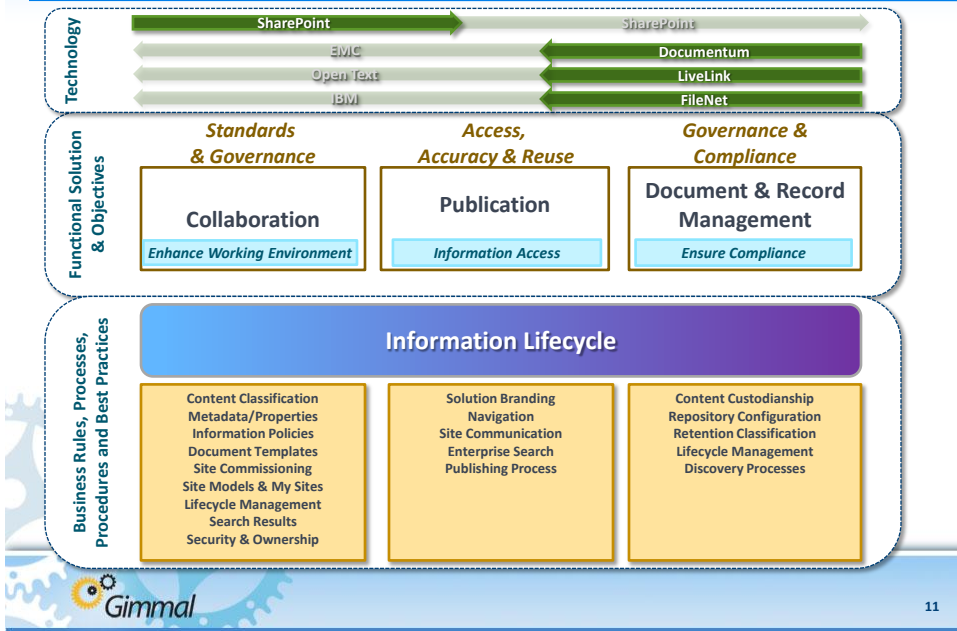
FUNCTIONAL SOLUTION COMPONENTS



WHAT IS REQUIRED FOR SUCCESS

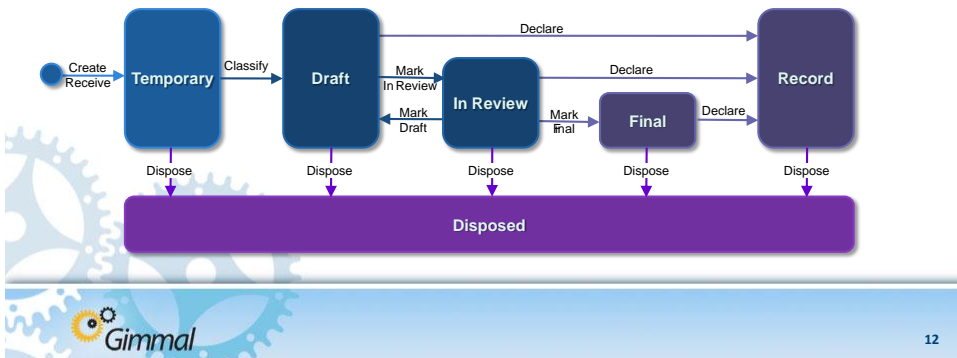


A SUCCESSFUL ECM/RM SOLUTION



FOUNDATION: INFORMATION LIFECYCLE

- All Information Is Managed from Creation to Disposition
- Retention For All Information In Every State Of ILC
- Early Classification (Indexing) is an Important Step To Compliance
- Result: Predictable Information Transitions & Processes
- Result: Standards, Governance & Compliance



GIMMAL SHAREPOINT ENTERPRISE BLUEPRINT

- Creates A Balance Between Flexibility And Control In The ECRM Solution
- Incorporates Information Management Across The Entire ECRM Solution
- Improves Document And Information Integrity And Compliance



13

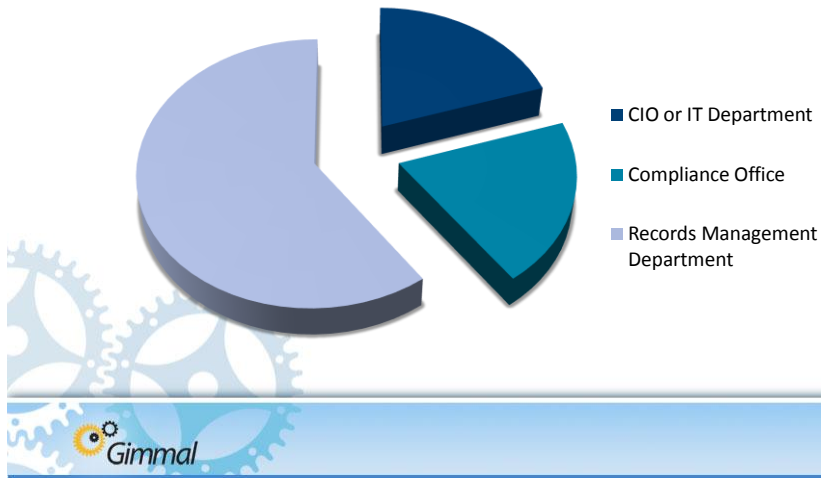
PROGRAM AWARENESS



14

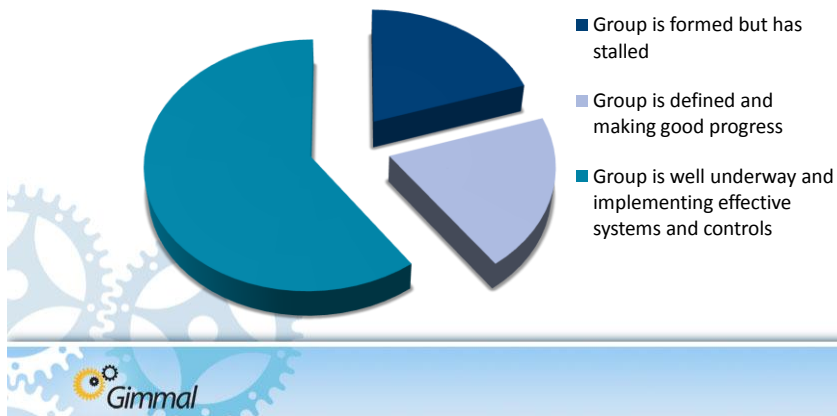
A QUICK SURVEY

Which group has responsibility for your ECM/RM Program?



A QUICK SURVEY

Is there is a committee established between Legal, IT and RM to define an ECM/RM program?
What progress has this group has made?



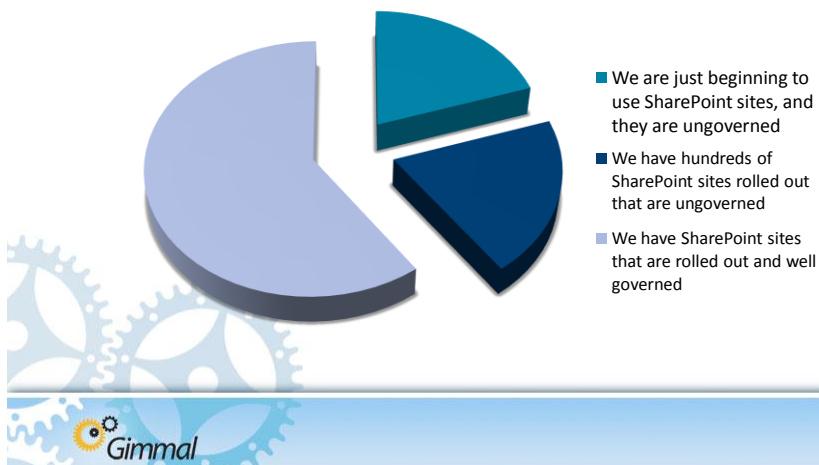
A QUICK SURVEY

When do you believe that electronic records, including email and share drives will be managed as well as your paper records?



A QUICK SURVEY

Where does your organization stand with the deployment of SharePoint?



GIMMAL ECM/RM MATURITY MODEL

- A structured collection of elements that describe certain aspects of ECM/RM maturity in an organization.
- Used as a benchmark for comparison and as an aid to understanding
- The Gimmel ECM/RM Maturity Model provides:
 - a place to start
 - the benefit of a community's prior experiences
 - a common language and a shared vision
 - a framework for prioritizing actions
 - a way to define what improvement means for your organization.



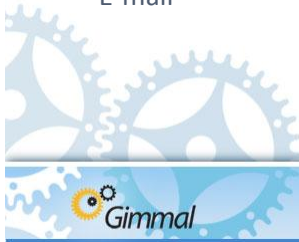
LEVELS IN THE MATURITY MODEL

- Level 1 – Ad Hoc (Chaotic) Processes at this level are (typically) undocumented and in a state of
- Level 2 – Repeatable Some processes are repeatable, possibly with consistent results.
- Level 3 – Defined Sets of defined and documented standard processes established and
- Level 4 – Managed Using process metrics, management can effectively control the AS-IS
- Level 5 - Optimizing It is a characteristic of processes at this level that the focus is on continually improving process performance through both incremental and innovative technological changes/improvements.



MATURITY MODEL COVERAGE

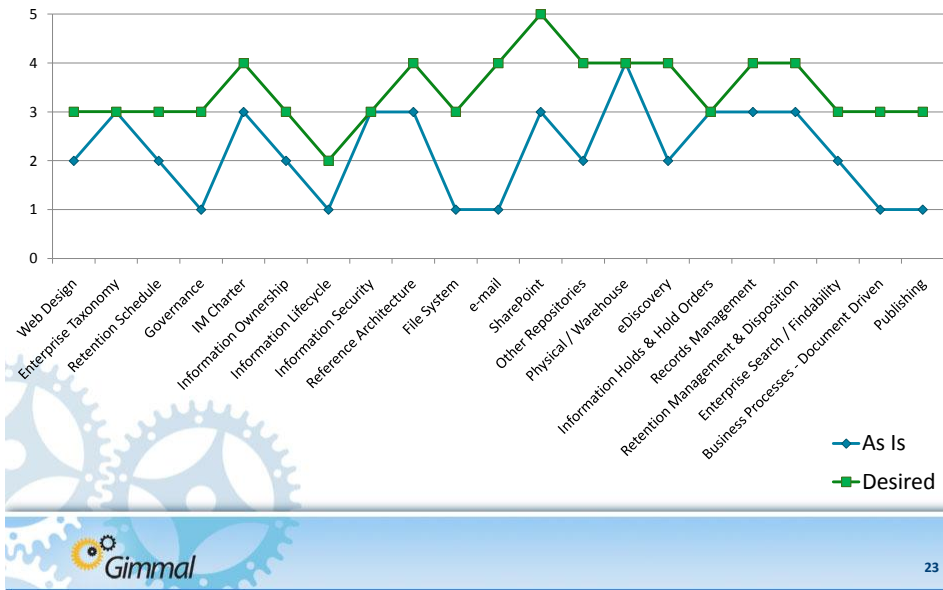
- Web Design
- Enterprise Taxonomy
- Retention Schedule
- Governance
- IM Charter
- Information Ownership
- Information Lifecycle
- Information Security
- Reference Architecture
- File System
- E-mail
- SharePoint
- Other Repositories
- Physical / Warehouse
- eDiscovery
- Information Holds & Hold Orders
- Records Management
- Retention Management & Disposition
- Enterprise Search / Findability
- Business Processes - Document Driven
- Publishing



DETAILS: SHAREPOINT MATURITY

Level 1	Level 2	Level 3	Level 4	Level 5
Information Policies not used	Local Information Policies may be applied, but don't adhere to global ILC model	ILC rules and enterprise Information Policies defined and partially applied	All sites (Including MySites), Content Types, libraries have Information Policies applied; users and local administrators cannot modify or override	
Much of the content in SharePoint has no clear owner	Some sites have clearly defined ownership rules	Enterprise rules for content ownership are defined	Ownership for all SharePoint content is managed through automated processes	
Site creation process is not monitored, no approval process	Site creation request process exists, but only for reporting purposes; approvals are lightweight	Site creation request process is required and has clearly defined approval process	Site creation request and approval process is automated	Proactive monitoring and reporting of storage growth
No strategy for how the SharePoint search index is built or used	Search scopes may be leveraged	Enterprise strategy for SharePoint search index is defined	Search request and results rules consistently applied across enterprise	
Content is frequently duplicated within sites	Content is frequently duplicated across sites	Process for identifying content duplicates is defined	Periodic scanning for content duplicates is performed	Proactive monitoring and reporting of duplicate content
Security is not based on ILC rules	Some local security rules or models exist that are based on local business requirements	Security model is defined based on ILC rules	Security model is applied to all sites based on ILC rules	
No enterprise Content Type or Site Column management process	Local Content Type or Site Column management processes	Enterprise Content Type or Site Column management process defined	Enterprise Content Type or Site Column management process automated	
		Integration model with other ECM systems defined (if applicable)	Integration with other ECM systems implemented	Integrations with line of business applications to manage their unstructured content in SharePoint
	Local site templates or web design standards used	Enterprise site templates and web design standards defined	Site "templates" instantiated during creation process via solutions and features	
			Site decommissioning occurs via standard process but may be manual	Site decommissioning process automated

SAMPLE RESULTS



SUMMARY

- The Gimmel ECM/RM Maturity Model provides:
 - a place to start
 - a framework for prioritizing actions
 - a way to define what improvement means for your organization.
- Gimmel Group – Experts in All Phases of your ECM/RM Initiatives
- Let us help you assess your organization’s ECM/RM Maturity

Q&A

Thank you for attending



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