

## Key Deadlines

Here's a list of the nine deadlines whose presence or absence has indicated whether portal projects should be a priority for an organization:

1. *Green-lighting Web development:* Are you approving new expenses for Web development? Before authorizing those expenses, CIOs are asking tough questions about how the project fits into an enterprise-wide Web strategy, both for economies of scale and simplicity of user experience. A portal increases the return and lowers the total cost of ownership for all the Web properties managed by an organization.

2. *Go-live date for a major application:* Are you rolling out a major application to new audiences of users? A portal lowers training and rollout costs by combining the most useful services in a simple user experience that is already well established as a destination among users for many different types of communications. The result is that the application will be integrated into users' daily lives and more widely adopted. This has been especially true of Siebel, SAP and PeopleSoft deployments.

3. *Consolidation of business units:* Is your organization consolidating operations and information technology as a shared service across all business units? The portal provides a "loose-tight" model that allows each business unit to contribute its own resources to the portal without having to host separate, competing sites with separate security, search, content management and application integration infrastructures.

4. *Open enrollment:* When is your next mass communication to employees? The portal eliminates paper-based materials, automates HR transactions and creates a broader, more modern platform for corporate communications.

5. *Customer service goals:* What are the major deadlines for new partner and customer service initiatives? A portal provides an extensible, organized way to deliver information and services from many parts of the organization, giving partners or customers one site, not five, for doing business with your organization.

6. *Maintenance due for proprietary Web platforms:* Are you paying to maintain software you don't need? Many organizations re-evaluate their investments in proprietary Web platforms when software maintenance comes due, often deciding to move to an open portal environment that allows development and hosting on multiple platforms.

7. *Infrastructure decision:* Are you re-evaluating server platforms? Before attempting to retool the business on a single platform, many organizations embrace a portal that can support heterogeneous infrastructures, minimizing disruptions to operations and information technology costs and maximizing return on existing assets.

8. *Budgets:* When are budgets set in your organization? A portal provides a major opportunity to eliminate the expenses associated with a large number of customized Web sites.

9. *Mergers and acquisitions:* Are you closing a merger with another company? A portal provides a consistent way to communicate about the newly formed company, and it integrates key information, processes and applications from the two organizations, reducing the time required to align operations.

## About the Author

Glenn Kelman is the vice president of product management and marketing at Plumtree Software, where he managed the design and development of the first release of the Plumtree Corporate Portal. From 1995 to 1997, he was a senior product manager at Informix Software, a company he joined via its acquisition of the Stanford Technology Group, and was involved in designing and launching a major release of Informix's On-Line Analytical Processing product line.

# Enterprise Content Management

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## Business Information Anxiety...

### Your Business Information Assets

Information is undoubtedly one of the most important assets of your business. Its existence is critical for making viable and timely strategic decisions, fostering product development, driving marketing, empowering world-class customer service, and generating revenue. The information and intellectual property your company spends considerable time and money creating, and collecting, is contained in your business content. Business content is a strategic, operational asset that must be aggressively scrutinized, managed, leveraged and protected.



"Technology has given us more places to store things, which means more places to lose things." *Jan Jasper, time expert*

### Realizing A Return On Business Content

Your business generates huge volumes of information that can fuel productivity and enrich your relationships with customers, partners and employees. But if your organization is like most, 85 percent of this information does not fall into the structured formats of automated and indexed file systems or databases. Content streams in and out of your business 24 hours a day, from multiple channels and

in various unstructured formats such as e-mail, instant messages, images, documents, audio, video and Web content. As you strive to make your operations more cost-effective and efficient, Enterprise Content Management (ECM) can help you address a critical challenge — managing and integrating all forms of information across diverse platforms, solutions and business processes — and delivering it to end users when, where and how they need it.

### Business Content Exposes Your Business In Ways You May Not Realize

While content is streaming in and out of your business, there is also the alphabet soup of compliance requirements laws, corporate policy rules and potential litigation exposure your business content can be susceptible to every day. The net result? Today's rules of managing and protecting your business information have changed, and in a big way. The stakes are high. How well your company intelligently manages content and intellectual property will make or break your business. Just ask Arthur Anderson.



## Enterprise Content Management

### Protect Your Information Assets

PriceCompete exists to relieve your business information anxiety through the implementation of intelligent, robust and scalable Enterprise Content Management (ECM) solutions. With the strength of strategic alliances with "best of breed" technology partners, PriceCompete focuses on delivering a comprehensive solution to address the ever-growing challenges of cohesively managing, leveraging and protecting your company's most valuable asset – your business information. We accomplish this using middleware, which enhances your existing technology investment, and creates the least amount of impact on your current infrastructure.

### Who We Are

PriceCompete is a young, dynamic company whose senior information architects possess over 100 years of combined business and technology experience. We work with business owners and executives to solve business problems, not just technology issues. PriceCompete's information architects have a keen understanding of business processes and how to apply 21st century technology to provide the best and most cost-effective Enterprise Content Management (ECM) solution for your business and industry. If you've got content management questions, we've got answers. Start relieving your business information anxiety with a FREE Executive Assessment from PriceCompete today.

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