

What is DocAttach?

DocAttach is simply about *Sharing Content Intelligently*. The focus and all associated capabilities in DocAttach are centered on *delivering the right content* that is easily consumable by users as well as enterprise applications like CRM, ERP and Social Media alike. The goal is to help customers drive maximum value from their ECM investment by *putting enterprise content to use intelligently* and cost-effectively.

Why DocAttach?

Wider adoption of ECM Systems across the organization and beyond continues to be the major challenge for ECM vendors and to a larger extent their clients. Delivering ECM solutions that are more pervasive results in larger and faster deployments, lower support costs and better return on the investment. To achieve such economies of scale, customers need to assure their ECM solutions are simple-to-use while capable of addressing their specific usage patterns.

Given the ultimate consumer/viewer of content is a person, the main goal of all ECM solutions is to provide “the right-user with the right-content” so they can be more effective in what they do. The notion of right-content implies there is intelligence required to determine “what” information is needed by whom, and very case-by-case specific. The ECM systems provide search and retrieval capabilities for locating content, however, they are unaware of what information the user needs in order to make a decision. This means a lot is left to the system administrators and users to sort out when it comes to using an ECM system effectively. Generally speaking, the users are required to understand the classification methods and restrictions imposed by the ECM systems for properly locating content. The more organizations require their users to know about content structure, the more complex the system becomes for use. This results in limited and/or slow adoption which hinders growth, making it more difficult for customers to realize value from their ECM investments.

The major shift in the paradigm that is now needed is to improve the features and capabilities for *delivery and consumption* of content, not just managing the content. The question to ask when deploying content management solution is “given the context of what the user is doing, is the ECM solution doing an effective job of delivering comprehensive, relevant and easily understandable content” to the user so they can make a decision. In most cases, it becomes apparent that there is a lot of intelligence available which is not properly utilized to help better organize and present relevant information to the user. At best the current ECM systems provide rudimentary search and retrieval capabilities, and in most cases the user is required to “find” the information they’re looking for. This is even more apparent when enterprise applications are content-enabled. The bulk of the effort goes into doing the coding, testing and supporting the integration between enterprise applications and ECM systems with little effort and intelligence built into what information needs to be presented to the user to make him/her more effective in doing their job.

The issue is that all ECM Systems today provide basic classification capabilities for content storage and content retrievals. Content classification is required when you are putting content into the system to enable how this information is organized in the ECM system/libraries. Not much has been done in helping organizations with intelligent content delivery (structure, presentation and integration) capabilities. This is what the users need to be more effective. It’s imperative that organizations have

means of addressing personalized and comprehensive content delivery based on the usage patterns to create an *intelligent* way for sharing information.

How Intelligent Content Sharing is done with DocAttach?

Central to DocAttach capabilities is the concept of organizing and personalizing content for various usage patterns (use-cases). Content organization and sharing is specified through what is called the (folder) “Manifests”. The notion of using “folders” to represent content-sets is simply because when it comes to documents, users are familiar and used to working with folders; anything else is a custom application and requires training. This explains why SharePoint, Dropbox, etc. have become so popular so quickly for sharing content. It’s imperative to understand that folders in DocAttach are merely for presentation of information-sets and serve as logical and intelligent containers. Unlike SharePoint and Dropbox, folders do not represent physical storage of content. Folder presentation in DocAttach can be changed on the fly without impacting how the content is stored in the ECM system and retaining all audit-trail information. This creates a very flexible and evolving environment for supporting and changing the presentations based on the customers required usage patterns without locking them into any physical (hard-wired) structures like physical folders on file-shares.

The major change in design of ECM system with DocAttach is that clients will be using the Manifests to intelligently express the content structure (what’s needed) for their use-cases/applications. This is a more dynamic and human understandable form, replacing the current hard-to-change structural (document type/index values) model that’s used when content is stored in the ECM system. The new way is also more intuitive and resembles how people think about content as a collection of related information. The Manifest also is used to show not only the content that is available currently in the system, but also what is missing. Last but not least, integration effort is almost non-existence with DocAttach, since the design takes care of encapsulating all relevant content into a single collection/instance with specific Identification (URL) that’s easily referenceable from any application, device or location.

General users will not have to worry or know about document taxonomy (ECM system classification) and having to “find” content. Content is organized and presented to them based on their usage/case. Classification knowledge is still needed for content ingestion but not required for the larger population of users working with content. More importantly, users can see what is missing from the DocAttach folders based on the information required in the corresponding Manifest. If content is missing, users can simply request for the missing content right away from DocAttach which streamlines the process of collecting the content needed to make a decision. Users will be able to access the content anywhere from any device and upload missing content as required.

DocAttach introduces two simple concepts of “Subscriptions” and “Expirations” which along with document Status information provide very easy-to-understand and effective collaboration as well as automated communication and notifications. This is all done while assuring the main objective of making DocAttach very simple to use anywhere on any device. Specifically, with DocAttach we are committed to meeting our top benchmarks for *No user-training*, *No more than 2 clicks*, *No more than 1 month* of enterprise application integration and *No infrastructure required* utilizing a cloud-based offering.