

EMA Market Research Study



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Enterprise Content Management: Toward a New Content Paradigm

By Andi Mann, Senior Analyst

Enterprise Management Associates (EMA) defines content as a combination of data, form, and context. Traditional content includes documents, web pages, images, forms, video, etc. Many new online content technologies are also emerging such as blogs, wikis, podcasts, RSS feeds, etc.

Enterprise Content Management (ECM) is a rapidly evolving field within IT management that consists of a broad collection of disciplines that enables a business to create, acquire, store, index, deliver, and delete this wide variety of content. It is a critical part of information technology, providing the ability for business to access structured information, meet legal and compliance requirements, and serve customers. From a basic paper-based filing system to state-of-the-art electronic asset storage, ECM is essential to any business.

For this January 2007 study, EMA Senior Analyst Andi Mann used various survey instruments, as well as personal interviews, to poll a wide variety of enterprises for their content use patterns, business drivers, expectations, preferred vendors, distribution requirements, and more. This research report:

- Provides a definition of content and ECM
- Outlines the traditional taxonomy for different types of enterprise content
- Examines the current state of ECM, including business drivers, outcomes, usage patterns, purchasing intentions, and more
- Investigates penetration and impact of a number of new online content technologies
- Profiles many significant ECM vendors and products

Key Findings

A sampling of key findings from EMA's in-depth quantitative and qualitative research into ECM includes:

- Overall, enterprises are very happy with their ECM effectiveness and cost-benefit – over 80% rate their ECM solution as being effective with at worst a neutral cost-benefit.
- Enterprises are implementing ECM primarily to improve access to information, collaboration, and productivity. By contrast, cost reduction and regulatory compliance rate last and second-last respectively as expected outcomes from ECM deployments.

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- E-mail is by far the most used content delivery mechanism, ranked most important by almost 90% of enterprises, beating both Web pages (66%) and hardcopy delivery (50%).
- Many organizations have little or no content management discipline. 82% of enterprises use network file servers as their primary content repository; 60% use e-mail folders; 14% have no formal content repository at all.

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About EMA

Enterprise Management Associates (EMA) is a leading industry analyst and consulting firm dedicated to the IT Management market. We provide IT vendors and enterprise IT professionals with objective insight into the real-world business value of technologies ranging from Information Security to SLM to CMDB to Asset Management. Learn more about our research services, our free online IT Management Solutions Center, and our IT consulting offerings at: www.enterprisemanagement.com