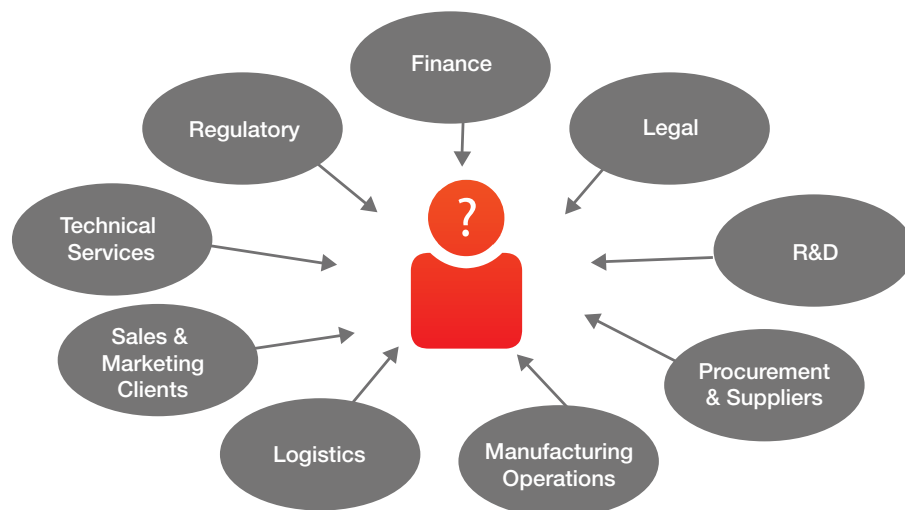


# Enterprise Content Management Strategy and Roadmap for the Chemical Industry

According to a Gartner/IDC study, the average office worker spends 40% of their time looking for information, and up to 500 hours a year reviewing and routing information to others



**An ECM strategy is a cross-functional initiative, with the potential to improve all aspects of the business.**

Chemical manufacturers can realize tremendous cost-savings by undertaking an Enterprise Content Management (ECM) initiative. Without an ECM strategy, intellectual property gets hidden away in email inboxes and stored in disparate systems, shielded from view from others who need access to that information – inhibiting innovation, increasing costs, creating regulatory exposure and lowering the overall quality of service.

Enterprise Content Management (also referred to as Information Content Management (ICM)) solutions incorporate the strategy, process, technologies, tools, and methods used to capture, manage, and deliver content across an enterprise. The development of an ECM strategy and roadmap is a critical first step for chemical manufacturers getting started with the management of global content.

## IDENTIFYING THE ECM STRATEGY ROADBLOCKS

An average chemicals industry user normally accesses four to eight systems a day. An ECM strategy looks at how to make content more “findable” by looking at these areas:

- Governance – Are there enforced policies and procedures in place?
- Information Architecture – Is the current content categorized and tagged in a way that everyone understands?
- Business Process – Can we standardize or automate workflow?
- User Experience – How are people finding what they need? Are they relying on email, instant messaging and phone calls to get answers?
- Technology and Applications – Is the technology in place being used properly? Does the organization need new or improved solutions?
- Business Value – What information needs to be kept for audit and regulatory purposes? How can we reduce the amount of old and redundant data being stored?

## Why is Enterprise Content Management Important for the Chemical Industry?

- **Productivity:** When employees can't find the information they need to do their jobs, they either have to hunt it down through a series of emails and phone calls, or they recreate the work. Either way, countless hours are wasted
- **Globalization:** With content distributed across multiple continents, in multiple languages, and in multiple business and storage systems, the need for transparency, visibility and collaboration around the globe has never been more critical to the industry
- **Content, Content Everywhere:** As a highly regulated and technology-focused industry, chemical companies are challenged with the management and presentation of a wide variety of content, including patents, regulatory documents, technical information (R&D, sales and marketing, technical and field service) and contracts (suppliers, customers)

**PROCESS**

- Process Evaluation
- Process Standardization
- Process Automation

**GOVERNANCE**

- Content Management Standard Development
- Rationalize and Normalize
- Oversight, Management and Control

**ORGANIZATIONAL DESIGN**

- Resource Needs
- Leadership Buy-in
- Training and Support
- Change Management

**TECHNOLOGY**

- Platform Stabilization
- Platform Consolidation
- Platform Expansion

**BUILDING THE ECM STRATEGY**

All too often, companies make large technology investments as a way to fix their content management issues and are disappointed with the results. Our experience has repeatedly shown that the best way to get results is to begin with the process, implementing technology last.

Hitachi Consulting begins by creating the Best Practice ECM business processes. Once the processes have been refined, we document the governance and oversight procedures that will enforce consistency and provide transparency. The final step is to automate the strategy using technology.

**ECM BUSINESS BENEFITS**

Implementing an Enterprise Content Management strategy provides a strong return on investment. Because information can be found faster, it also improves the relationships between employees, customers, distributors and vendors. Some of the key areas where chemical companies will realize a return on investment include:

ROI Area	Description of ROI	Return on Investment
Findability	Survey indicates 1-3 hours per week to find information	Estimated value of an Enterprise ECM initiative would range from 750,000 – 200,000,000 man hours per year
Risk/Exposure	Compliance, Security, Legal, and Regulatory	Immeasurable – Safety risks, plant outages, eDiscovery violations, failed audits, etc.
Cost Savings	Storage Costs	ECM initiatives generally reduce overall storage costs by 40%. Potential savings could be in excess of \$500,000 per year.
Cost Savings	Technology Footprint Reduction	Reduction of redundant technology for a savings of \$200,000 - \$500,000 per year

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## About Hitachi Consulting

As the global business and IT consulting company of Hitachi, Ltd., Hitachi Consulting is committed to helping clients bring their business visions to life through industry-led services and solutions. The company is uniquely positioned with the agility and client-focused approach of a boutique firm combined with the stability and innovation that comes from the Hitachi heritage.

Hitachi Consulting's client base includes 35 percent of the Fortune 100 and 25 percent of the Global 100, along with many mid-market leaders.

With offices in North America, Europe, the Middle East and Asia, the company employs more than 5,000 professionals in 12 countries with delivery centers in India (Bangalore, Hyderabad and Pune) and China (Guangzhou) to offer global delivery scale.

Hitachi, Ltd. (NYSE: HIT / TSE: 6501), headquartered in Tokyo, Japan, is a leading global electronics company with more than 100 years of innovation. As a world leader, the company is committed to creating richer lives and a better society by providing products and services with a new level of value and potential based on the latest advances in technology, especially knowledge and information technology.