Exceptional Experiences Enterprise-Wide
with Intelligent Content Management
Unlock Business Value Hidden in Your Digital Content

Exceptional experiences matter – for your customers, your employees, and all the other stakeholders within your organization and without. Delivering on those experiences means making sense of staggering volumes of structured data and unstructured content to integrate processes, automate tasks, improve agility, and turn insight into action.

The SAP® Extended Enterprise Content Management (SAP Extended ECM) application by OpenText brings all of your structured data and unstructured content together with intelligent technologies such as machine learning. You can reinvent processes and transform experiences across your operation (see the figure on the next page). By connecting e-mails, documents, and other content to core business processes, SAP Extended ECM can deliver simpler, smarter, and more compliant workflows.

It helps you create a unified, omnichannel customer experience and boost employee engagement through smooth collaboration. You can connect with Ariba® Network to discover optimal suppliers and tighten supply chain and spend management. You can use machine learning to reduce manual effort across the enterprise – from accounts receivable to asset management. And the application’s robust data management functionality and rigorous information security helps you comply with the EU’s General Data Protection Regulation (GDPR) and other regional regulations.
Unlock Business Value Hidden in Your Digital Content

SAP®

Archiving and Document Access

Enterprise content management

Digital asset management

HR document management

Invoice management

SAP Extended Enterprise Content Management

Integrated • Secure • Compliant

*SAP offers these applications as solution extensions from OpenText.
Good customer experience management is crucial to the success of your business, especially with online customers – who are only a click away from your competitors. Keeping Internet users engaged takes customized offers and communications, contextualized to the moment and consistent across channels. Your marketing staff depends on a real-time customer profile, offering a 360-degree view that includes transaction history, application data, and data from e-mail messages and digital assets. The SAP Digital Asset Management solution by OpenText works with SAP Extended ECM to handle Microsoft Word and Adobe PDF files, images, and rich media assets – even if they originate in non-SAP applications.

You can provide a unified in-store or online experience because your branding stays consistent with every interaction. A cross-application workspace stores the information on each customer, and a navigational tool based on virtual hierarchies simplifies retrieval of that data. Customer service staff can also access the workspace to improve the service experience.

An Aberdeen study found that customer retention was 11 times higher with intelligent management of digital assets across channels.
Encourage Engagement and Collaboration

With SAP Extended ECM integrated with your Intelligent ERP solutions, you can manage HR content strategically throughout the workforce lifecycle – from recruiting and onboarding, through performance tracking and compensation, to skills enhancement and continuing education. You increase productivity by deepening collaboration within project teams and eliminating the handover of information from task to task.

For each project, the application merges structured information from SAP software and unstructured information from external sources in a collaborative workspace. There, participants can develop and share content, invite others to participate, and place critical content under records management. They can access the workspace from any device and use personalized pages, discussion forums, approval workflows, follow-ups, notifications, and polls to complete assigned tasks. And if you run SAP SuccessFactors® solutions, the SAP SuccessFactors Extended Enterprise Content Management application by OpenText can help you optimize your document-centric HR processes as well.

Link projects with transactional data in SAP S/4HANA® for improved traceability and compliance with regulations such as U.S. Department of Defense Directive 5015.2.

Benefits

Objectives

Encourage Engagement and Collaboration

Quick Facts

Synchronize with Suppliers in Real Time to Lower Costs

Intelligently Control and Manage Information Assets

Harness Digital Twins and Machine Learning Technologies

Personalize the Customer Experience
Synchronize with Suppliers in **Real Time** to Lower Costs

SAP Extended ECM integrates with the SAP Invoice Management and SAP Information Capture Core applications by OpenText as well as with Ariba Network, our cloud-based collaboration offering where buyers and suppliers can find each other and do business within a single, networked platform. This makes it possible for you to capture all incoming supplier content including unstructured content in delivery notes and e-mails, scanning paper documents into your content repository, and storing inactive historical content in a secure archive.

You can find the best deals on the materials needed for producing goods and delivering services, compare past prices by examining real-time invoice information, and uncover more opportunities for dynamic discounting. You can also reduce the amount of time spent on error-prone procurement information handoffs by establishing a single, comprehensive, source-to-procure process. By implementing this intelligent, integrated process in user-friendly interfaces and mobile apps, you also encourage user adoption.

A Forrester Total Economic Impact study found typical **savings of US$2 million** over three years with smart content management.
Intelligently Control and Manage Information Assets

An intelligent enterprise protects its valuable data by embedding compliance with the latest government and industry regulations in the digital platform. SAP Extended ECM helps you intelligently retain and archive personal data – or delete and destroy it – while supporting the data access and portability requirements of the GDPR and similar regional regulations. The central workspace stores all information and attachments related to each customer or employee, so you can easily check for consistency if you make changes to personal data.

What’s more, SAP Extended ECM provides the same strong information security whether on premise or in the cloud. You can rely on intelligent, compliant information governance, along with multiple powerful features to help you navigate and administer your databases and maintain your digital platform. And SAP Extended ECM helps you manage metadata consistently across applications to reduce silos and protect data quality.

With intelligent compliance, you can avoid the penalties of 4% of revenue, or €20 million, for privacy infringement, as specified in the GDPR.
Harness Digital Twins and Machine Learning Technologies

Opening doors to the world of intelligent technologies, SAP Extended ECM helps you design digital twins of your assets, which you can connect to the Internet of Things (IoT) and its electronics, applications, and sensors. This can help you raise enterprise visibility, slash operating costs, and institute a proactive maintenance strategy to reduce the number of accidental outages and decrease scheduled downtime.

With digitalized asset performance data, collaboration in asset management tasks is as simple as turning on a mobile phone. Field workers have the input they need to perform routine tasks and remedy issues – including detailed drawings and contextual repair videos accessible through smart glasses. Integration of SAP Extended ECM with the SAP Asset Information Workbench application by Utopia lets you use pre-designed workflows to link asset-related documents with the right asset master data. And you can build master data objects through integration with SAP Asset Intelligence Network, browsing vendor catalogs and downloading master data to populate your plant maintenance objects.

Our self-teaching algorithm for matching incoming invoices to accounts receivable has eliminated 90% of manual invoice processing.
Use Intelligent Content Management to Drive Innovation

As a foundation for comprehensive and intelligent content management, SAP Extended ECM enables you to solve real-world business problems using insight-driven innovation. You can enhance the customer experience, deepen employee engagement, lower procurement costs, safeguard information security, put machine learning techniques to work, and proactively manage assets.

SAP Extended ECM supports a 360-degree customer profile that helps you deliver the right products at the right time and personalize service with fast delivery of customer history to call-center staff. Role-based dashboards and intuitive self-services help all employees make sound decisions and stay engaged and productive. And SAP Extended ECM joins you to Ariba Network to help curb material costs and unify the source-to-procure process.

Robust records management supports compliance with privacy regulations such as the GDPR, and the application supports the digital platform with tools for navigating databases and managing metadata centrally to protect consistency. In the arena of intelligent technologies, you can plug into the IoT to design a proactive maintenance strategy and minimize downtime and use evolving machine learning technologies to reduce manual effort in functions across the enterprise. SAP benchmarking has demonstrated that you can achieve five-times-lower maintenance and service costs with intelligent asset management.
Summary
Build an intelligent enterprise with a content foundation for Intelligent ERP. The SAP® Extended Enterprise Content Management application by OpenText connects all of your structured data and unstructured content, helping you work smarter across processes to improve customer and employee experiences, increase productivity, lower procurement costs, boost asset ROI, and enable automation through machine learning.

Objectives
• Leverage enterprise content for better decisions and faster action  
• Eliminate information silos to increase efficiency and agility  
• Lower compliance risk and protect information security  
• Optimize the omnichannel customer experience  
• Reduce asset operating and ownership costs

Solution
• Unstructured content leveraged for complete customer profiles  
• Single source for workforce collaboration and content management

Benefits
• Unified procurement for real-time supplier collaboration  
• Digital twins linking documents and master data with asset operations  
• Intelligent compliance for simplified data governance

Learn more
Read more about applying our nearly 50 years of software development experience to deliver the Intelligent Enterprise.