



Enterprise Content Management

28 Apr 2025 - 20 May 0002
Vienna (Austria)



Enterprise Content Management

Ref.: 15068_302724 **Date:** 28 Apr 2025 - 20 May 0002 **Location:** Vienna (Austria) **Fees:** 4900 **Euro**

Introduction:

As the companies strive to work in a paperless environment, and information is the real intellectual property of an organization they usually focus on implementing Enterprise Content Management ECM solutions which can be either successful and lead the company or organization far in front of their peers or unsuccessful and create a problem and even a pullback system for an organization.

The main difference between successful ECM projects and disasters indicates either people behavior acceptance, training, involvement and planning problem.

It is often the case that business users are demanding an ECM solution and just expect IT departments to implement it, without the understanding that the solution is not a department-wise but rather company wise.

But just managing the content is not enough, the content needs to be managed in line with legal and auditing requirements, and provide for the safety and security of the enterprise data.

Therefore, managing the documents in line with the international standard is of paramount importance.

This course will highlight the elements, principles, and implementation paths for a successful ECM solution for any organization, following key ISO standards such as ISO9001, ISO15489 Records Management and ISO27001 Information Security

Targeted Groups:

- Document Controllers
- Secretaries
- Administrators
- People Supporting Management and/or Working in Project Teams
- Marketing Specialist
- Project Managers
- Public Relations Specialists
- Marketing Managers
- Campaign Managers
- Business Development Managers

Course Objectives:

At the end of this course the participants will be able to:

- Understand Content Management legal requirements, standards and best practice
- Create information and documentation policies, procedures and requirements
- Understand the ECM structures, architecture and team organization
- Learn how to use metadata, business classification scheme for ECM implementation
- Learn the requirements of ISO 15489 Records Management and ISO 27001 Information

Security

- Recognize the requirements of GDPR in relation with ECM
- Prepare for ECM implementation with content lifecycle
- Understand the use of eDiscovery
- Develop content maturity model for their enterprise
- Acquire the insight into available ECM software
- Prepare for ECM change management as well as implementation of future trends

Targeted Competencies:

- Enterprise Content Management ECM strategy in conjunction with records management and information security
- Enterprise Content Management ECM architecture
- Procedures and standards including ISO15489, ISO9001 and ISO27001
- Records management business tools like electronic file plan, retention and disposal rules, security rules, archiving, confidentiality and privacy
- Link between the hardcopy and electronic documentation systems and records management systems
- Metadata creation and importance
- Enterprise Content Management ECM resource requirements
- Enterprise Content Management ECM and GDPR

Course Content:

Unit 1: Enterprise Content Management Project Cycle:

- Enterprise Content Management ECM Definition
- ECM Cost/Benefit Analysis
- ECM Storage and Delivery
- ECM Audit
- The Need for the ECM

Unit 2: ECM Related Standards:

- ISO 15489
- ISO 27000
- ISO 9000
- Scanning and Legal Issues
- Archiving and Retention Requirements
- Digital Signatures and Digital Rights Management

Unit 3: ECM Project Planning:

- Developing an ECM Business Case
- ECM Project Plan
- ECM Management of Change
- Determining Tangible and Intangible ECM Benefits
- Developing an ECM Road Map
- ECM Team

Unit 4: ECM Content Control:

- Content Management
- Security
- Repository
- Document vs. Record
- Document Management
- Record Management
- Content Consistency
- Browsing and Navigation through ECM
- Viewing, Editing, Updating
- Preservation of Content

Unit 5: ECM Present and the Future:

- Cloud computing, Big Data, IoT and AI
- Intent-Based Networking
- Compliance, Controls, and Security
- Legislation, Standards and Regulation
- Business Classification Scheme and Taxonomy



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