MERCURY

Enterprise Content Management (ECM) Training

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Introduction:

Companies strive to work in a paperless environment and recognize information as their organization's real intellectual property, so they often focus on implementing Enterprise Content Management ECM solutions. Success in these implementations can propel a company far ahead of its peers, while failures can result in setbacks.

Successful Enterprise Content Management ECM projects and disasters can often be due to people's behavior, such as acceptance, training, involvement, and planning issues.

Often, business users demand an ECM solution and expect the IT departments to implement it without understanding that the solution should be applied across the entire company, not just departmentally.

However, more than managing content is required; it must also meet legal, auditing, and security requirements. Thus, managing documents by international standards, such as ISO 9001, ISO 15489 Records Management, and ISO 27001 Information Security, is paramount.

This ECM enterprise content management course follows key ISO standards. It highlights the elements, principles, and implementation paths for a successful ECM enterprise content management solution for any organization.

Why Enterprise Content Management is Crucial:

Understanding why enterprise content management is crucial can provide significant insights into the benefits and strategic role of ECM in modern organizations.

By integrating systematic ECM solutions, enterprises can enhance their efficiency, improve governance, and mitigate risks associated with managing content throughout its lifecycle.

ECM Enterprise Content Management Solutions, Business Advantage, and Best Practices:

Considering ECM enterprise content management solutions more closely, it is evident that the appropriate selection and implementation of ECM platforms can significantly enhance an organization's strategic capabilities.

Participants will explore a range of ECM solutions, uncover the components of enterprise content management, and delve into enterprise content management systems and tools, which empower businesses to streamline their content management process, satisfy compliance requirements, and leverage content for competitive advantage.

Identifying and applying enterprise content management best practices is a key component of any ECM strategy. Participants will learn about these best practices, which are fundamental to deploying and operating an effective ECM enterprise content management system, ensuring its successful adoption within the organization.

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Targeted Groups:

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

Course Objectives:

By the end of this ECM enterprise content management course, participants will be able to:

- Understand Content Management legal requirements, standards, and best practices.
- Create information and documentation policies, procedures, and requirements.
- Grasp the ECM structures, architecture, and team organization.
- Utilize metadata and business classification schemes for ECM implementation.
- Comprehend the requirements of ISO 15489 Records Management and ISO 27001 Information Security.
- Recognize the requirements of GDPR about ECM.
- Prepare for ECM implementation with an emphasis on the content lifecycle.
- Acknowledge the use of eDiscovery.
- Develop a content maturity model for their enterprise.
- Gain insight into available ECM software.
- Prepare for ECM change management as well as the implementation of future trends.

Targeted Competencies:

Upon the end of this ECM enterprise content management training, participants will be able to:

- Formulating an Enterprise Content Management ECM strategy in alignment with records management and information security.
- Understanding the Enterprise Content Management ECM architecture.
- Familiarity with procedures and standards, including ISO 15489, ISO 9001, and ISO 27001.
- Proficiency in records management business tools like electronic file plans, retention and disposal rules, security rules, archiving, confidentiality, and privacy.
- Bridging the gap between hardcopy and electronic documentation systems and records management systems.
- Importance of metadata creation.
- Identifying Enterprise Content Management ECM resource requirements.
- Integrating Enterprise Content Management ECM and GDPR.

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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 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.

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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.

Conclusion:

Participants interested in advancing their careers and validating their expertise in ECM may consider pursuing an enterprise content management certification.

Such a certification could signal a comprehensive understanding of ECM principles and practical applications, making them valuable assets in the industry.