

# Slides in English

for viewing alongside this presentation  
“ECM meets DOM”

## DOPE your Business – ECM meets DOM

Added value through interconnection of input, archive and output  
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# Until today – sharp distinction and strict separation of the various disciplines

[ ECM meets DOM ]

- **Input**
  - Scanning, recognition, classification, reading of values, triggering of case-processes
  - increasingly in parallel with electronic input channels
  
- **Archiving of incoming documents**
  - Classic concept of „filing“, usually contract-based
  - The people responsible often have a kind of ‘guardian of the Holy grail’ mentality
  - Access privileges are of utmost importance
  
- **Workflow/Case Management/Business-Applications**
  
- **Document generation and post processing**
  - Batch, on demand or interactive
  
- **Several different output channels and output archives**

# Integration of workflow / BPM / case management with document generation: very important - and is already live today

For example: use of intermediate storage-functionality of modern output systems

- Typical example of an application scenario
  - 9am: customer contact (e.g. by telephone) leads to a new output document in the output pool via business application, possibly with interactive modifications made by the person in charge
  - 10:30am: customer is calling again and is requesting a change in the case
  - 10:35am: business application retrieves the document that has been created in the morning and generates a modified document which will be sent via email by the person in charge in parallel as ad-hoc confirmation to the customer
  - 5:30pm: documents in the output pool are produced physically and dispatched
  
- Which integration is required just to do that?
  - Call interface BPM → document generation with check-back interface (handover document key)
  - buffering of finished documents in a still editable format (PDF, AFP etc. would be too inflexible already)
  - Call interface BPM → document pool
  - email-interface in document generation system

# Integration of workflow / BPM / case management with document generation: very important - and is already live today

**Example: Industrial insurances** are highly complex and manifold - so that not all facts of the case and insured risks can be maintained in the business system containing the insurance contract

- As a makeshift: the facts and risks are verbal described in the contract document.
  - the contract document contains technical characteristics which are nowhere else stored
  - the contract document has to remain re-usable and changeable even after a very long time
  - there has to be a permanent technical link between business system and document
  
- Which integration is required to do that?
  - Call interface BPM → document generation with check-back interface (handover document key)
  - Long-term storage of finished documents in continuing editable format (not PDF, AFP or the like)
  - Call interface BPM → document pool
  - When searching the archive it should be possible to search the document pool containing the contract documents as well

## As long as the integration is so narrow, there are many different scenarios, but unfortunately not so optimal

- Customer is calling, however the person in charge (or “agent”) has only access to the case or contract of the customer he/she is dealing with at that very moment. Implications include:
  - Give away cross selling potential
  - Sub-optimal customer service provided
  - Poor staff satisfaction: Usually the customer has an idea which contracts and cases he has with the company and wonders that the agent quite often does not have the same awareness. On the other hand the agent is unhappy that they must deal with the customer without full knowledge.
- Solution: search engine with simultaneous access to all data sources company-wide
  - Traditional archives
  - Incoming mail when work in progress
  - email-incoming mail ( increasing social media input)
  - Server directories and application databases
  - Often forgotten, but helpful (see previous slide), output pool of the text processing system and OMS

## ...and another often troublesome scenario...

- Person in charge would like to submit an already archived document to the customer
  - Almost everywhere - even today – a paper based process, because DOM does not have access to archives
  - Person in charge converts into a „one-man-enveloping-machine“
  - Maximum punishment: customer wants the letter together with the copy of the archive by email  
( *“...should not cause a problem since you have everything stored electronically anyway, don't you ???”* )
- Solution: all systems creating documents have to have company-wide access to all data sources and they must be capable to generate the documents as attachments in a suitable format, both:
  - For interactive document creation processes (incl. mark-ups etc. by the person in charge)
  - For automated document creation processes
  - Drawbacks:
    - Dual-archiving
    - Divergence of rights in input/output-archive lead to violation of data protection
    - Both drawbacks can be resolved if attachment will be replaced by index sheet in the output archive

## Conclusion

- Further thought will most likely bring additional scenarios to light, which may be desirable but not practicable
- ECM and Document Output have to become tightly coupled
- Standards can help, e.g.
  - Data communication with XML and service orientation
  - Generally available page formats such as: PNG, PDF, TIFF, JPEG
- However: the interoperability can only be successful if both ECM and output vendors are working closely together!

**Many thanks!**

