

PORTALS & ECM SOLUTIONS

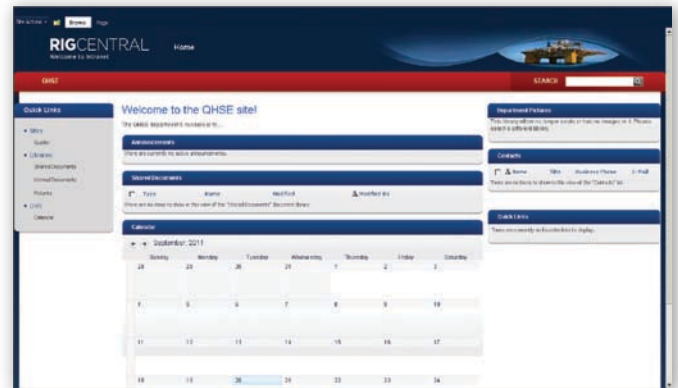
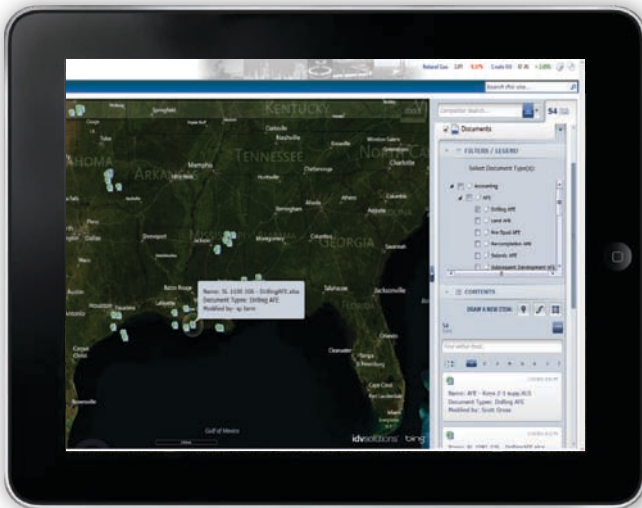
Aligning content management, collaboration, and governance with the trajectory of the organization

Stonebridge’s Portals & ECM Solutions Practice provides expert consulting services and guidance across a wide spectrum of business needs to improve the management, presentation, and preservation of digital assets. Through a combination of market-leading technologies and applied best practices, Stonebridge addresses content management challenges by devising effective business solutions that are practical in nature and innovative in design.

Connecting People with Process-Specific Content

People work better, smarter, more effectively when they are connected to each other. In today’s business enterprise, what connects people is content. Content provides the essential context – the glue – that links business processes and informs decision-making. It explains the numbers, guides the direction of the asset portfolio, and provides the feedstock for effective work between parts of the enterprise.

User expectations have also evolved. Driven by advances in consumer technology, users are conditioned to expect their experience with corporate IT systems to mirror that of personal technology. They expect ECM solutions to be portal-based and as intuitive, personalized, and easy to use as the applications on their tablets and smartphones. They want to search corporate content by keyword, by project, by content owner, with the built-in ability to collaborate with others, whether in the same office or in another part of the world entirely.



The definition of “content” is a moving target. Non-traditional content formats and new delivery platforms now challenge the traditional disciplines of document management and records management. Email has surpassed most other forms of textual communication as the nervous system of the enterprise. Multimedia and technical analysis tools have added extra dimensions to the two-dimensional view of content management. All these content formats now fall under the bailiwick of ECM.

Connecting people with the right content is as much art as science. An effective ECM system requires a delicate balance of personalization and universal availability, of structure and flexibility, of depth and breath, of usability and supportability. Stonebridge provides expert consulting services for developing content strategies and deploying ECM solutions that enable effective content management, collaboration, and governance across the enterprise and throughout the ecosystem of employees, customers, partners, and regulators.

STONEBRIDGE PORTAL & ECM SOLUTIONS

Our Expertise

Stonebridge's Portals & ECM Solutions Practice is a best practice-based competency center that assists organizations of all sizes in designing and implementing content management solutions. Stonebridge understands the core architectural issues of taxonomy, retention policy, and content workflow. We are a leading proponent of leveraging the ECM platform to bring personalized content to the laptop, smartphone, and tablet. Our competencies include:

- **Document Management** – the discipline, technology, and enterprise framework related to electronic documents for intake, integration, and preservation in order to maintain usability and control over the proliferation of documents in a “shared drive” world, and satisfy the growing content demand of employees, business processes, regulators, and even customers.
- **SharePoint Enablement** – devising and delivering on a roadmap for the most appropriate use of the popular collaboration and information delivery platform, spanning from architecture and governance to intranet / extranet application development and custom branding, including guidance on introducing SharePoint social capabilities to deliver real results.
- **Search-Driven Application Development** – delivery of capabilities for quicker, more streamlined access to information across numerous repositories and platforms, tailored to the needs of information workers in the organization and their respective roles, which is critical to users in a world awash in heterogeneous, disconnected content.

Our Methodology

Whether the target audience for a specific type of information is within the corporation, part of the customer base, inclusive of the supplier-partner ecosystem, or open to the general public, Stonebridge's ECM methodology relies on the following principles:

- **Easy to Use** – provide direct, clean interfaces for participating in the content management process
- **Simple to Contribute** – eliminate barriers to adding and modifying content, while classifying content as efficiently as possible
- **Simpler to Find** – tailor search as a mechanism for users at all levels to save time and energy retrieving information
- **Foundationally Sound** – unify the technical architecture and maintenance for delivery of various content flavors
- **Aligned with Policy** – apply rules for classification, retention, approval, and disposition throughout the content life cycle

OUR ECM METHODOLOGY

