

# ON-DEMAND CONTENT & KNOWLEDGE MANAGEMENT Overview

**Cyscom's smart content collaboration helps people innovate by tapping into new sources of information and knowledge and directing them at everyday business challenges**

Business runs, by default, on people's use of e-mail. It's always there, works conveniently, and so we use it for everything — just as we use a telephone, a storage cabinet or a meeting room. But the problem with e-mail is that it happily eats up our ideas, crucial documents and business experience and doesn't give them back or allow us to share them with fellow workers, resulting in company-wide information silos.

### Smart Content Management Enables Collaboration

As traditional approaches have placed the heavy lifting of content management on the collaborator, end users have had little motivation to manually categorize and structure the increasing volume of content they deal with. End users need a way to automatically upload documents to portals and workspace, taking the pain out of contributing knowledge.

The Cyscom content collaboration application does away the mess of folders to deal with and the inflexible hierarchy to contend with by automatically recommending users how to classify and index all of the content, making it easy to find later. With just a few clicks, you can upload the content to line of business applications and workspaces from which you can collaborate within your company and with partners, suppliers and customers.

### Knowledge Process: Collaborate, Capture, Retrieve,

Knowledge management is a **collaborative** support service that is available to the whole of a business, individual departments and people involved in any relevant business process.

When content is automatically tagged with metadata, it is **captured** and linked to a business process. In a customer support case, for example, a customer email requesting support is tagged for references on the 'Account' name, 'Contact' name, 'Case' ID, 'Product' description or ID, 'Case owner' name etc.

This makes the information immediately available to any user and **retrieved** in context to the process being managed, rather than requiring a search through a hierarchy of folders to locate relevant information.

Cyscom's content collaboration application is the new generation of content and knowledge management solutions that solves specific content management related problems without forcing additional work or imposing rigid structures on collaborators.

Light weight, unbelievably easy to use and capable of handling both structured and unstructured data, it delivers on collaboration and knowledge sharing.



## Key Product Features

### Manage content

- ◆ Author and publish content: design quickly and easily your own authoring/editing forms or templates using MS Office and integrated with workflows and permissions system
- ◆ Integrate data sources and content: aggregate structured, semi-structured and un-structured data from disparate sources (files, databases) and systems (ERP, applications) into 1 unified, centralized metadata rich repository
- ◆ Object oriented content re-use: allows 1 piece of content to have multiple identities depending on how its used in multiple contexts and renditions. This is the 'object' model of content management. Combined with intelligent tagging of content, the object model supports efficient repurposing of information. For example, in a Case Management process, a customer email requesting technical support is tagged for metadata references for 'Account' name, 'Contact' name, 'Case' ID, 'Product' description or ID, 'Case owner' name etc.
- ◆ Control documents through detailed, extensible policy management: define customized document management policies to control access rights at a per-item level, specify retention period and expiration actions, and track content through document-auditing settings.
- ◆ Centrally store, manage, and access documents across the enterprise: organizations can store and organize all business documents and content in one central location, and users have a consistent mechanism to navigate and find relevant information.
- ◆ Automate business activities: take advantage of workflows to automate and gain more visibility into common business activities such as document review and approval, issue tracking, and signature

### Manage processes

- ◆ Define and model all kinds of processes consistently across multiple organizations and applications
- ◆ Execute, monitor, manage rules: assign process tasks to users or groups of individuals to act at the right time

### Improve business insight

- ◆ Quickly connect people with information: access a unified content repository and information directly from Office applications and within documents. Workers act on interrelated information from multiple data sources within the context of the document content, providing a significant reduction on time and costs associated with information discovery .

### Search and retrieve

- ◆ Search and discovery on information based relationships: eliminate information silos, share knowledge and collaborate more easily by searching for content in context to your business processes



### Enable collaboration via online communities:

- ◆ **Internal:** amongst employees to improve communication, efficiency and capture knowledge
- ◆ **External:** amongst customers and partners to increase revenues and loyalty while reducing sales and customer support costs
- ◆ **Internal/external:** to connect employees, customers, partners and resources based on people's relationship types such as skills, experience, achievements, business unit, reporting structure, work by geography and more.

### Consolidate organizational knowledge

- ◆ Create an organizational knowledgebase: as content is accurately linked and associated to business objects, a rich and powerful knowledgebase is self-created and automatically maintained. For example, workers can locate updated information on a specific product record related to the most recent case studies, technical specifications, support information, planned marketing campaigns and more.

## Implementation

Cyscom's Content and Knowledge Management application is provided as a hosted on-demand service, allowing you to trial the solution on a low-risk, no-cost basis to gain a rapid insight into how this powerful and easy-to-use solution addresses the management of your content management activities, worker performance and enterprise collaboration.

Going live with the full Cyscom solution is painless: you can implement Cyscom according to your own timescales and objectives; you don't need to invest in any additional hardware; and you don't tie up your IT personnel in integration, implementation and training issues.

To discover more about how Cyscom can help you and your organisation visit [www.Cyscom.com](http://www.Cyscom.com) or contact us at:

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