

# Managing information for enhanced decision-making

C M S



UNDERSTAND • INNOVATE • ENABLE



# The benefits of CMS



Do you want your organisation to run more efficiently?

Are you interested in making your corporate information more accessible to the relevant stakeholders - including customers and business partners?

Would you like to leverage this data more effectively and help staff make better-informed decisions?

Improved data management and distribution within your organisation can help you achieve these, and many other, corporate goals. One step towards such progress involves the introduction of an enterprise content management (ECM) strategy that features a comprehensive Content Management System (CMS).

The process of developing and adopting an ECM can help you bring structure to the chaotic explosion of digital and traditional content across your enterprise. By organising your data and resources properly within a CMS, you will reduce the frustration experienced by your staff, partners and customers in finding the information they need. In turn, this leads to greater employee and supply chain efficiency, as well as improved customer experiences and satisfaction levels.

# What is a CMS?

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As part of a wider ECM strategy, a CMS lets you catalogue, manage, retain and re-use the information, images and corporate intelligence that already exists within your enterprise. It also gives you the opportunity to impose the same level of order on the myriad of information assets yet to be created or imported by your teams.

As well as allowing your staff – plus partners and customers, potentially – to gain quick access to all of your organisation's data, your ECM strategy should also include these key elements:

## **Document Management (including digital assets)**

Your employees create and access numerous business documents every day. But how much duplication is taking place? What resources are being wasted? Are your teams confused by having access to multiple versions of their shared files? What's happening to all of your rich media content? It's hard to know the answers (and to prevent inefficiencies) unless you have an effective ECM strategy in place, featuring an all-embracing CMS. Such a system must also enable your staff to capture paper documents electronically, to store and manage still images as well as audio and video files, and to collaborate effectively.

## **Web Content Management**

Your ECM plan must offer your non-technical employees a way of easily creating, updating and publishing website

content – by using a CMS for example. This ensures that your web master or IT department are not required for new web postings; other users will be able to act immediately themselves when a problem or new piece of information comes to light. This makes staff fully responsible for the online content that corresponds to their own areas of duty, and ensures that web users see the most accurate and up-to-date information available.

## **Records Management**

An effective ECM strategy will incorporate a CMS that automatically archives all corporate information and retains the data in an easily accessible repository. This makes retrieval easier and storage more efficient, and also ensures that your organisation complies with all legal and regulatory controls relevant to your business. This reduces the chance of your organisation facing punitive actions and fines, and can help maintain and enhance your corporate reputation.

## **Workflow Management**

Your ECM plan needs to support your business by including features that assign work to employees, suppliers and partners (where relevant); route content to the appropriate team members; and create audit trails for all transactions. Keeping on top of the workflow helps minimise risk and costs, and makes your organisation more dynamic, responsive and efficient.

# Where can ECM deliver most benefit?

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To gain the most from your ECM strategy, your CMS must do more than just manage existing unstructured content and future data assets. It must also minimise the risks associated with this content, for example, by maintaining up-to-date records; by eliminating viruses and by ensuring legal compliance: all while enabling staff and partners to access the right information at the right time.

Developed and executed properly as part of a wider ECM plan, your CMS will be highly beneficial to the areas of a business where the creation and management of content is most critical:

## **Sales and Marketing**

Those responsible for promoting your company and achieving sales need quick and secure access to the latest data, and digital assets including photos, audio files and videos. They must also ensure that your corporate messages are consistent across media platforms and that internal departments and external partners and suppliers adhere to your brand guidelines.

## **Research and Development**

As the creative driving force behind your organisation's success, R&D personnel are vital to continued growth. Make their lives easier by ensuring that your CMS empowers them to manage their collaborative notebooks and track test results, to monitor patent applications and win regulatory approval, and to protect your company's intellectual property. Failure to do so could prove costly.

## **IT Support**

A comprehensive CMS will release your technicians from simple web updates and other routine activities, since it allows business managers and executives to take on these responsibilities for themselves. This gives your highly trained IT staff the opportunity to concentrate on technically complex tasks that are both more productive and more profitable.

## **Legal Affairs/Compliance**

Your legal experts must be able to discover and access a wide variety of documents quickly and accurately. They are responsible for protecting your organisation's interests through the creation and scrutiny of all your business contracts and legal documents. Therefore, it's



vital to have an ECM strategy that takes into account any compliance issues and other legal affairs that apply to your enterprise.

### **Finance**

A number of legally binding procedures apply to your Finance Department too. Make sure that your financial reporting and auditing methods are streamlined, accurate and compliant by including them within your overall ECM strategy. What's more, your CMS should encompass the storage, management and retrieval of all of your organisation's invoices, purchase orders and other financial documentation.

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### **Understand**

Our aim is to understand your business and identify where an ECM plan, with a CMS as a key component, will deliver most benefit to you.

### **Innovate**

We will create a flexible CMS solution that will grow with your business and is tailored to your specific needs.

### **Enable**

We have the skills to implement your solution and to provide a comprehensive training and adoption strategy to ensure its success.

# WTG: Delivering the benefits of an ECM strategy with CMS

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WTG is a business IT consultancy that offers strategic advice and implementation services around innovative web-based solutions - including CMS.

We have a deep understanding of the importance of effective ECM strategies and can apply this knowledge throughout your organisation. As a first step, we will establish what content you already have and determine how it is structured and used. This will allow our CMS consultants to develop an ECM strategy that:

- ▶ Records the number of errors and duplications within your current content
- ▶ Identifies the potential risks of migrating your existing content to a new CMS
- ▶ Assesses the business impact of a new CMS in terms of your human, IT and financial resources
- ▶ Recommends a CMS architecture (where appropriate) and a schedule for implementation across your business
- ▶ Design and define the CMS workflow for your organisation, establishing permissions and access rights as required

Our experience shows that gaining maximum benefit from your ECM strategy involves more than a simple software installation. To ensure that your CMS adds real value to your organisation, we will work with you to develop a holistic approach that:

- ▶ Achieves the level of organisational readiness you need
- ▶ Integrates smoothly with your existing IT systems
- ▶ Accounts for existing information usage and incorporates improvements
- ▶ Allows you to control access and management rights, as required
- ▶ Improves decision making, by offering quicker and easier access to the right information at the right time



Content Management Systems constitute just one of the four spheres of technology in which WTG specialises. While you can accrue benefits by employing any single element, you will gain most advantage by adopting all four.

WTG concentrates on these areas of innovation:

#### **Portals**

Web portals can enhance productivity by extending connectivity throughout - and beyond - your enterprise. Use portals to connect multiple users, with differing needs, to the most relevant information, applications and people.

#### **Content Management Systems**

An effective CMS enables your teams to access and control the information they need to make better business decisions. A successful CMS implementation can lead to operational efficiencies and reduced costs.

#### **Collaboration Solutions**

These solutions increase the levels of communication and co-operation between employees, business partners, suppliers and customers. Extending your organisation's influence through collaborative solutions exposes new opportunities, improves efficiency and raises productivity.

#### **Enterprise Search Technologies**

Knowledge is power and your business needs to leverage its essential data more effectively. Enterprise search solutions allow key personnel to focus their efforts on using and exploiting information, not finding it.

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## More about WTG

WTG is a business and technology consultancy focused on the delivery of innovative web solutions to the commercial and public sectors. After assessing your needs and gaining an understanding of your organisation, we will recommend the technology solutions most likely to help you achieve your strategic goals.

Embracing best-of-breed Portal, CMS, Collaboration and Enterprise Search technologies, our web-based solutions will allow you to:

- ▶ Improve the way your organisation works
- ▶ Connect your newly-extended enterprise
- ▶ Increase the flow of your business data
- ▶ Secure your IT infrastructure
- ▶ Raise your levels of productivity

### WTG

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