

“Click-to” Lifecycle/Maturity Tools

Integrated “Click - to” tools show how to use ECM products and services to define and deliver increased efficiency inside of customer organizations.

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Summary

An interconnected set of “*Click - to*” tools designed to improve how customers implement their ECM strategies using ECM vendor products and services. Two fundamental precepts of this approach include 1) meeting the customer where they currently are and 2) building long term customers via a robust customer life cycle/maturity model.

The proposed set of nine “*Click - to*” tools are designed to break down barriers between each phase of the customer life cycle. They address the interests of both business and IT stake holders. Importantly, these tools work together to promote more customers, more easily along a full customer life cycle where interconnected products and services are positioned to meet customer needs at various stages of their development.

Internally, these tools will improve cross organizational teamwork and productivity by creating deeper understanding and alignment with product roadmaps, clarify key performance metrics and improve communication.

By pursuing this course, the vendor will not only present a unique vision for ECM in a crowded market space, it will also communicate a strong and well thought out approach as to how organizations can evolve to take advantage of new capabilities and behaviors to realize new levels of *efficiency* that are most important to their businesses.

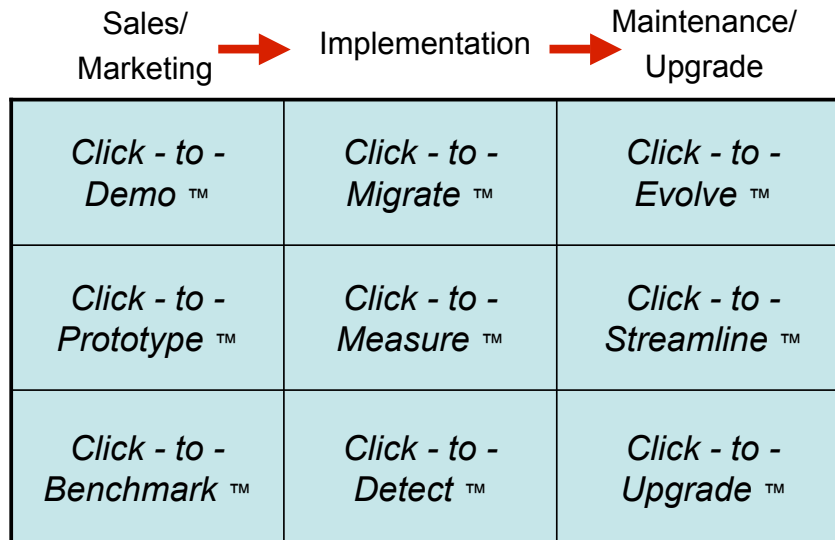
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About “Click - to” Tools

- Designed to work together, promoting customers along a full customer life cycle that evolves and deepens over time in step with customer needs.
- Each “Click - to” tool also works as a stand alone component, specifically designed to address known and perceived limitations or to provide distinction in a crowded ECM marketplace.
- Designed to reach the customer just-in-time when and where they need it to solve a business problem.
- Delivered online with little to no training required.
- Audience includes customers, partners, suppliers and internal ECM vendor sales team/employees.

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Fully Supported Customer Life Cycle.



“Click - To” solutions add value to each phase of the customer life cycle by providing a coordinated approach to introducing new and enhanced products and services.

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Empowered Business/IT Teamwork.

Business ↓	<i>Click - to - Demo</i> ™	<i>Click - to - Migrate</i> ™	<i>Click - to - Evolve</i> ™
Shared	<i>Click - to - Prototype</i> ™	<i>Click - to - Measure</i> ™	<i>Click - to - Streamline</i> ™
↑ IT	<i>Click - to - Benchmark</i> ™	<i>Click - to - Detect</i> ™	<i>Click - to - Upgrade</i> ™

“Click - To” solutions will speed up consensus building activities between key forces inside organizations, increase sales and decrease implementation time.

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Integrated How To Solution Path.

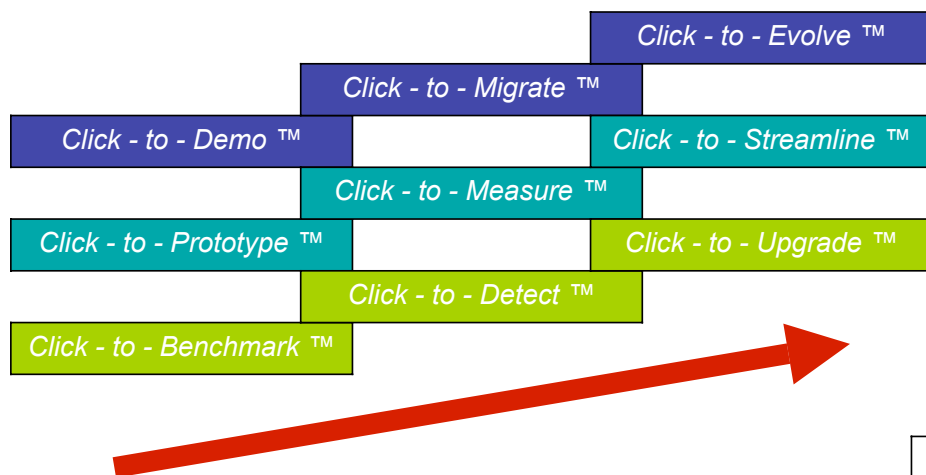
ECM Sales/SE's → Qualified Prospects → Customers

<i>Click - to - Demo</i> ™	Full	Full	Full
<i>Click - to - Benchmark</i> ™	Full	Full	Full
<i>Click - to - Prototype</i> ™	Full	Full	Full
<i>Click - to - Detect</i> ™	Full	Lite	Full
<i>Click - to - Migrate</i> ™	Full	Lite	Full
<i>Click - to - Measure</i> ™	Full	Lite	Full
<i>Click - to - Streamline</i> ™	Full	Lite	Full
<i>Click - to - Evolve</i> ™	Full	Lite	Full
<i>Click - to - Upgrade</i> ™	Full	Lite	Full

Interconnected “Click - To” solutions promote consistent messaging and provide a step ladder to enable greater levels of integration and performance. Full or Lite refers to proposed level of access.

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Enabling More Efficient Organizations.



“Click - To” solutions show customers how ECM products and services can be integrated into ECM solutions that result in improved efficiencies that can be deepened and expanded over time.

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“Click - to” Tools for Sales/Marketing

- *Click - to - Demo™*: A complete set of ECM product demonstrations containing standard capabilities available “out of the box” as well as samples of popular professional service and partner solutions. These demonstrations to show the ECM vision in action. Demonstrate unique product features, new behaviors that become available and existing behaviors that become obsolete. Provide seamless integration with “*Click - to - Prototype*” capability.
- *Click - to - Prototype™*: Easy prototyping is the exception with ECM vendors. Make it easy for qualified prospects to take products for a test drive (via simple registration) using their content. Expose “Lite” versions of tools that are seamlessly linked to “*Click - to - Detect*” and “*Click - to - Migrate*” tools to radically reduce implementation barriers. Empower customers to “sell” and build consensus internally without direct involvement from ECM vendor sales/SE force.
- *Click - to - Benchmark™*: Expose an infrastructure benchmarking capability that enables prospective customers to directly experience performance of standard products on a various flavors of infrastructure and technology components across a variety of global networking environments. Provide clear apples to apples comparison between vendor components and industry competition across vertical markets.

“Click - to” Tools for Implementation

- *Click - to - Migrate*™: This tool enables business users inside of organizations to automate routine migration of unmanaged content into a managed environment. While using this tool business rules, standards and processes can be introduced to establish content at a certain level of maturity. Link this capability to “*Click - to - Detect*” and “*Click - to - Evolve*”.
- *Click - to - Measure*™: This tool enables customers to measure ROI, comparison against vertical averages and perform various kinds of business analytics and business activity monitoring. Link this capability to “*Click - to - Evolve*”.
- *Click - to - Detect*™: This tool enables users inside of organizations to locate, describe and prepare content for migration into a managed environment. Link this capability to “*Click - to - Prototype*” and “*Click - to - Migrate*”.

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“Click - to” Tools for Maintenance/Support

- *Click - to - Evolve*™: This tool is based on an approachable, comprehensible and flexible end - to - end vision for ECM that enables companies to start where they are and improve. ECM vendor and partner products and services, applicable metrics, best practices, emerging standards, etc. are clustered across rungs of a maturity ladder to enable organizations to successfully navigate to higher levels of integration and performance. Articulate connections to portals, collaboration, knowledge management, content branding, etc.
- *Click - to - Streamline*™: This tool is based on a powerful process engine that comes out of the box with a set of standard processes for ECM based on ECM vendor philosophy of full life cycle content management. Ensure that this tool can quickly replicate existing customer environments and that customizations can be included to enable real time optimizations based on “*Click - to - Measure*” results and “*Click - to - Evolve*” goals.
- *Click - to - Upgrade*™: Enable standard online upgrade capability that ensures solutions are future proof and that special features can be sampled, purchased and installed quickly.

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