

# 1 day ECM Strategy Workshop

*Learn the business benefits and components of Enterprise Content Management*

## Introduction

The AIIM Enterprise Content Management (ECM) Certificate Program is designed from global best practices among our 65,000 associate and professional members. The training program covers the strategies, tools and technologies to capture, store, manage, preserve and deliver information in support of business processes. It provides you with a framework which enables the management of information assets across an organization, and it ties in relevant components and technologies. This could be Imaging, Electronic Document Management, Electronic Records Management, Workflow, Web Content Management, Document Centric Collaboration, or Enterprise Search technologies.

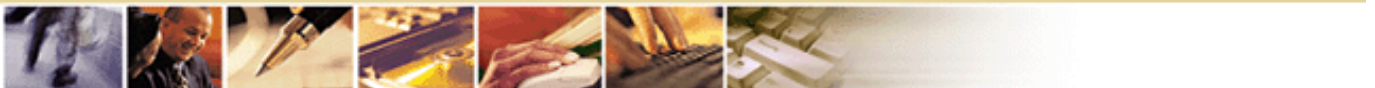
AIIM is an industry association that provides education, research, and best practices to help organizations find, control, and optimize their information. For over 60 years, AIIM has been the leading non-profit organization focused on helping users to understand the challenges associated with managing documents, content, records, and business processes. Today, AIIM is international in scope, independent, implementation-focused, and, as the representative of the entire Enterprise Content Management industry - including users, suppliers, and the channel - acts as the industry's intermediary

## Course Development

The course objectives and content is defined and reviewed by AIIM Education Advisory Groups in the US and Europe, representing AIIM's more than 65,000 associate and professional members. These Education Advisory Groups have the following members:

Accenture	Hyland Software
Albistur Consulting	IBM
Barclays Capital	Inforesight Limited
Bill and Vieve Gore School of Business, Westminster College	JPMorgan Chase
BP	Kodak
CCRM Associates	Marion County Health Dept.
Chevron Phillips Chemical Company	Objective Corporation
CIA	Oracle
Crown Partners	Ordina
Doculabs	Ricoh
Fujitsu	Royal Mail Group
Gambro	Shell
Gartner	SpringCM
Gimmel Group	Sunoco
GlaxoSmithKline	The National Archives of United Kingdom
Harris Corporation	The South Financial Group
Hartman Communicatie	US Courts
Health First	US Department of Treasury
Hewlett-Packard	ZyLAB

The course materials were developed in partnership with Information Architect Inc based on requirements and best practices defined by the above companies.



### Course Description

The ECM Strategy Workshop provides you with an overview of Enterprise Content Management and its business benefits. This provides you with a framework which enables the management of information assets across an organization, and it ties in platforms and programs. By understanding ECM, you will gain control over your organizational information and processes, enabling you to:

- Comply with legal and regulatory requirements
- Improve business efficiency throughout your organization
- Mobilize information to enhance employee, partner and customer collaboration
- Improve customer service through information management
- Deliver secure and repeatable business continuity, 24 x 7 x 365

The workshop will help you position the different ECM components and technologies, such as Electronic Document Management, Electronic Records Management, Business Process Management, Web Content Management and Digital Asset Management. It will address best practices for ECM and allow the participants to make the explicit link between ECM and their current situation. You will then be able to do a “wake up call” in your own organization.

### Course Objectives:

Strategy Component: (Why ECM?)

- Introduction to ECM
- ECM technology components and functionality
- Business benefits of ECM
- Linking ECM to business strategy and KPIs
- Value of taxonomies, metadata and security model
- Market trends and options
- Departmental vs enterprise; platforms vs solutions
- Overview of preferred approaches and best practices for implementing ECM

There is no exam or designation linked to this workshop.

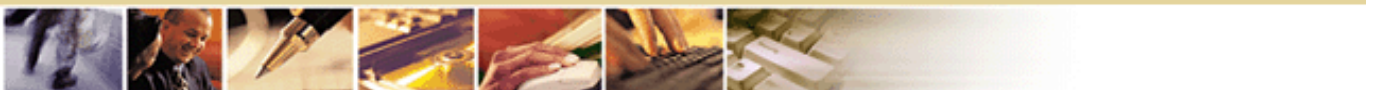
### Who should attend AIIM’s ECM Strategy Workshop?

- Anyone with a need to understand and explain or justify an ECM initiative, or with a need to “sell” the concept internally or externally;
- Those responsible for information policy, strategy and governance;
- CIOs, senior executives, process owners, Head of IT.

### How will I learn at AIIM’s ECM Strategy Workshop?

Our Workshops follow the Oxford Learning Model with engaging, impactful and live workshops with participative and challenging exercises. The elements of this methodology are:

- **3 Domains:** development should engage participants at three levels – emotionally (feeling – the heart); logically (thinking – the head) and practically (doing – the hand)
- **Transferability:** participants should always be able to see how the skills that they are developing can be used back at their workplace
- **Memory:** the design of the event and the activities within it should be memorable



- **Measures:** participants (and their organizations) should be able to measure the impact of the intervention
- **5 Senses:** the activities within a development program should appeal to all 5 senses wherever possible, to stimulate a range of different responses
- **Reflective Dialogue:** activities are not effective unless there is a period of reflection built into a program, so that participants can reflect on their actions and plan how they would do things in future
- **Transparency:** we encourage an environment of openness, trust and transparency – no tricks, no ‘reporting back’ unless agreed.

### Workshop Agenda

- Introduction
- Defining ECM
- Business benefits of ECM
- Market trends and available solutions
- ECM as a practice
- ECM as a project
- The justification for ECM

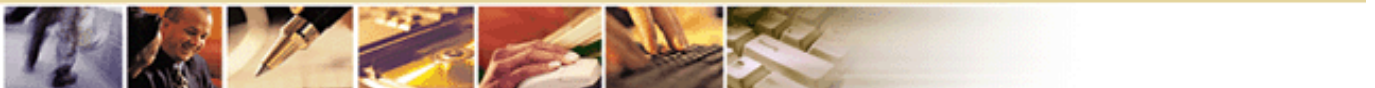
### Workshop Material

You will receive an ECM Workbook that will be accompanied by a succinct overview of what ECM covers; the Strategy drivers for its introduction that should be considered; the benefits that can be realized; and the impact its introduction can be expected to have on an organization at all levels.

### Feedback

Below is feedback from previous and existing course attendees;

- “AIIM’s training programs are essential to anyone in Information Management. Without up to date training, systems and programs are set up -- but may be at risk, in the long run, if developed by the under trained. The Information Management Industry as a whole is developing at the speed of light, so even someone like myself (a 23 year veteran) needs to refresh their training and stay on top of technology and advancement in trends to understand how to apply it. AIIM’s training programs provide this education.” TK Train, CRM, ECMp, MBA, Document Control Manager, Gambro
- “Enterprise records management or content management projects are comprised of cross functional teams with various backgrounds and specialties. It is important to the success of such projects that interdisciplinary teams develop a common lexicon and understanding of key concepts as fast as possible to enable collaboration. AIIMs educational curricula serve this need quickly and excellently”, Jayne Bellyk, RIM Program Manager, Chevron Phillips Chemical Company LP



- "Kodak clearly understands the value of the AIIM ECM courses. Our sales team uses this knowledge often as we support our document imaging resellers in their sales processes." Todd LeVeque ECMp CDIA+, Director - US Channel Sales, Document Imaging - Graphic Communications Group, Eastman Kodak Company
- "The AIIM ECM training course provides an extremely comprehensive platform related to the enterprise content management industry and the technologies that support and drive it. The materials are thorough, up-to-date and well presented. I would recommend the course to both vendors and customers of ECM solutions." John Opdycke, Vice President of Marketing, Hyland Software
- "Fujitsu chose the AIIM ECM Certificate Training Program to empower our partners with the tools and strategies to help companies world-wide achieve successful ECM implementations." Pamela Doyle, Director, Fujitsu Imaging Products Group

## Summary

### Training:

- ECM Strategy workshop, 1-day, 9:00 AM – 4:00 PM with a maximum of 15 attendees
- Includes English language delivery and all training materials

Please contact [training@aiim.eu](mailto:training@aiim.eu) if you have any questions.

Contact [askjekkelland@aiim.org](mailto:askjekkelland@aiim.org) if you are interested in becoming an AIIM Training Partner. You can then sell and deliver AIIM Training Programs leading to AIIM designations.

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