



## Master Your Content



## Enterprise Content Management Solutions

### Trusted, Proven, Dependable

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For over 20 years RWD has been helping customers maximize their workforce and business performance. As a trusted Documentum Partner for over 10 years, an EMC Strategic Partner and a Documentum Select Service Team Member we have the experience and expertise you need. We understand information management, and the extensive Documentum product portfolio, and can help you define and implement a strategic solution focused on creating value. Additionally, the RWD infoMaestro™ solution (Designed for EMC accredited), focuses on linking your customers with critical content to drive revenue and profit.

One key to maximizing value is the ability to find and access job and business process related content directly at the point of need. This is where RWD can help. We believe that content management is about creating value and improving performance, productivity and effectiveness.



### Solutions That Perform

As our tagline indicates, RWD is focused on delivering solutions that improve your company's performance and deliver value. RWD's content management solutions include:

- Strategic Consulting Services
- Content Landscape Analysis
- Content Strategy Development
- Solution Design and Implementation Services
- Solution Integration including CRM, ECM and ERP
- RWD infoMaestro™



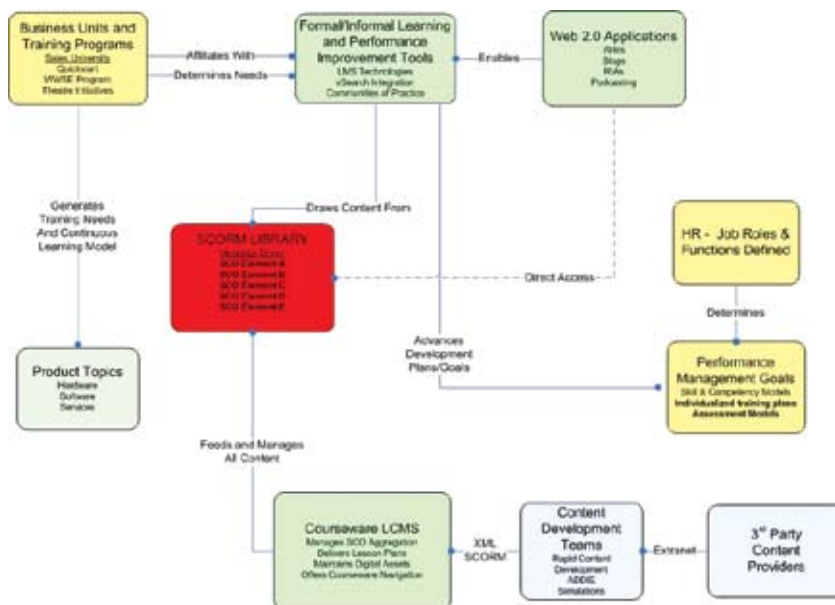
## Explore the Possibilities

RWD can help you understand the content management universe as it relates specifically to your business needs. We keep abreast of the latest developments and technologies so that we can serve as a trusted advisor to our clients. We continually experiment with new technologies to evaluate how they can be used to create value. Our research team constantly evaluates the latest industry developments and builds new solutions based on current problems our customers are seeing. In all of these activities, RWD focuses on the value that the technology, application and solution will bring to your workforce, along with the impact that improvements in productivity will have on your business operations.

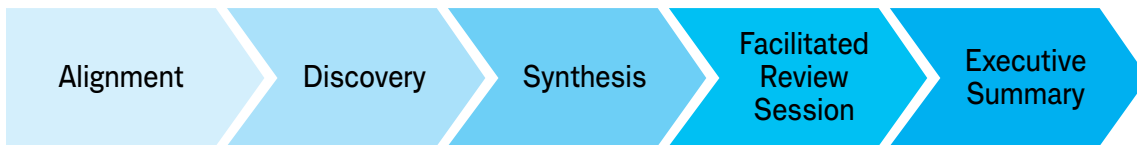
RWD can provide strategic consulting services on an as-needed basis to help you grasp problems and potential solutions that we mutually define or we can provide pre-packaged consulting offerings for common needs.

Our pre-packaged strategic consulting offerings around content management include:

**Content Landscape Analysis** – A two-week engagement resulting in a Content Landscape Map describing the content locations, access mechanisms, and interactions across the enterprise. Along with the Content Landscape Map, you will receive an assessment of your content access capabilities, reuse efficiency, lifecycle management processes, obsolescence and archiving process, and system efficiencies. This analysis will result in a presentation detailing the landscape and assessment, as well as specific recommendations for moving to a high-return content landscape. Recommendations will cover processes and technologies, as well as organizational considerations and governance. Executed and presented by senior practitioners with years of content management technology and business process experience, this analysis sets the stage for redefining your content-to-value strategy.



**Content Strategy Development** – A four-week engagement that begins with a statement of your high-level goals. Based on the goals, we interview key stakeholders, review as-is processes and the content landscape, and develop findings and strategy recommendations. Executed by senior practitioners with years of business experience, this engagement will define the strategy, explain the supporting key accomplishments, define key success factors and metrics, and provide a roadmap and phased plan for realizing your content goals. After a facilitated session with key stakeholders, we finalize the strategy and plan.



**Typical Strategic Consulting Engagement Methodology**

## Realize the Dream

RWD's Documentum Implementation Services improve our clients' return on their investments in people and technology.

Successful development of an ECM solution requires an understanding of our clients' content management and archiving issues and the latest technologies, as well as the use of systematic, repeatable methodologies. RWD has established best practices for designing, developing, implementing, and supporting ECM systems. These core competencies, combined with an understanding of our clients' businesses and rapidly evolving technology, enable us to develop innovative solutions for some of industry's most pressing content management challenges.

RWD's professionals possess a unique blend of technology prowess, skill, and industry expertise. They have years of practical experience developing performance-based solutions using human factors, cognitive learning, information technology, and human performance principles.

### RWD's distinguishing characteristics are:

- Proven project teams and senior engineers experienced at defining ECM strategies and implementing the latest Documentum solutions
- Strategic focus on VALUE creation through streamlining the content value chain and optimizing workforce performance through the effective use of information, documents and corporate knowledge
- Expertise in the latest Documentum solutions including X-Hive, Captiva, and more
- Workforce and customer-centered, content lifecycle approach to implementation
- EMC Documentum Select Service Team Partnership and Designed for EMC (DFE) accreditation for our infoMaestro suite
- Extensive experience integrating ECM, CRM, ERP and other enterprise applications and best-in-class solutions
- Proven project management and system development processes

## Make the Connection

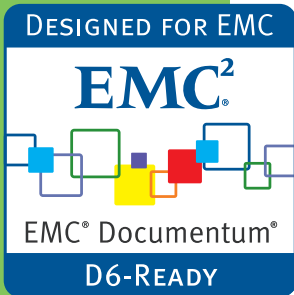
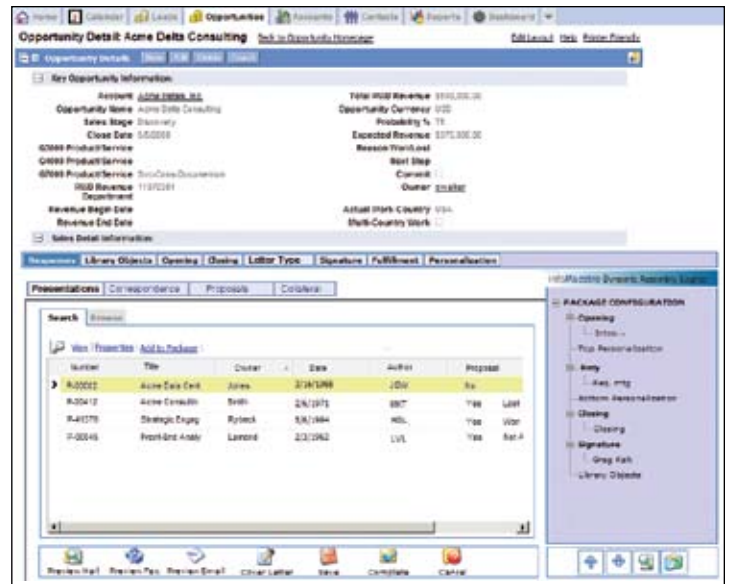
### CRM + Documentum = Power

As companies are tackling their content management problems, many are also implementing Customer Relationship Management (CRM) systems to more effectively manage their sales, support, and service processes. Unfortunately, few of these companies have realized the power that can be derived from integration of their content management and CRM systems. Those that have are achieving great advantages.



Typically, a customer service or field service representative will enter customer and problem information in a CRM system and then access a separate content management system to find relevant product or service information. These steps increase the complexity of the process, take more time, require redundant data entry, and increase the likelihood of error. These problems have direct cost, customer satisfaction, and regulatory implications.

To solve these problems, RWD developed the infoMaestro solution suite. The suite has an embedded dynamic assembly engine that allows users to pull content from both Documentum and leading CRM tools such as Oracle Siebel CRM and seamlessly create output of approved content in multiple formats. With RWD infoMaestro, customer facing employees, or in some cases customers themselves, can deal with only one interface, avoid duplicate data entry, and receive appropriate content in real time for use in sales, service, customer support, or self-service. This type of strategy allows content to serve its most useful purpose – to drive the business forward in ways that positively impact revenue, customer satisfaction, and compliance.



RWD infoMaestro™ has also received the “Designed for EMC® Documentum®” accreditation, a mark of quality and value that customers can depend on in enterprise applications. The “Designed for EMC Documentum” accreditation demonstrates that RWD infoMaestro has successfully met a comprehensive set of criteria for solid design and quality integration.

To learn more about our content management solutions, visit our website [www.rwd.com](http://www.rwd.com) or email us at [info@rwd.com](mailto:info@rwd.com).

