Enterprise Content Management and Business Process Management

You Don’t Have to Own IT to Control IT℠

The changing business needs for Enterprise Content Management (ECM) and Business Process Management (BPM) tools and solutions are evident in today’s business world. Document management tools once considered as simple, supplementary software with basic indexing capabilities, running alongside legacy business applications are no longer enough to solve complex business issues. Sophisticated requirements and integration capabilities for speed and accuracy cannot be dismissed. ECM/BPM solutions have evolved to be at the core of operations, gaining business-critical importance.

ECM/BPM at the core: ECM/BPM solutions are used at the heart of the transaction processing environment with well-defined business rules to enable sophisticated levels of workflow automation. This requires a uniform, intuitive, user-friendly interface and tight integration with legacy and line of business applications, supported by a sophisticated BPM engine to model and automate complex business workflows.

Anytime, anywhere access: Internet-connected systems with mobile support enable the submittal of application forms and supporting documents, search and retrieval of files, completion of workflow jobs, as well as dashboard status checks by internal and external enterprise stakeholders, anytime, anywhere. Accessing the ECM/BPM environment on a 24/7/365 basis enables an even higher level of availability and reliability.

Security issues emerge: Strict privacy regulations, recent data breaches and ransomware attacks further strengthen the need for top-class security. The need to lock down access to data and documents, track manipulation and access, and schedule retention and disposition is now met with ECM capabilities.
You Don’t Have to Own IT to control IT: The emergence of cloud-based Software as a Service (SaaS) ECM/BPM implementations results in reconsidering software and hardware investment decisions, as well as maintenance, administration, performance tuning and upgrade tasks traditionally performed in-house.

Need for additional, operational tasks: Increasing transaction volumes require effective practices, expertise and infrastructure to handle:

- Receiving, sorting and scanning of incoming correspondence
- Data entry and preprocessing
- Printing, inserting, sorting and mailing
- Secure document storage, retrieval and destruction
- Customer and stakeholder support for status inquiries and other questions

Dedicated, cost-effective customer service: ECM/BPM solutions, with a clear view of the work in progress, provide the opportunity to enable more cost-effective customer service. Dedicated, first line of defense customer service agents can now handle status inquiries and questions rather than expensive operational staff.

Coordination of tasks: All systems, infrastructure and processes related to ECM/BPM require close coordination for a seamless, cost-effective operation. Expectations, roles, interfaces and service levels must be clearly defined and managed, regardless of whether these tasks are completed by staff within the enterprise or outsourced experts.

This paper outlines the changing business needs affecting the market and the choices available to enterprises seeking options. Because of the increased dependence on ECM/BPM solutions, enterprises must see the complete picture prior to making procurement decisions, as well as committing internal and external resources to a solution.

The Problem

Many internal and external circumstances impact ECM/BPM activities such as competition, increased transaction volumes, budgetary constraints, integration with web, mobility, information security, user experience and, most importantly, more demanding and less loyal customers.

Potential and common issues are:

- **Disintegrated, dispersed islands of automation**
  
  Absence of tight integration between ECM/BPM platforms and legacy applications requires over-use of manpower and dependence on manual processes that are prone to error and inefficiency.
• **Absence of remote or mobile access by internal or external stakeholders (applicants, employees, submitters and filers)**

Integration with web or mobile interfaces is not possible or simply neglected, prohibiting self-service and 24/7/365 access, resulting in increased manual labor workloads for the enterprise.

• **Procurement, provision, management and maintenance of another piece of hardware and software**

An on-premise ECM/BPM platform deployment results in buying server hardware and system/application software licenses in advance, which are usually not scalable or flexible with changing requirements. Hidden costs of ongoing maintenance, upgrades, administration, life-cycle management and performance tuning are often overlooked or intentionally ignored. Moreover, these critical tasks require the use of expensive enterprise staff.

• **User training and support**

Training and ongoing support of ECM/BPM system end-users requires the expertise and time of expensive staff.

• **Cloud issues**

A cloud-based/web-based SaaS implementation must address:
- Understanding of exactly where cloud services are located, hosted, managed and supported
- Required security certifications or ratings
- Issues related to a separately-negotiated cloud hosting contract, in addition to the ECM/BPM software
- Cloud service provider’s administrative and operational expertise on ECM/BPM software

• **Involvement of experienced, expensive resources in routine, clerical processing**

Increased transaction volumes and expanded service delivery channels result in expensive, expert-level manpower involvement in routine, repetitive, well-defined, clerical tasks like receiving, scanning, data entry, sorting, inserting, printing, mailing, secure document storage and destruction. Moreover, hardware, software and infrastructure supporting these functions such as mailroom, sorters, inserters, high-speed scanners and high-capacity printers require substantial investments and ongoing maintenance, as well as expensive floor space.
• **First line of defense customer service performed by no one or over-qualified staff**

  Increased transaction volumes, as well as the ability to file and submit documents online, increase the need for timely, accurate and effective customer service. In some enterprises, there is no proper support for stakeholders, applicants, filers and clients making status inquiries and asking questions. In others, hidden costs and lower productivity caused by the use of expensive, expert-level operational staff instead of dedicated, efficient customer service agents is overlooked. Finally, customer interaction platforms, such as call centers and web chat require substantial investment, ongoing maintenance and expensive floor space.

**Understanding the End-to-End ECM/BPM Implementation Concept**

A contemporary, efficient ECM/BPM application software platform can be tightly integrated with legacy applications, freely exchanging data depending on role-based security and feature rights settings. Such a solution is complemented with implementation, consulting and other professional services that feature open standards and well-documented application program interfaces (APIs). Moreover, it offers web services and mobile platform integration through open standards and well-documented APIs, making it the right choice in today’s connected world.

However, an end-to-end ECM/BPM implementation goes beyond the application software platform. There are many components to an ECM/BPM implementation; an enterprise’s need for each component depends on its business goals and procurement strategies. The critical question is which components to handle in-house and which to outsource. Whether executed in-house or outsourced, costs need to be accurately and realistically estimated, and roles, accountability and expectations clearly defined.

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Following are the essential components of a contemporary, end-to-end ECM/BPM implementation and application software platform:

**Cloud-based/web-based SaaS implementation:** A cloud-based/web-based SaaS deployment offers maximum flexibility and scalability. The enterprise does not need to plan for a lump-sum investment during initial procurement, upgrade or expansion. The version, life cycle, supportability and maintenance of numerous software and hardware components, including server, storage, operating system, application, security, database and anti-virus protection, become the worries of the vendor — not the enterprise. Vendor experts, instead of the enterprises’ expensive IT resources, handle all provisioning, operations, upgrades, administration, maintenance and performance tuning of the software and hardware components at the server level.

**End-user training and support:** An end-to-end ECM/BPM implementation includes user training and support for topics related to the ECM/BPM software and the business processes modeled and implemented, using terminology familiar to the end user. Provided that a business partnership exists during the implementation and ongoing support phases, this function can be handled effectively by the vendor.

**Business services:** Depending on the transaction volume, business processes that include routine, repetitive, well-defined, clerical tasks may be handled more efficiently by a vendor experienced in business process outsourcing services with knowledge of the ECM/BPM platform. In this scenario, the enterprise will not need to invest in hardware, software, manpower, floor and storage space or training.
**First line of defense customer service:** In a high-transaction volume environment with thousands of external applicants or filers, there will be a need for customer interaction services to handle status inquiries and other questions. An end-to-end ECM/BPM solution vendor with knowledge of the ECM/BPM platform and the enterprise’s business processes can effectively function as the enterprise’s first line of defense. A viable vendor will commit key Service Level Agreement (SLA) figures like response time, one-call resolution and customer satisfaction. Again in this scenario, the enterprise will not need to invest in any specialized platform, software, manpower, floor space or training.

**A single contract:** It is advantageous to partner with a vendor that offers the ECM/BPM software platform, as well as all related services under one service contract, bringing experience on development, deployment, ongoing administration, upgrades, support, and related IT and business services.

**How Does CDS’ End-to-End ECM/BPM Solution Help Enterprises?**

As a leading provider of ECM/BPM solutions, we understand the need for enterprises to streamline the flow of work, reduce costs, serve customers better and manage growth in a cost-effective way. Enterprises need quick and secure access to information to make the right decisions and provide the service their customers expect.

**CDS’ end-to-end ECM/BPM solution includes:**

- Integrated, efficient platforms
- No software or hardware to buy, maintain, manage or upgrade
- Secure, reliable and available cloud
- Cost-effective, first line of defense customer service
- Self-service options for the clients of the enterprise
- User training and support
- Business services: mail-room, print-room and processing
From reliable informatics to increased efficiency, cost control and better service, CDS provides the tools for their success.

- CDS client advocate is the primary day-to-day support contact, an integral part of every project.
- CDS professional services staff works with the customer shoulder-to-shoulder to ensure a successful implementation through the understanding of business processes, then modeling and configuring them accurately into the system.
- We provide comprehensive technical, managerial and end-user training curriculum.
- Ancillary business services like receiving, scanning, sorting, secure storage and destruction, data entry, preprocessing, printing, inserting and mailing, supporting high-volume transactions are performed by experienced staff.
- The Technical Support Center assists enterprise end-users with technical questions.
- Our sophisticated Customer Contact Center is able to assist callers on behalf of the enterprise, inquiring on the status of their application or filing.
- We handle the provisioning, operations, upgrades, administration, maintenance and performance tuning of all software and hardware components at the server level in our highly secure Columbia, South Carolina, data center complex, which also stores customers’ confidential enterprise EPM/BPM data. The data residing in our facility has never been breached. Due to extensive federal government contract experience in the health care arena, we have achieved:

**FISMA High Rating:** The Federal Information Security Management Act (FISMA) of 2002 recognized the importance of information security to economic and national security interests. A FISMA High Rating means that CDS has implemented an inventory of systems, categorization of systems by risk level, security controls, risk assessment, a system security plan, certification and accreditation and continuous monitoring.

**HIPAA Compliance:** The Health Insurance Portability and Accountability Act (HIPAA) of 1996 defined changes in insurance plan requirements and security. CDS complies with all outlined standards, maintaining the privacy and security of individually identifiable health information systems, categorization of systems by risk level, security controls, risk assessment, system security plan, certification and accreditation and continuous monitoring.

**ISO 9001:2008 Certified:** ISO is a set of quality management systems standards designed to ensure statutory and regulatory requirements are met. CDS has been certified in fulfilling these requirements.
**SAS 70/SSAE 16 SOC2 Audit Compliance:** SAS 70/SSAE 16 SOC2 are internationally recognized third-party assurance audits designed for service organizations. Compliance includes audit and financial reporting and examination.

**FedRAMP Ready Status:** The CDS data center is recognized as FedRAMP Ready.

**Conclusion**

With more than 40 years of experience in the provision of secure IT systems and responsive, operational processes and staff, our ECM/BPM solution uniquely positions CDS to support enterprises in navigating their current and future business requirements. We are ready to help enterprises with our end-to-end ECM/BPM offering.

Our solution includes records management for retention, electronic forms for search, data retrieval and self-service, and reporting tools that integrate with other systems and applications giving you a greater view of the efficiency within the organization. This comprehensive approach to ECM and BPM helps to fulfill a greater set of needs and expands automation for organizations bogged down by higher demand, slow turn-arounds and slim budgets.

We have the expertise, infrastructure, hardware, software, systems, processes, practices, culture, manpower and financial strength to support customer operations by assuming the prime responsibility of all ECM/BPM solution components under one service contract.