

Select and Implement an Enterprise Content Management Solution

Understand the ECM vendor market, make an informed decision, and take a bottom-up, process-based approach for an agile solution implementation.

ANALYST PERSPECTIVE

Understand the market, but don't forget your organizational needs and culture.

“ *Enterprise content management (ECM) platforms are a key component in the digital transformations taking hold in organizations everywhere. When deployed and managed properly, ECM provides a foundation on which to build out advanced information capabilities.*

ECM projects often appear smaller than they turn out to be. The biggest mistake made during an ECM implementation is not designing and configuring to architectural and governance standards before rolling capabilities out to user communities. Without this planning, sins of the past are often repeated.

Following Info-Tech's bottom-up, process-based approach to ECM avoids these costly pitfalls and ensures the right solution is adopted and configured in accordance with agreed upon standards, thus ensuring the quality of one of the most critical assets an organization has – its information. ”

Ryan Smith

Associate Director, Information Management Practice
Info-Tech Research Group

VENDOR LANDSCAPE

Info-Tech's **Methodology**



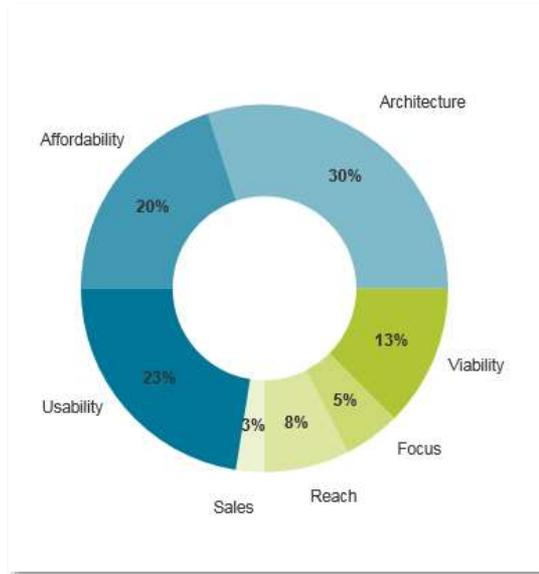
Vendor Landscape use-case scenarios are evaluated based on weightings of features and vendor/product considerations



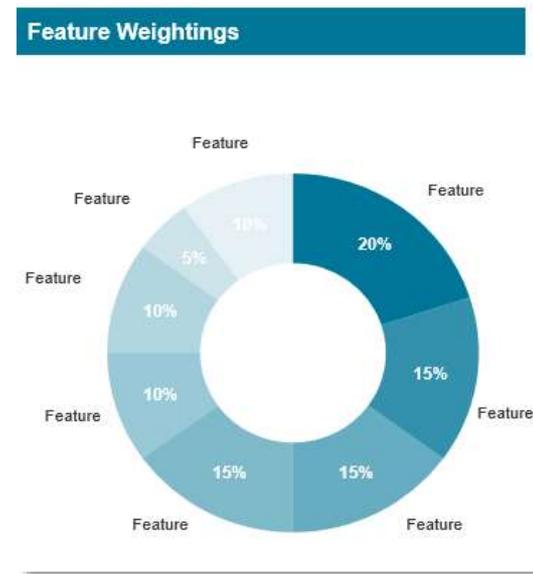
Use cases were scored around the features from the general scoring identified as being relevant to the functional considerations and drivers for each scenario.

Calculation Overview

Advanced Features Score X Vendor Multiplier = Vendor Performance for Each Scenario



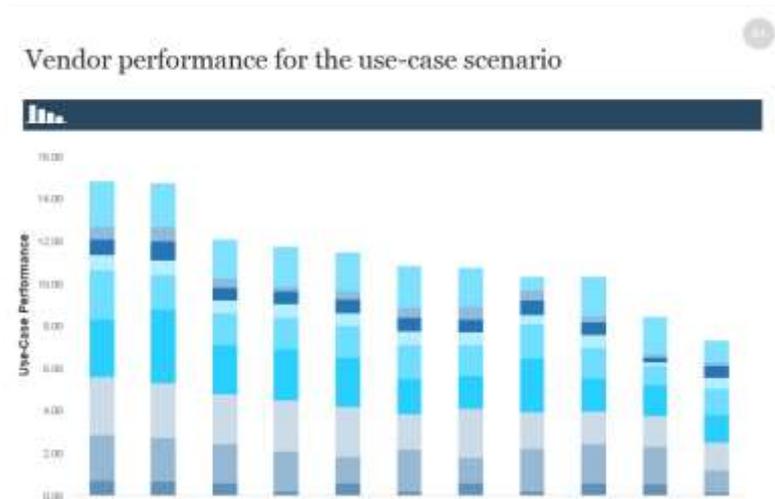
Product and Vendor Weightings



Advanced Features Weightings

Please note that both advanced feature scores and vendor multipliers are based on the specific weightings calibrated for each scenario.

Vendor performance for each use-case scenario is documented in a weighted bar graph



Vendor Performance

Vendors qualify and rank in each use-case scenario based on their relative placement and scoring for the scenario.

Vendor Ranking

Champion: The top vendor scored in the scenario.

Leaders: The vendors who placed second and third in the scenario.

Players: Additional vendors who qualified for the scenario based on their scoring.

VENDOR LANDSCAPE

Review the ECM Vendor Evaluation



Review Info-Tech's Vendor Landscape of the ECM market to identify vendors that meet your requirements

Vendors Evaluated

Laserfiche[®]

OPENTEXT

OnBase[®]
by Hyland

DELL EMC

M-Files[®]

Microsoft 

 Lexmark[™]


Hewlett Packard
Enterprise

IBM[®]

 Alfresco[™]


NEWGEN

ORACLE[®]

Each vendor in this landscape was evaluated based on their **features**, **product considerations**, and **vendor considerations**. Each vendor was profiled using these evaluations and, based on their performance, qualified and placed in specific use-case scenarios.

These vendors were included due to consideration of their market share, mind share, and platform coverage



Vendors included in this report provide a comprehensive solution for the capture, utilization, collaboration, and retirement of content assets, including but not limited to documents, digital assets, and records.

Included in this Vendor Landscape:

Alfresco One. A highly customizable solution due to its high degree of modularity and open-source platform.

Dell EMC Documentum. A family of products that brings a comprehensive ECM solution to the market.

HPE Content Manager. Remains strong in record management with a dedicated eDiscovery module.

Hyland OnBase. A popular choice for ECM, strong in the digitization of content and native workflow functionality.

IBM FileNet Content Manager. Delivers yet another all-around, highly robust solution targeted at large enterprises.

Laserfiche. Making moves in content collaboration, case management, and content analytics.

Lexmark Perceptive Content. An emerging ECM player, strong in content capture and content analytics.

M-Files. Heavily investing in powerful metadata to drive just-in-time information.

Microsoft SharePoint 2016. Remains a popular solution due to strong interoperability with Microsoft Office products.

Newgen OmniDocs. Enhancing core ECM functionality with the release of a BPM product to strengthen workflow features.

OpenText Content Suite 16. Disrupting the ECM product market with an innovative user experience.

Oracle WebCenter Content. Providing a unique solution by taking a customer-centric approach to content management.

Table Stakes represent the minimum standard; without these, a product doesn't even get reviewed



The Table Stakes

Feature	What it is
Document Management	Ability to create, capture and image, classify, view, edit, utilize, archive, and delete content assets.
Content Library Services	Ability to create sites, taxonomy, metadata, check-in and check-out settings, and permission or access rights to support basic search and browse.
Metadata Management	Assigning of descriptive structured data to content assets to enable content classification, indexing, search, use, and retrieval.
Records Management	Ability to manage a subset of content assets as records, including format conversions, in accordance with retention and deletion rules.
Versions & Renditions	Ability to create and view multiple versions of a content asset through iterative edits, or multiple renditions through copy and paste functionality, in accordance with pre-defined limitations.
Permissions & Access Rights	Defining of user-access rights for content assets or folders at group and individual level to control the management of content assets.

What does this mean?

The products assessed in this Vendor Landscape meet, at the very least, the requirements outlined as Table Stakes.

Many of the vendors go above and beyond the outlined Table Stakes, some even do so in multiple categories. This section aims to highlight the products' capabilities **in excess** of the criteria listed here.

Info-Tech Insight



If Table Stakes are all you need from your ECM solution, the only true differentiator for the organization is price. Otherwise, dig deeper to find the best price to value for your needs.

Advanced Features are the capabilities that allow for granular differentiation of market players and use-case performance



Scoring Methodology

Info-Tech scored each vendor's features on a cumulative four-point scale. Zero points are awarded to features that are deemed absent or unsatisfactory, one point is assigned to features that are partially present, two points are assigned to features that require an extra purchase in the vendor's product portfolio or through a third party, three points are assigned to features that are fully present and native to the solution, and four points are assigned to the best-of-breed native feature.

Feature	Description	What we looked for
Content Capture	Channels through which content is uploaded or classified.	Multi-channel capture (e.g. scanning, simple upload, email integration), eForms, and intelligent capture (OCR/ICR, auto-indexing, automation of metadata, etc.).
Advanced Search	Ability to narrow searches using advanced parameters.	Full-text search, keyword search, homogenous search, federated search, universal search, parametric search, natural language search, fuzzy search, semantic search, social search, statistical search, etc.
In-System Content Views	Ability to create customized views of content repositories.	Configuration options for widgets, sites, pages, or dynamic folders based on individuals, roles, access rights, etc.
Real-Time Collaboration	Ability for multiple users to view, edit, discuss, and provide feedback on content assets, synchronously or asynchronously.	File sync and share, check-in and check-out, synchronous viewing, synchronous co-authoring, connectedness of workspaces (e.g. sites, pages), ability to review, edit, and comment on content, and ability to communicate with co-editors in-suite (via chat, discussion boards, etc.).
Process, Workflow & Case Management	Ability to model, build, and execute automatic workflows for the purpose of managing content-centric processes.	End-to-end workflow modeler, workflow builder, automation of content routing, presence of out-of-the-box workflows, ability to create complex workflows, workflow email notifications, and process analytics.

Advanced Features are the capabilities that allow for granular differentiation of market players and use-case performance



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Feature	Description	What we looked for
eSignatures	Ability to add a digital signature to a document to signify revision or approval.	Annotated digital signature, watermarking tools, integration of eSignature functionality into workflow automation, and unique user signatures.
External Content Sharing	Ability to provide secure access and collaboration to content assets to users external to your organization.	Secure file sync and share, option for extranet, and automated information exchange with third-party networks (e.g. partner ecosystem).
Defensible Content Disposal	Ability to automate content disposition and maintain a log of disposition actions in an accessible audit trail.	Ability to define, manage, and execute on retention schedules, automated identification or disposition of content, and availability of disposal audit trails.
eDiscovery	Ability to manage content assets relevant to legal discovery processes.	Federated enterprise-wide content search, ability to hold content to prevent future changes or edits, and ability to export discovered content.
Content Analytics	Ability to draw business intelligence from analysis of content and processes.	Analytics of content assets, user interaction with content assets, content production, user productivity, and process efficiency.
Mobile Experience	Ability to access content on the go from a mobile device (smartphone, tablet, etc.).	Native or web-based mobile application, and degree of full functionality from desktop system available (view, edit, search, capture, etc.).

Vendor scoring focused on overall product attributes and vendor performance in the market



Scoring Methodology

Info-Tech Research Group scored each vendor's overall product attributes, capabilities, and market performance.

Features are scored individually as mentioned in the previous slide. The scores are then modified by the individual scores of the vendor across the product and vendor performance features.

Usability, overall affordability of the product, and the technical features of the product are considered, and scored on a five-point scale. The score for each vendor will fall between worst and best in class.

The vendor's performance in the market is evaluated across three dimensions on a five-point scale. Where the vendor places on the scale is determined by factual information, industry position, and information provided by customer references or available from public sources.

Product Evaluation Features

Usability

Degree to which the end-user and administrative interfaces are intuitive, easy to use, and attractive.

Architecture

Options for system deployment and integration, as well as system compliance with regulatory standards.

Vendor Evaluation Features

Viability

Level of profitability, knowledgeability, and proven client success, as an indication that the vendor will be around for the long term.

Focus

Degree of commitment to the product market space, and availability of other products and support services to enhance ECM solution.

Reach

Size of presence in global market, and level of robustness of sales and technology partner networks.

Balance individual strengths to find the best fit for your enterprise



	Product			Vendor			
	Overall	Usability	Arch.	Overall	Viability	Focus	Reach
Alfresco							
Dell EMC*							
HPE*							
Hyland*							
IBM*							
Laserfiche*							
Lexmark*							
M-Files*							
Microsoft*							
Newgen*							
OpenText*							
Oracle*							

Legend = Exemplary = Good = Adequate = Inadequate = Poor

*The vendor declined to provide pricing and publicly available pricing could not be found

Each vendor offers a different feature set; concentrate on what your organization needs



Evaluated Features

	Content Capture	Advanced Search	In-System Views	Real-Time Collab.	Workflow Automation	eSignatures	External Sharing	Defensible Disposal	eDiscovery	Content Analytics	Mobile Experience
Alfresco	●	●	●	●	●	●	●	●	●	●	●
Dell EMC	●	●	●	●	●	★	●	●	●	●	●
HPE	●	★	●	●	●	●	●	●	●	●	●
Hyland	★	●	●	●	●	●	●	●	●	●	●
IBM	●	●	●	●	★	●	●	●	●	★	★
Laserfiche	●	●	●	●	●	●	●	●	●	●	●
Lexmark	●	●	●	●	●	●	●	●	●	●	●
M-Files	●	●	●	●	●	●	●	●	●	●	●
Microsoft	●	●	●	★	●	●	★	●	★	●	●
Newgen	●	●	●	●	●	●	●	●	●	●	●
OpenText	●	●	★	●	●	●	●	●	●	●	●
Oracle	●	●	●	●	●	●	●	★	●	●	●

Legend

★ = Feature is best in its class

● = Feature is fully present in its native solution

● = Feature is present at additional cost

● = Feature is partially present

● = Feature is absent



USE CASE

1

Classic Enterprise Content Management

Your organization is seeking a solution to act as a central repository for a subset or the entirety of your organization's content. The ability to share, collaborate, and access content across the enterprise is also important to your organization.

Drill Down: Classic Enterprise Content Management

Vendors who are strong in core enterprise content management offer exemplary table-stake features, further enabled by robust content sharing and collaboration capabilities.

Common business need for classic ECM

The organization currently has a high volume of content stored throughout a fragmented ecosystem of repositories, both sanctioned and unsanctioned by IT. The organization is looking to consolidate its department or enterprise-wide content into a central, scalable, and secure repository. Much of the organization's content is accessed by a cross-functional group of users, and is also required to be shared with external parties at times.

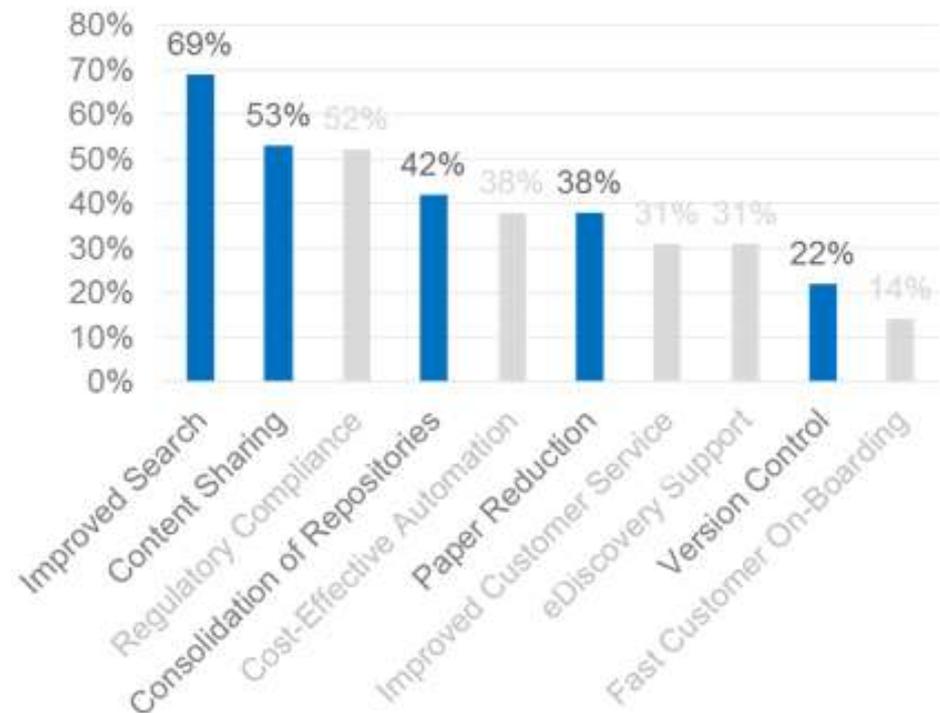
Indicators of alignment with the need for classic ECM

- Enterprise-wide findability and searchability of content is poor, resulting in time wasted.
- Users are storing content in locations unknown or unsanctioned by the organization.
- System and content consolidation is a priority.

Classic ECM is best used for...

- Paperless content management
- Internal and external content sharing
- Content collaboration

Most Important Drivers for Organizational Investment in ECM



Source: Global Enterprise Content Management and Archiving Online Survey, 2014

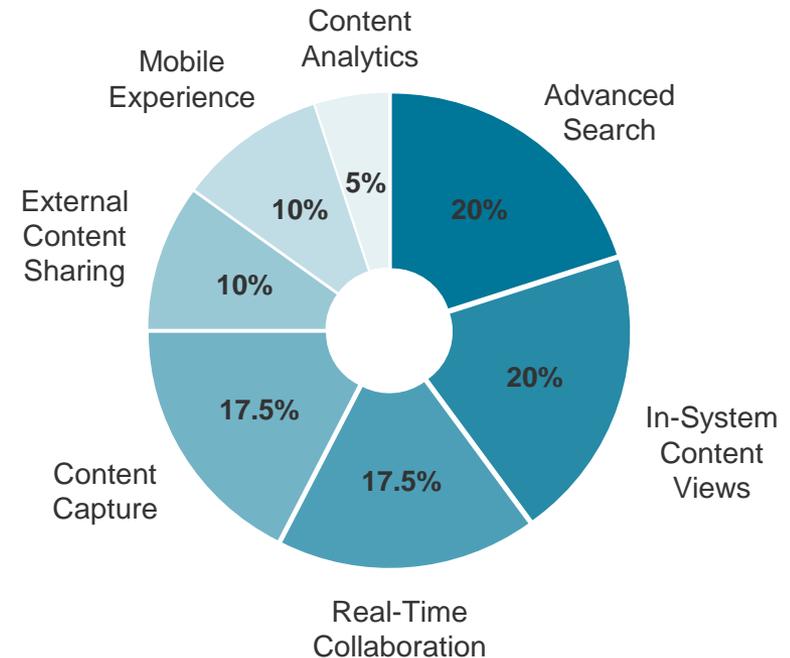
Feature weightings for the classic ECM use-case scenario



Core Features

Advanced Search	An advanced search capability will enhance the searchability and findability of content, creating time efficiency for end users.
In-System Content Views	Different users need access to different content, in different ways, at different times. The customizability of content views by user role is crucial for an optimized UX.
Real-Time Collaboration	The ability to share and collaborate on content with other users is critical to many activities rooted in enterprise content management, such as the creation, review, approval, and publication of content.
Content Capture	Content management starts at the point of capture. Automated or intelligent capture can streamline the process of indexing and finding content.

Feature Weightings



Additional Features

External Content Sharing, Mobile Experience, Content Analytics

Vendor considerations for the classic ECM use-case scenario

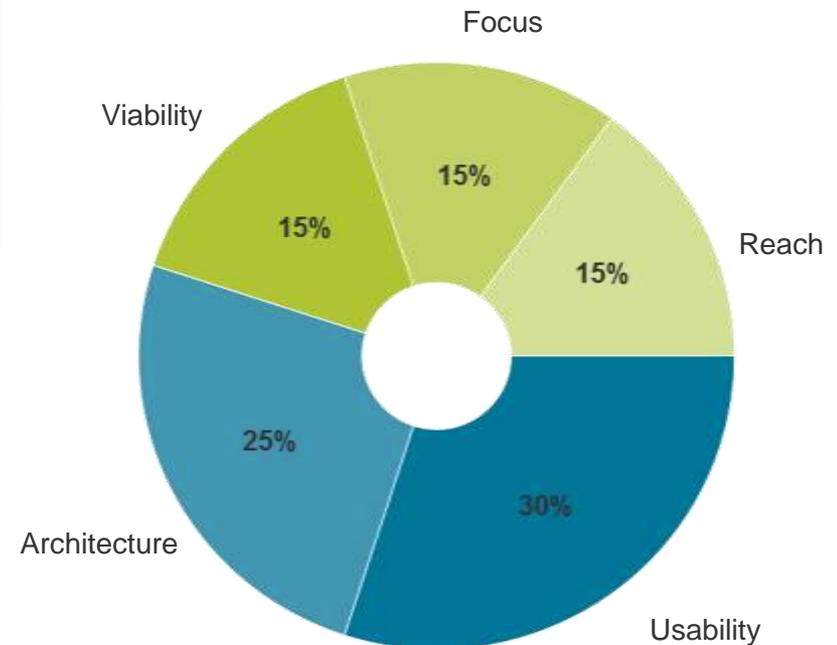


Product Evaluation Criteria

Usability	Ease of use and intuitiveness drive user adoption of a system. Lack thereof often results in users looking for easier, alternative ways to store their content.
Architecture	Ubiquitous access to content is becoming increasingly important in today's workplaces. The ability to integrate an ECM solution with other repositories and enterprise applications elevates its strategic purpose.

Vendor Evaluation Criteria

Viability	Organizations seek partnerships with vendors who are stable, knowledgeable, and have a proven track record in the ECM or leading enterprise applications market(s).
Focus	On-going success factors for ECM implementations are a vendor's industry focus, product portfolio roadmap, and breadth of support services. Together, these factors represent the commitment of the vendor to the ECM space.
Reach	The global reach of a vendor, in terms of sales, sales partner networks, and technology partner networks, speaks to the vendor's ability to achieve innovation and on-going development in the ECM market.



Vendor performance for the classic ECM use-case scenario



Classic Enterprise Content Management Champion

OPENTEXT

OpenText: Offers the most robust combination of content capture, collaboration features, and dynamic content views for accessible and user-friendly content management.



Leaders in Classic ECM

Laserfiche®

Laserfiche: Exemplary document library services provide an excellent internal user experience. The capability for a full extranet also makes externally facing content management simple and easy.

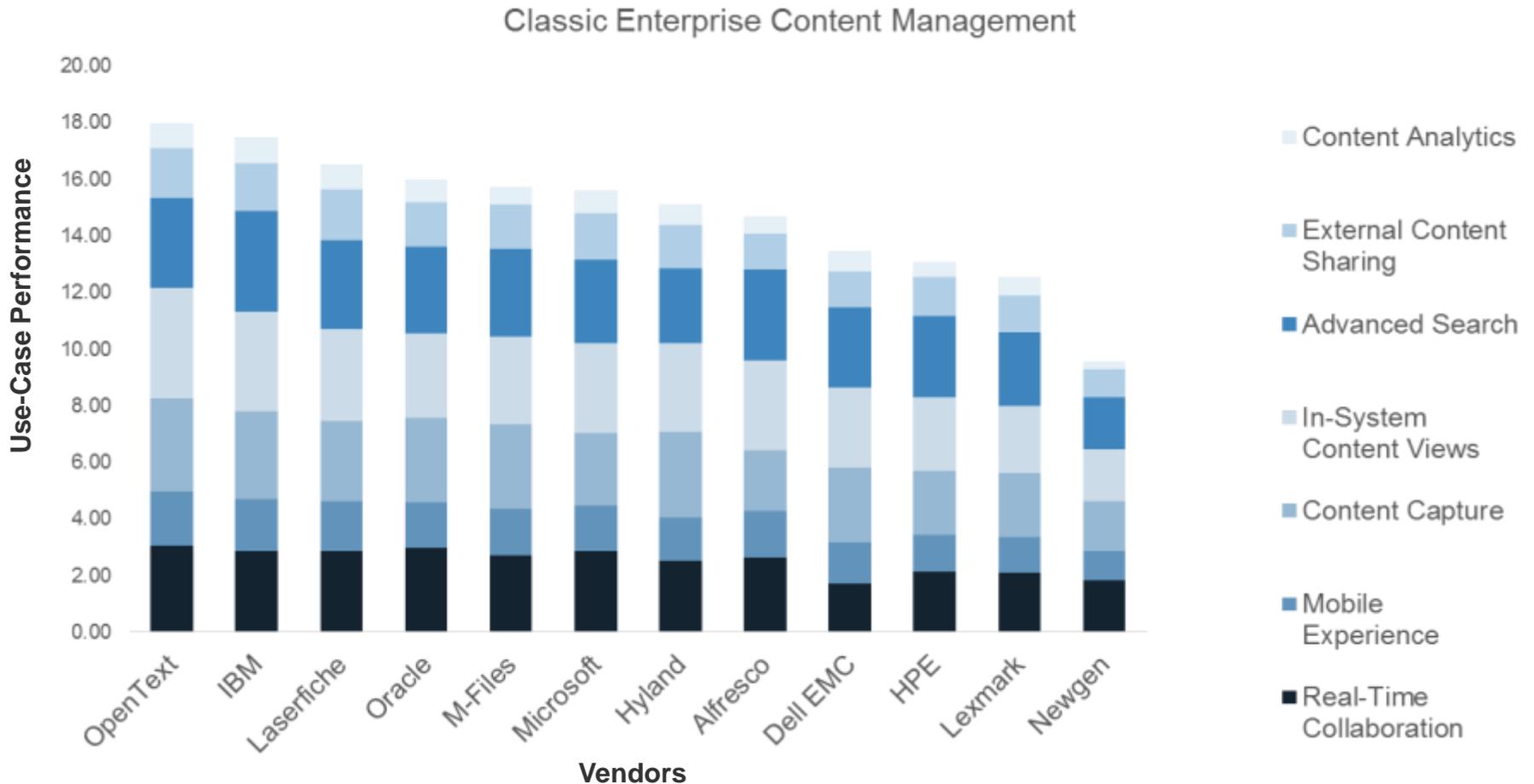
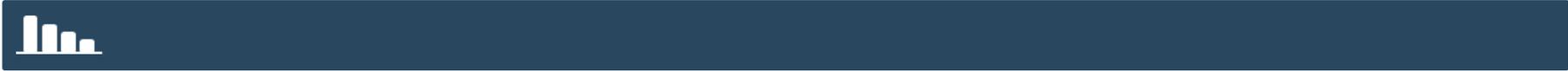


IBM: An overall strong product, FileNet takes classic enterprise content management mobile, with a best-in-class mobile application

Players in the classic ECM scenario

- Alfresco
- Dell EMC
- HPE
- Hyland
- Lexmark
- M-Files
- Microsoft
- Newgen
- Oracle

Vendor performance for the classic ECM use-case scenario



Laserfiche



Product	Laserfiche Enterprise Content Management
Employees	201-500
Headquarters	Long Beach, CA
Website	laserfiche.com
Founded	1987
Presence	Privately Held

Laserfiche®

OVERVIEW

Laserfiche has deep roots in the ECM market and continues to be a market leader. Having mastered content library services, Laserfiche has developed business process library templates and solutions for case management, content analytics, and collaboration.

STRENGTHS

- Laserfiche has exemplary content library services with advanced in-system document viewing, document management, and records management.
- The end-user experience is extremely intuitive and attractive, with the capability to make changes to content (e.g. forms creation, metadata editing, integrations with other apps) within the system environment.
- Laserfiche's process automation capabilities have never been stronger, with an easy-to-use form builder and a library of 50+ industry-specific, out-of-the-box templates with preconfigured forms and workflows.
- The vendor has a strong product roadmap, promising innovation in the areas of content collaboration, workplace automation, and advanced analytics.

CHALLENGES

- Though Laserfiche promises development in content collaboration, synchronous content co-authoring is currently not available.
- Laserfiche is limited in its ability to customize the user environment with custom widgets, activity feeds, or similar.

Laserfiche remains a strong ECM market player with exemplary content library services

