

ECMPG3 -- ECM Architect/Overseer/Administrator
- What are the skillsets needed to Thrive and
Survive

Your presenters:

Damian P. Burdette

Director of Information Technology
Taylor, Porter, Brooks & Phillips, L.L.P.

Sean Luman

Director of Knowledge Management
Bracewell & Giuliani LLP

Sergey Polak

Manager of Enterprise Systems
Ropes & Gray

Chris Rigamer

Chief Information Officer
Phelps Dunbar



ECM defined

From AIIM:

Enterprise Content Management (ECM) is the strategies, methods and tools used to capture, manage, store, preserve, and deliver content and documents related to organizational processes.

ECM tools and strategies allow the management of an organization's unstructured information, wherever that information exists.

From Gartner:

Used to create, store, distribute, discover, archive and manage unstructured content (such as scanned documents, email, reports, medical images and office documents), and ultimately analyze usage to enable organizations to deliver relevant content to users where and when they need it.



ECM *then--now*

What it was 10-15 years ago...

Records, DMS...



What it is now...

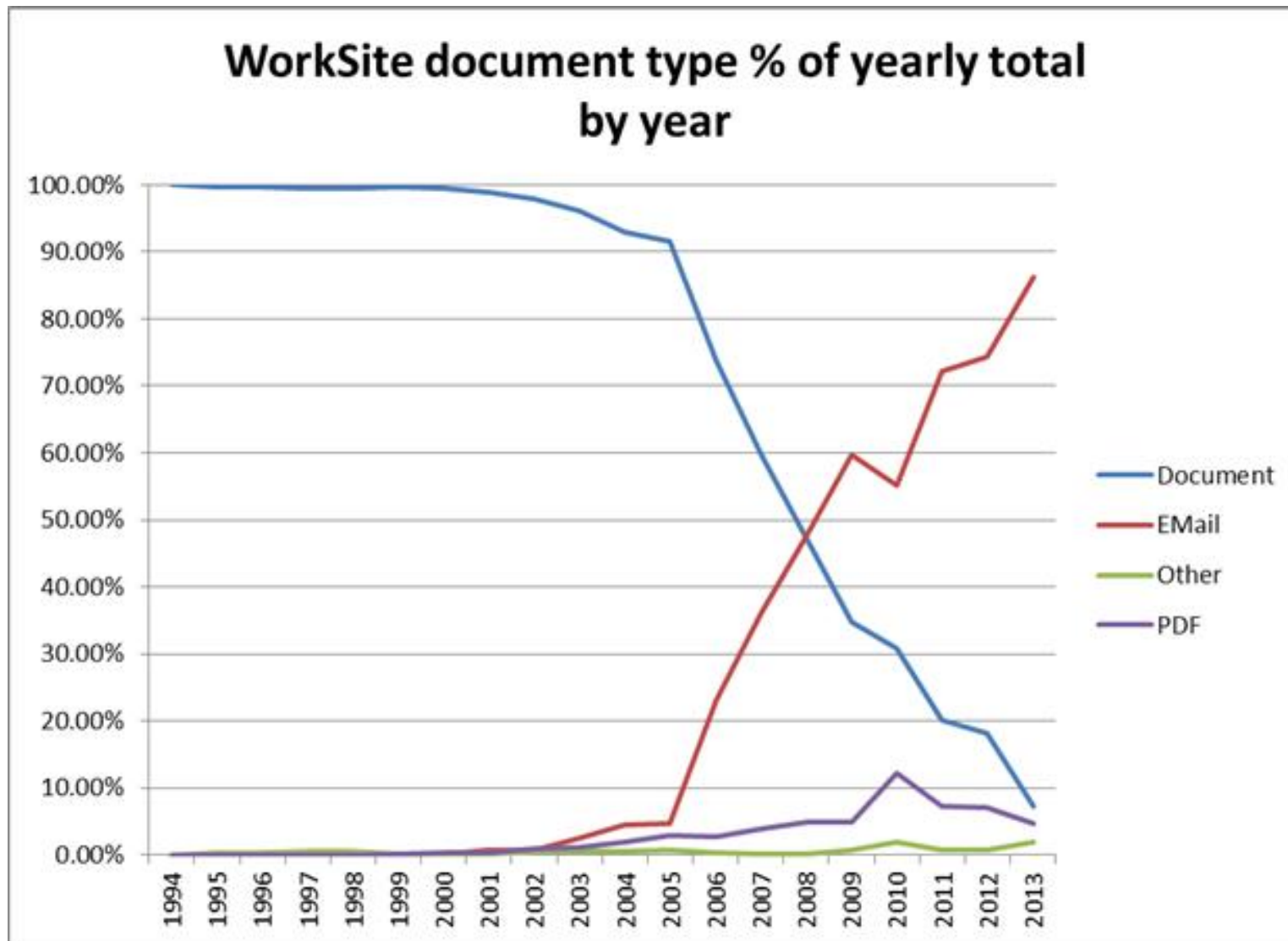
Records, Internet, email, DMS...

PLUS

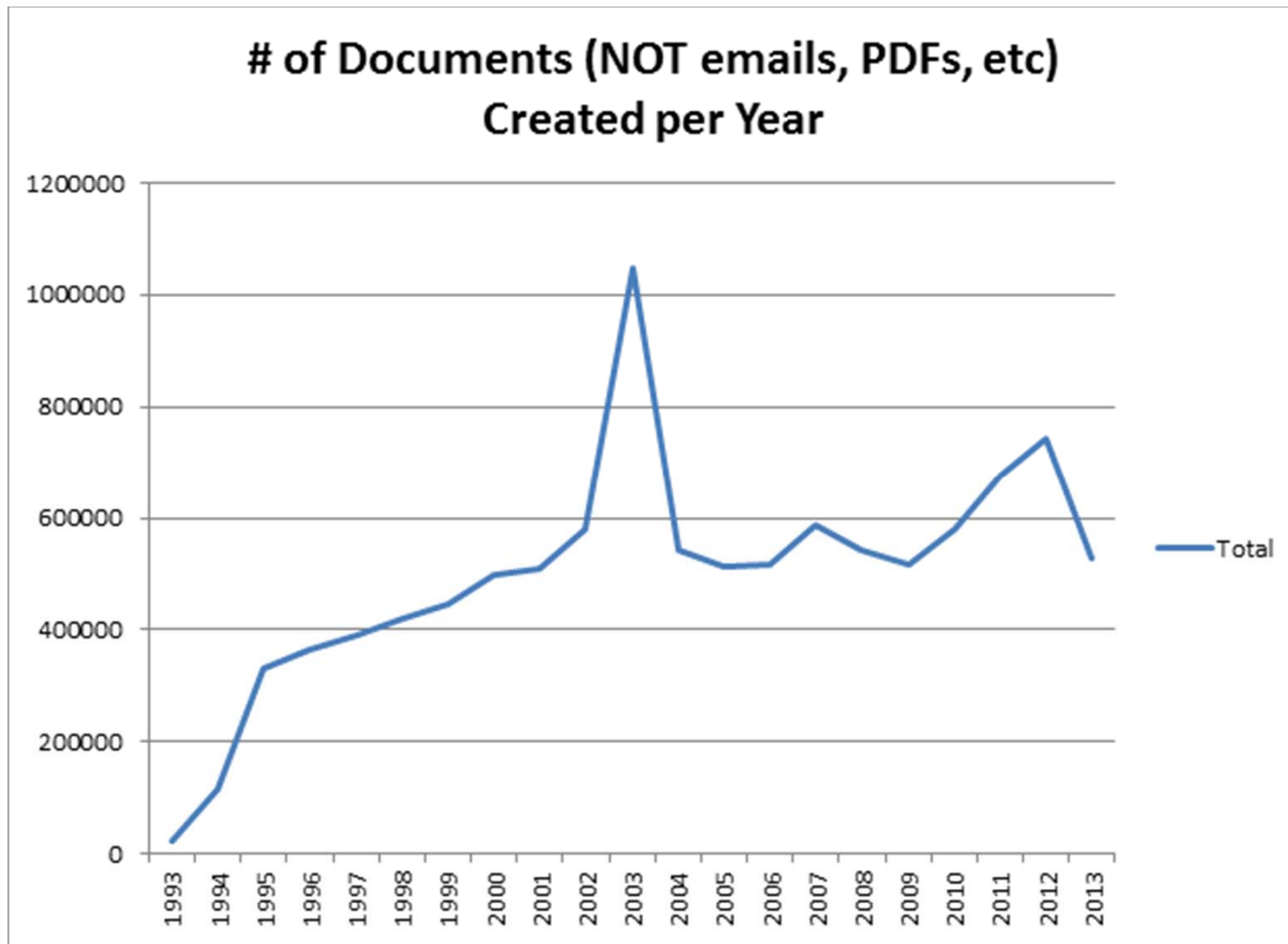
Competitive intelligence, records information management/data governance, legal research, precedent/exemplary document management, big data...



Trends in the DMS



Number of Docs added to DMS at Ropes and Gray



Survive vs. Thrive

Surviving

Thriving



Are small firms really at a disadvantage when it comes to ECM?



Trends

Attorneys	ECM Employees and roles	Products
0-100	1**	DMS
101-250		
251-500		
501-1000		
>1000		

** *embedded in other IT functional role*

ECM \approx KM & RIM

Two departments (other than traditional Information Management) that have been at the center of ECM are:

- Records Department
- Library

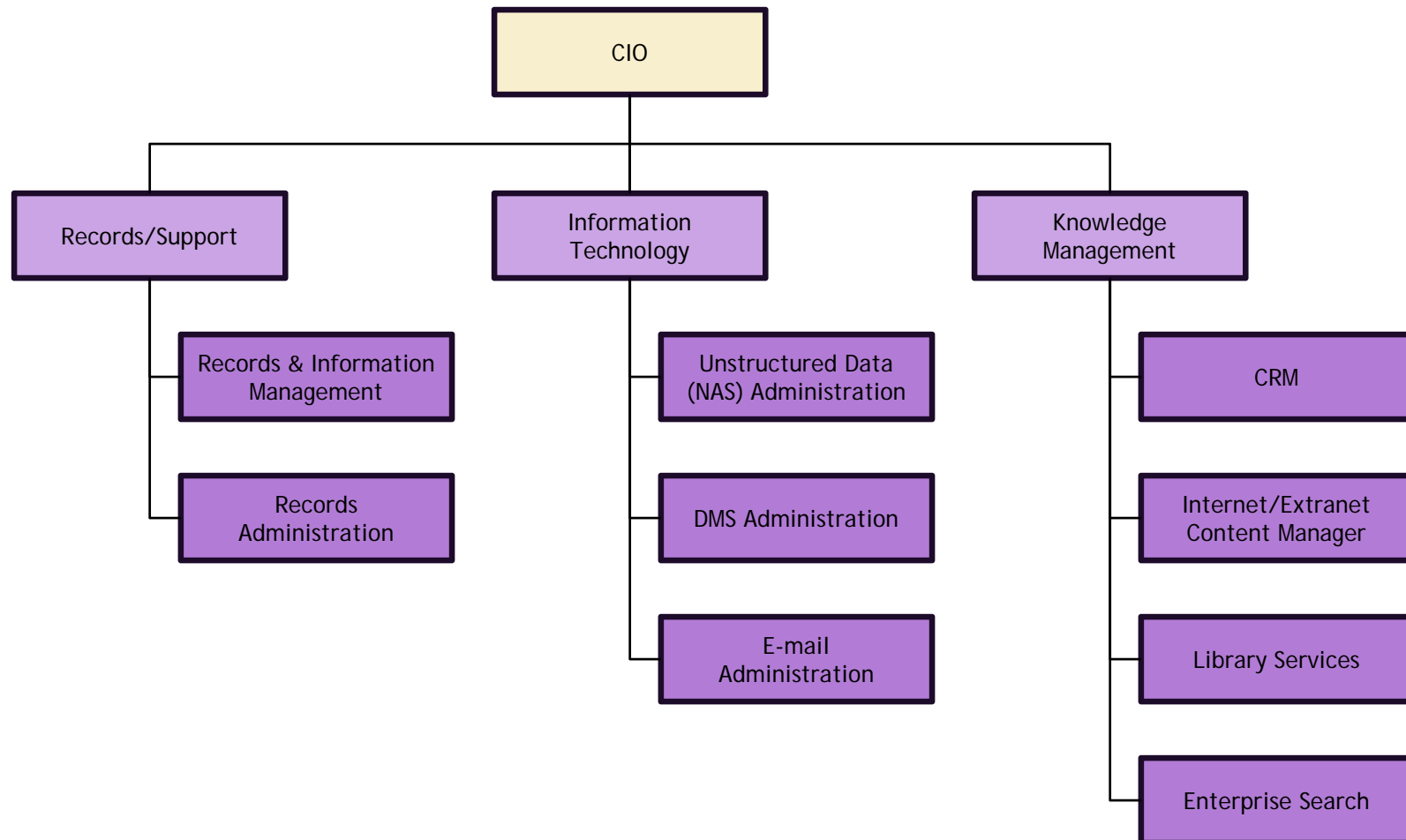
Libraries & Librarians-- *Where are they?*

- ◆ Stories from Porter, Bracewell, Ropes, Phelps....

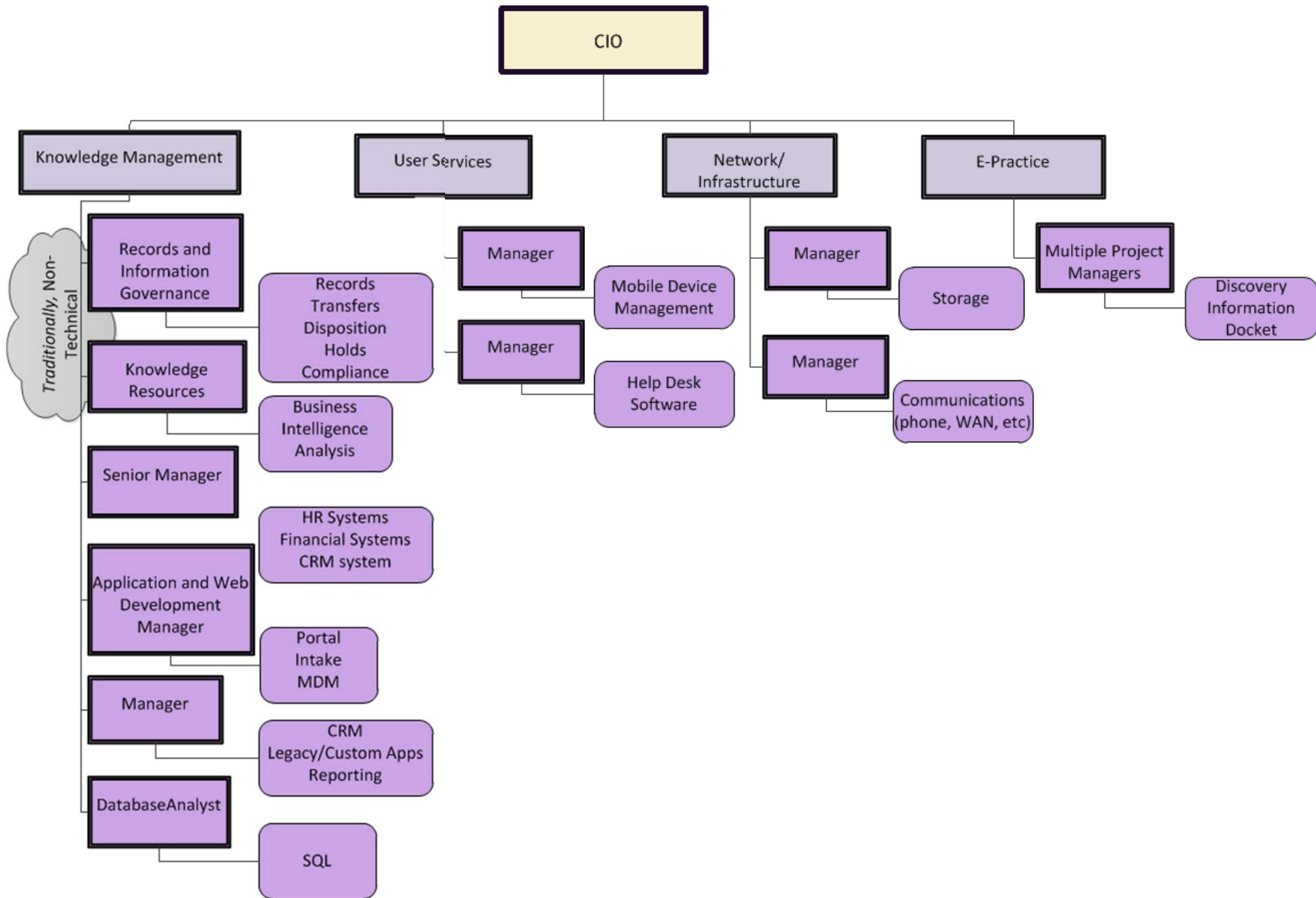
Dozens of positions/functions would qualify as "part of" ECM

- ◆ DMS
- ◆ RM
- ◆ Intranet/Portal
- ◆ Extranet
- ◆ Email
- ◆ CRM
- ◆ Library
- ◆ Unstructured Data

Ropes & Gray ECM Organization



Bracewell & Giuliani ECM Organization



Career Limiting Missteps (interpersonal relationships 101)

- ◆ Believing you're the center of the world, much less, the center of your organization;
- ◆ Sticking to a narrow perspective, keeping the blinders on;
- ◆ Focusing on single technology, e.g., *Lotus Notes developers not necessarily needed*;
- ◆ Damaging your peer relationships, internally AND *externally*

In Conclusion

- ◆ Is there a future for a specific role of an “enterprise content manager” for a firm?
- ◆ What relationships do you need to develop with other administrative areas, with attorneys, and with other key players?