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## ECM Business Strategy Assessment

### Get the Most Out of Your ECM Solution

A Coban ECM Offering

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#### Overview

The ECM Business Strategy Assessment offering is designed for organizations that fall into 3 categories:

1. Companies that do not currently have an ECM solution, but would like to be educated on the typical applications of ECM technology and the common pitfalls prior to undertaking an ECM engagement;
2. Companies that currently have an ECM solution, but are stuck in a Phase 1+ implementation laden with issues and challenges;
3. Companies that currently have 1 or more ECM solutions and want to more fully understand the potential value of ECM and the applications of the technology from which they could specifically benefit.

Our approach consists of a series of workshops and activities designed to provide a better understanding of potential business opportunities, the necessary analysis of business cases and direction in defining an overall ECM strategy.

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#### Value Proposition

> **Better Understanding**

Through numerous ECM projects at every stage of the lifecycle, we have gained a deep understanding of what works and what doesn't. We will share our knowledge with you, so that you can approach this crucial phase with more understanding and confidence. Through a series of workshops and analyses you will gain a better understanding of hard vs. soft benefits, common implementation challenges and the most widely implemented and most valuable business opportunities that can be addressed through an ECM solution.

> **Expert Analysis**

Our team has been working on various ECM solutions for years. We will provide analysis of your current issues and challenges and we will propose a high-level approach to address these hurdles. Drawing on our extensive experience, we will evaluate specific possible areas through which you can achieve more value from your ECM solution.

> **ECM Strategy Definition**

Having a well defined strategy for all of your ECM solutions is crucial in ensuring successful implementations and providing high value for your end users. In addition to vendor and technology platform selection, a comprehensive strategy has to include quality assurance, performance assurance, rollout, training, and change management guidelines.

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#### Service Description

> **Workshop: Why Does ECM Matter to you?**

Look around. Your customers surround you (all of them - employees, partners, buyers and prospects) consuming your corporate information at every step. Content is your strategic asset. Even if you don't know whether ECM is already in your organization, you need to plan for it to be able to survive in today's information heavy world. This workshop provides an overview of the ECM space including the key vendors, available products and solutions and industry statistics.

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## > Workshop: Maximize Your ECM Investment

Through participation in countless ECM implementations, the Coban team has observed time and time again that customers can fall into a number of traps that hinder the adoption and use of ECM solutions across their organizations. Through this workshop, we will analyze your challenges and needs, and brainstorm solutions as to how your organization can realize the full value of the ECM investment.

## > Workshop: Analyzing Your Organizational Challenges

Many organizations struggle to justify their investments in Enterprise Content Management technology. Through this workshop, you will get a high level assessment of opportunities through which you can maximize the value that you can achieve with your ECM solution.

## > Organizational Analysis and Vendor Selection

Our team will focus on some of the best practices in analyzing your business environment through process analysis, quantifying tangible/intangible benefits, presenting the business case and creating a roadmap to ensure you get the most out of your ECM investment. We will help you with vendor selection, gap analysis and overall technology strategy definition.

## > Business Case Analysis

Let us help you with the business cases definition. Our proven process will quickly get you started to define detailed business cases based on your specific implementation costs, benefits and savings, and our business case templates will accurately calculate the ROI and TCO of your ECM solution.

## > Roadmap Definition

We will work with your team to define a roadmap for your ECM solution. The roadmap will include the following:

- Overall ECM Strategy;
- Project Sponsorship;
- Project Budget;
- Training Strategy;
- Rollout Strategy;
- Performance Metrics.

## > Project Planning

While managing various ECM implementations, the Coban team has proven many times that timely project planning is crucial for overall project success. Working with us, you will gain better understanding of ECM project planning benefits as well as some specific challenges that you will be facing. Starting with our predefined ECM project plan template, we'll deliver a plan that will provide a good framework for addressing identified challenges and establishing successful project management guidelines.

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## Why Coban?

The Coban team shares a common vision: to bring together our extensive knowledge of ECM and business best practices and use it to take our clients' business further. We are problem solvers and we are committed. Strong alliances with clients and partners and a culture of integrity, accountability and individual empowerment. These are the things that will be obvious the moment you start working with us. At the end of the day, we're nothing if we don't deliver results. That's something that we keep on top of mind on every project for every client every day. Collectively, we have decades of experience solving complex business problems and delivering solutions to Fortune 1000 clients. We use this expertise to transform business by delivering results. And we do it well.