

## **Have Your Cake and Eat It Too: IBM Enterprise Content Management and IBM Lotus**

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When it comes to collaboration and content, many organizations struggle with what at first appear to be two mutually exclusive business goals.

On the one hand, many organizations want to deploy a flexible, easy-to-use set of tools for collaboration across both internal employees and customers, suppliers, and partners, resulting in better idea sharing, improved productivity/efficiency, and cost savings across a given company.

On the other hand, many organizations also find that at some point, they need a more robust, scalable infrastructure for managing enterprise content, whether that be for compliance reasons, or for optimizing business processes.

You might be surprised to learn that you can "have your cake and eat it too". Both IBM Lotus collaboration offerings, and IBM Enterprise Content Management or ECM offerings, work together to provide the best of both worlds - flexible, easy-to-use collaborative capabilities, augmented by robust scalable ECM offerings to control ad-hoc user-created content for compliance, or to link ad-hoc user-created content into automated business processes. For example, IBM Lotus Quickr content can be collected into an IBM ECM infrastructure for compliance, eDiscovery, records management reasons. Similarly, IBM Lotus Domino and IBM Lotus Notes content can be automatically collected into an IBM ECM system and then managed, searched, analyzed and classified for compliance. And IBM Lotus Quickr, Lotus Domino and Lotus Notes content can also be linked into a content-centric business process managed by IBM ECM.

If you would like to learn more about how IBM ECM and IBM Lotus collaboration solutions can advance your business, please visit us at:

[www.lotus.com/quickr](http://www.lotus.com/quickr)  
[ibm.com/software/ecm](http://ibm.com/software/ecm)

Thank you for listening.