Developing a Practical Document Management Strategy
Agenda

- Defining Document Management (DM)
- Why do I Need a Strategy?
- Where Do I Start?
- Practical & Tactical Benefits of DM
- Discovering Your “DM Maturity Level”
- Successful DM Deployment: A 5-Step Program
What is Document Management?

- Document Management (DM) is the strategies, methods and tools used to capture, manage, store, preserve, and deliver documents related to organizational processes. It is the process of handling documents in such a way that information can be created, shared, organized and stored efficiently and securely.
Why do I Need a Strategy?

- Important to get it right the first time
- Security/permissions/rules of access can be complex
- Document strategies need to align with business processes
- Requires organizational change, not just IT
3 Primary Areas of Focus

- Content: Focus on Primary Information
- Process: Enrich your Business Processes
- People: Collaboration & Innovation
Practical Reasons to Deploy DM

**Efficiency**
- Give people ready access & enable them to be more productive
- Empower them to make informed decisions
- Reduce costs related to content creation & storage

**Compliance**
- Innovation & Agility are keys to growth
- Remove barriers to communication & collaboration
- Help the organization respond to change

**Innovation**
- Complying with internal policies, industry regulations & legal requirements
- Demonstrate that standards and procedures are in place and being followed
Tactical Benefits of Deploying DM

Reduce
• Costs associated with printing, storage & retrieval
• Time Wasted on Manual Search & Retrieval

Improve
• Information Availability
• Information Security
• Customer Service

Ensure
• Disaster Recovery
• Business Continuity
• Demonstrate Regulatory Compliance
Understanding Your Document Management Maturity
Maturity Model for DM/ECM - Key Findings:

- Defines 6 levels of Maturity for any organization
- Improvement in DM is a multi-year journey
- DM is becoming a required IT focus
- DM maturity is about achieving the right level for you
The Gartner ECM Maturity Model

<table>
<thead>
<tr>
<th>Phase of Maturity</th>
<th>Maturity</th>
<th>Immature</th>
<th>Sophisticated</th>
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</thead>
<tbody>
<tr>
<td>0 “Nonexistent” Ad-hoc</td>
<td>Address Growth of Content</td>
<td>Expand Management of Files</td>
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<tr>
<td>1 “Initial” Basics</td>
<td>Implement Basic Content Services</td>
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<td>2 “Developing” Governance</td>
<td>Establish Content Governance Framework</td>
<td>Secure Executive Sponsorship</td>
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<td>3 “Defined” Consolidate &amp; Integrate</td>
<td>Obtain Business Unit Commitment</td>
<td>Integrate content &amp; Business Processes</td>
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<td>4 “Managed” Unified Vision</td>
<td>Consolidate Multiple ECM Platforms &amp; Repositories</td>
<td>Develop ECM Strategy &amp; Roadmap</td>
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<td>5 “Optimized” Strategic Deployment</td>
<td>Establish Competency Center</td>
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<td>Innovate and Deploy Content-centric Applications to Deliver Business value</td>
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</tbody>
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Source: Gartner (October 2008)
What’s Your DM Maturity Level?

- Where are you now?
- Where should you be in five years?
- Developing a DM Strategy can help get you there!
Introducing Doxim’s “5 Steps to Ensure Successful Deployment of DM”
1) Business Assessment

– Industry studies indicate four primary drivers for DM adoption
  • cost reduction
  • enhanced customer service
  • ensuring business continuity
  • regulatory compliance

– Assess your needs in these key areas and set strategic DM goals
## Classifying Documents

<table>
<thead>
<tr>
<th>Point In Time</th>
<th>Cost Reduction</th>
<th>Enhanced Member Service</th>
<th>Ensuring Business Continuity</th>
<th>Enhanced Regulatory Compliance</th>
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<tbody>
<tr>
<td>- Statements</td>
<td>✔️</td>
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<td>- Tax Receipts</td>
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<td>- Share Certificates</td>
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<td><strong>Activity Based</strong></td>
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<td>- Statements</td>
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<td>- Lending Documents</td>
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<td>- Investment Documents</td>
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<tr>
<td>- Deposit Items / Teller Receipts</td>
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<tr>
<td><strong>Relationship Documents</strong></td>
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<tr>
<td>- Photo ID / Signature Cards</td>
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<tr>
<td>- Membership / Account Agreements</td>
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For Each Document Type, Consider:

- Metadata/Indexing
- Imaging/Capture
- Security
- Collaboration
- Versioning
- Searching
- Auditing
- Backup / Disaster Recovery / Business Continuity
5 Easy Steps for DM Deployment

2) Identify and Prioritize

– Seek input from staff in all departments
– Network with peers and industry experts
– Identify business processes that can benefit from DM
– Set priorities and timelines for each goal
3) Take a Phased Approach
   – Find quick wins to help prove the benefits of DM
   – Help justify the continued investment & support

4) Benefit Realization
   – At the end of each phase, measure the benefits realized
   – Measure both return on the value of the investment and value-add on the investment
5) Leverage your investments

– The heavy lifting of your DM deployment comes with the initial project/goal; look for the catalyst project

– New initiatives require small incremental changes and/or costs

– Avoid deploying multiple document storage archives

– Constantly evaluate the next content-centric project
Developing a Practical Document Management Strategy

- Think BIG
- Start Small
- Grow Steadily