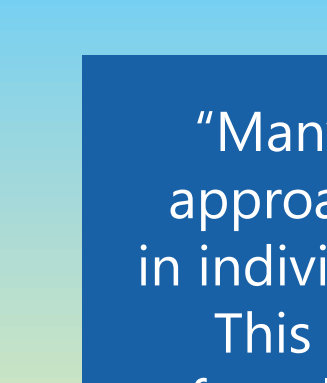


# What's Killing ECM?

Revive Your ECM with a Modern Productivity Platform

You have been addressing your Enterprise Content Management (ECM) requirements the same way for the last 15 years.



**If it doesn't sound good it's because it isn't!**

"Many organizations approach IM problems in individual project silos. This prevents them from leveraging their efforts across multiple investments and programs, and limits the yield from an individual investment."<sup>1</sup>



## So what is **stopping** us from **success**?

What's the cost of a traditional ECM solution?

**\$1.5 Million** + **\$300,000**

for a **2,500** user deployment      annual maintenance fee<sup>2</sup>

**= \$1,800,000**

Just to get your first solution<sup>3</sup>

Even as the **cost** to **store** content **reaches** **near-zero**...



**\$5** per GB

**\$8** per GB

2014      2020

...the **cost** to **manage** it will continue to **increase significantly**<sup>4</sup>

By 2020, the **total cost to store and manage** the world's content will reach

**\$360 Trillion**

which is **20x** the US national debt

If you're managing **500 terabytes** today, you'll manage **5,000 terabytes** by 2020.<sup>4</sup>

So, what's your cost to manage all your data?

**500** terabytes in 2014 = **\$2.5 Million**

**5,000** terabytes in 2020 = **\$40 Million**

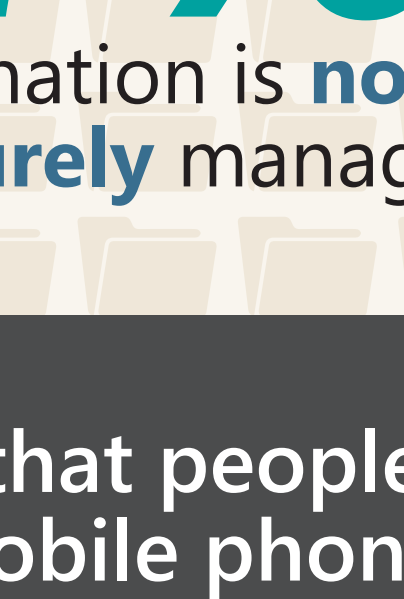
Most organizations **MAINTAIN** rather than **MANAGE** their information<sup>1</sup>

**50%** or more

of content is held in non-ECM repositories

**61%** in of organizations<sup>2</sup>

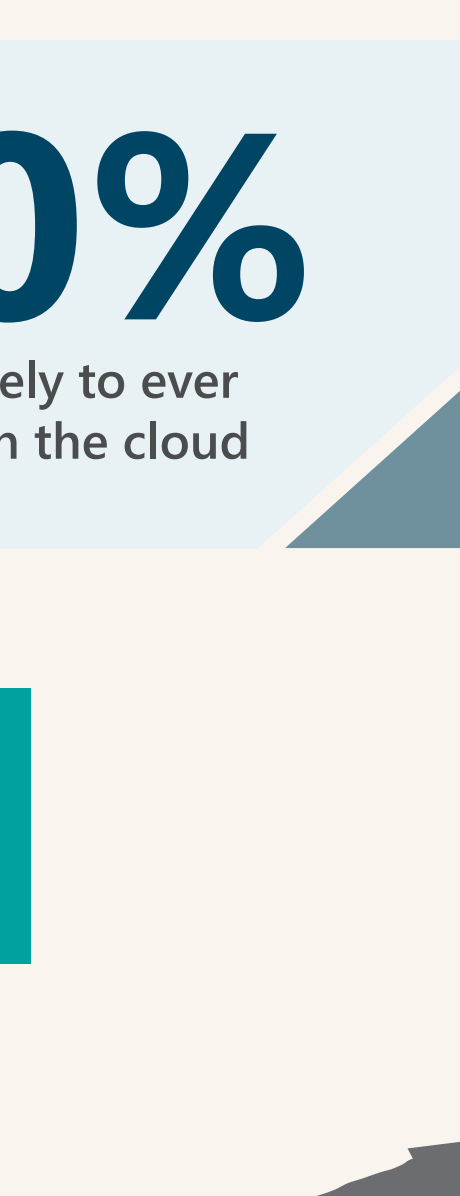
An ECM system is solely used as a content repository, rather than a process resource



**47%** of information is **not** being **securely** managed<sup>4</sup>

**80%** of the time that people spend on mobile phones is on apps<sup>4</sup>

only **11%** of organizations have a mobile optimized ECM browser interface



only **10%** of organizations have specific apps<sup>2</sup>

*People want access any time, anywhere and on any device, but they're not getting what they want.*



**50%** of organizations are unlikely to ever put content applications in the cloud



for governance and security reasons<sup>2</sup>

Individuals are working around their systems instead of with them



Admit to seeing **unofficial** use of cloud file, sync and sharing technologies<sup>11</sup>

## The Modern Productivity Platform from Microsoft and Gimmal is What's Next for ECM

### Broad Adoption

Microsoft has a partner network of **1000's of focused Partners**<sup>5</sup>



SharePoint has been adopted by over **135 Million users**<sup>6</sup>

Microsoft has a community of over **700,000 SharePoint developers**<sup>6</sup>

It has been estimated that **20,000 users** per day are adopting SharePoint

### ECM and Records

**65%** of organizations use **SharePoint** as their primary ECM system

**64%** of organizations consider **collaboration** and **sharing** the primary focus of their ECM<sup>2</sup>

**46%** of organizations use **SharePoint** for records management which is **2X** as much as any other ECM/RM solution vendor<sup>2</sup>

With SharePoint and Gimmal, you can save thousands of dollars and give users the experience they want by **connecting mobile, cloud** and **social**.

### Mobile Ready

**20%** of global information workers indicated that they would prefer to use **Windows 8** on their next tablet.<sup>7</sup>

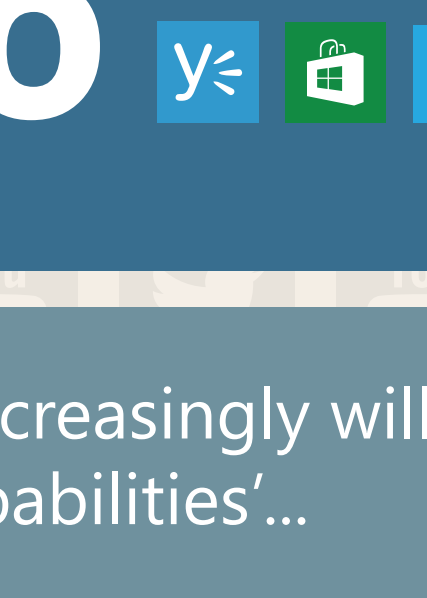
**62%** of employees already use their own device for work purposes.<sup>8</sup>

The adoption of mobile devices in the enterprise has increased year for year, in the case of bring your own device (BYOD).

### Cloud



+

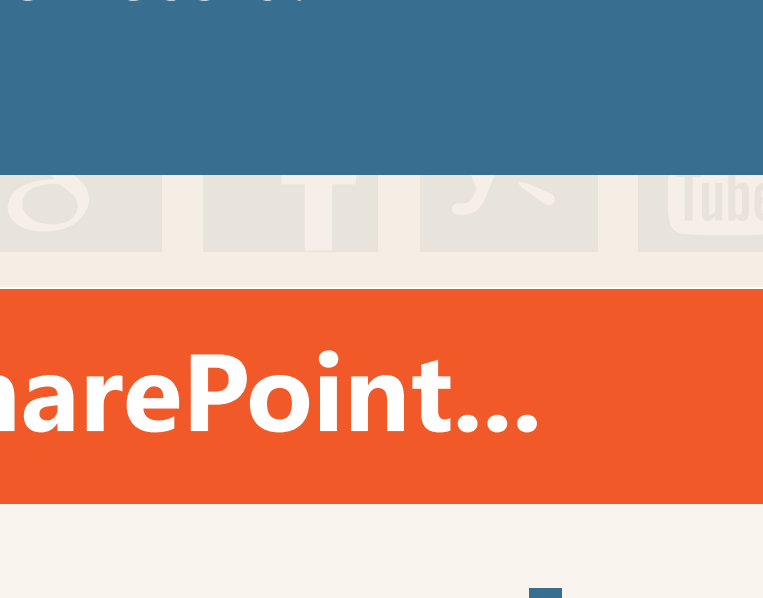


**Content access and collaboration** are the **#1 driver** for cloud<sup>2</sup>

**20%** of net new software is now SaaS<sup>4</sup>

### Social Collaboration

**90%** of Fortune 500 companies are using enterprise social<sup>9</sup>



SharePoint increasingly will depend on Yammer front-end capabilities<sup>10</sup>

...while SharePoint plays more and more the role of back-end system of record.<sup>10</sup>

## With SharePoint...

# Gimmal

## Delivers What's Next for ECM

Gimmal, the leading provider of solutions built on Microsoft SharePoint, extends and enhances enterprise information management and governance, and provides SAP content archiving and interoperability. Transform SharePoint into a single point of access, governance and management for all content; online, offline, in the Cloud or from any Windows 8 device.

Find out how you can provide information management for everyone, visit [www.gimmal.com](http://www.gimmal.com)

<sup>1</sup> Gartner, "2013 Strategic Road Map for Enterprise Information Management," 19 November 2013

<sup>2</sup> AllIM, "ECM at the Crossroads," June 2013

<sup>3</sup> Traditional ECM Vendors, based on publicly available GSA pricing

<sup>4</sup> "The Digital Universe of Opportunities: Rich Data and the Increasing Value of the Internet of Things," April 2014

<sup>5</sup> Based on Microsoft Partner Network Figures

<sup>6</sup> Based on internal Microsoft Figures

<sup>7</sup> Forrester, Global Business And Consumer Tablet Forecast Update, 2013 To 2017: Tablets Streak Beyond Mass Market Status To Become Must-Have Devices In Developed Nations, August 5, 2013

<sup>8</sup> Gartner: Four Ways to Close the Gap Between Enterprise Mobility and Vulnerability Management, 30 April 2014

<sup>9</sup> Deloitte, "Enterprise Social Networks: Useful Tool, Not a Panacea," February 2013

<sup>10</sup> Forrester, "Is Yammer + SharePoint Right For You?" August 2013

<sup>11</sup> Forrester, "Rethinking ECM: Content Finds Its Place In Agile, Mobile, And Growth-Focused Enterprises," May 2014