

The Future of ECM The One-Stop Shop for Information

Boris Dombrowski



iPhone - Was war davor? (Wer erinnert sich noch?)



2004



2006

iPhone - Was ist das?

The screenshot shows the TIME website interface in a Firefox browser window. The page is titled 'Invention Of the Year: The iPhone - Best ...'. The main navigation bar includes 'HOME', 'TIME MAGAZINE', 'PHOTOS', 'VIDEOS', 'SPECIALS', 'TOPICS', and 'SUBSCRIBE'. Below this, there are links for 'NewsFeed', 'U.S.', 'Politics', 'World', 'Business', 'Money', 'Tech', 'Health', 'Science', 'Entertainment', and 'Opinion'. The 'TIME Specials' section is prominent, with a search bar and a 'SEARCH TIME.COM' button. A '2 FOR 1 OFFER' banner is visible, along with a 'GIVE THE GIFT OF TIME' banner. The main article is titled 'Best Inventions of 2007' and 'Invention of the Year: The iPhone'. The article text begins with 'Stop. I mean, don't stop reading this, but stop thinking what you're about to think. Or, O.K., I'll think it for you: The thing is hard to type on. It's too slow. It's too big. It doesn't have instant messaging. It's too expensive. (Or, no, wait, it's too cheap!) It doesn't support my work e-mail. It's locked to AT&T. Steve Jobs secretly hates puppies. And—all together now—we're sick of hearing about it! Yes, there's been a lot of hype written about the iPhone, and a lot of guff too. So much so that it seems weird to add more, after Danny Fanboy and Bobby McBlogger have had their day. But when that day is over, Apple's iPhone is still the best thing invented this year. Why? Five reasons:'. A 'Special Features' section lists 'Gadget of the Year' and 'Invention of the Year: The iPhone'. A 'REMADE IN CHINA' advertisement is also visible, mentioning school desks, benches, and cardboard boxes made in China using recycled Tetra Pak cartons.

www.time.com

iPhone - Was ist das?



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iPhone - Was ist das?



iPhone - Was ist das?

Usability

Multitouch

**User
Experience**

Easy-to-use



Das iPhone als "One-Stop Shop"

(Damit kann man auch telefonieren.)

Multitouch

Focus on User Experience

«The iPhone is pretty»

One-Stop Shop



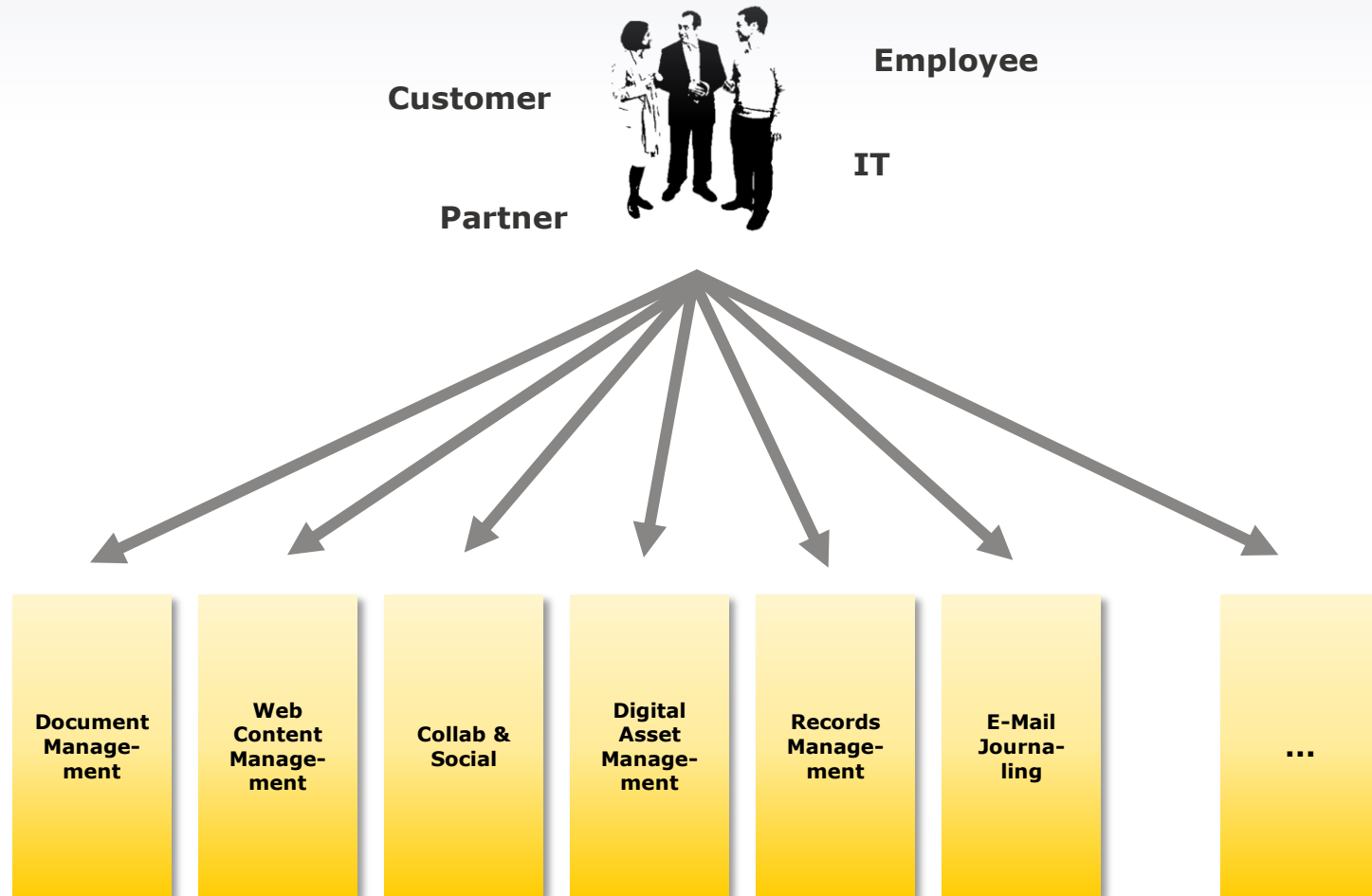
Infrastruktur (Cloud, On Premise, Hybrid, ...)

Was hat das
mit ECM zu tun?

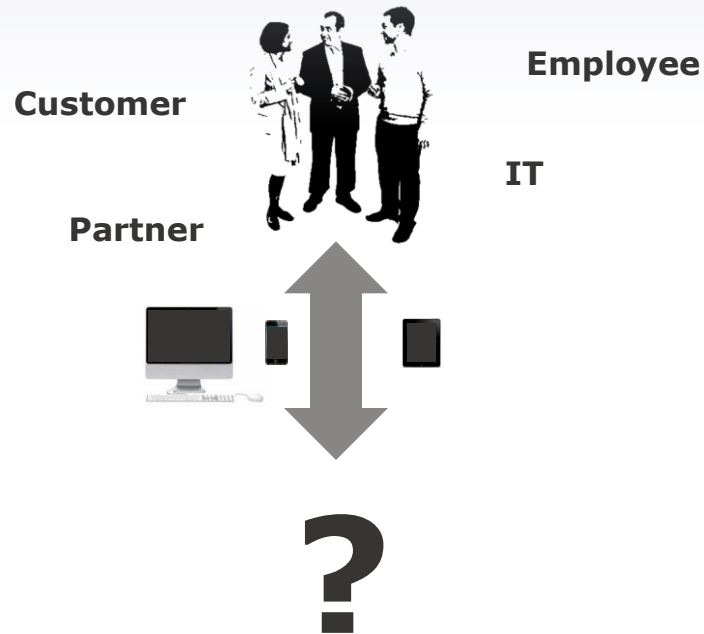
Was ist eigentlich ECM?



ECM-Informationssilos



Wie können wir Informationen verknüpfen?



Kernsysteme (auch branchenspezifisch)

Docu-
ment
Manage-
ment

E-Mail
Jouna-
ling

Web
Content
Manage-
ment

Collab &
Social

Digital
Asset
Manage-
ment

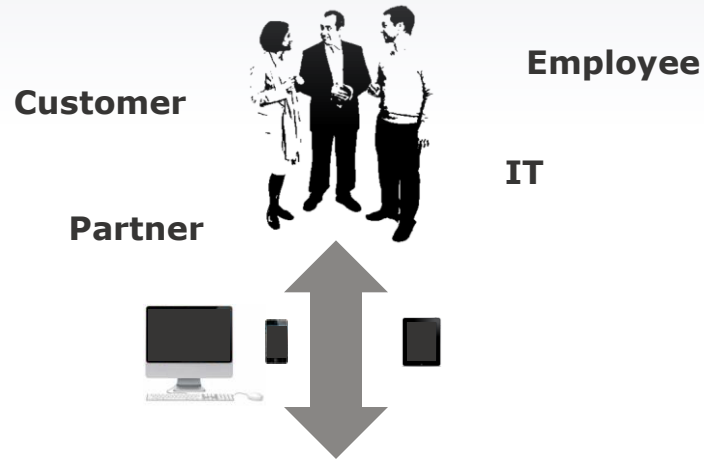
Records
Manage-
ment

Business
Intelli-
gence

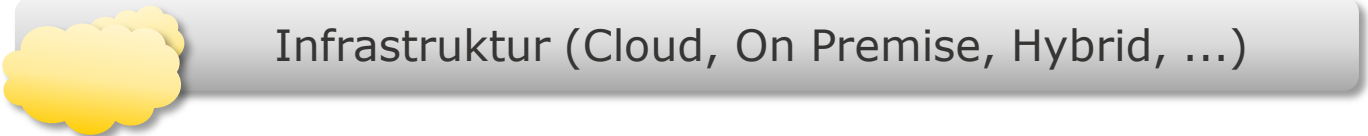
...

Infrastruktur (Cloud, On Premise, Hybrid, ...)

ECM als "One-Stop Shop" für Informationen

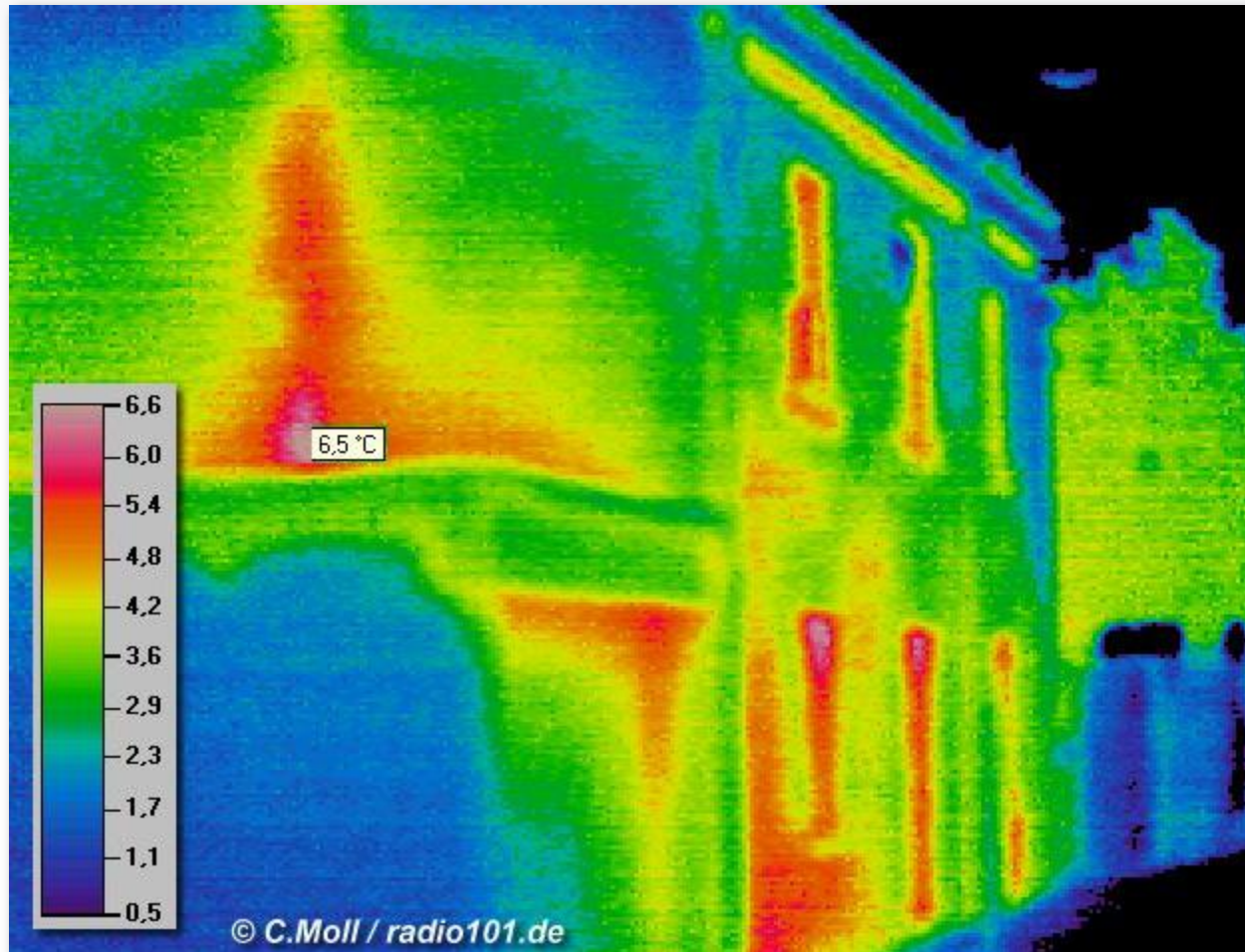


One-Stop Shop for Information

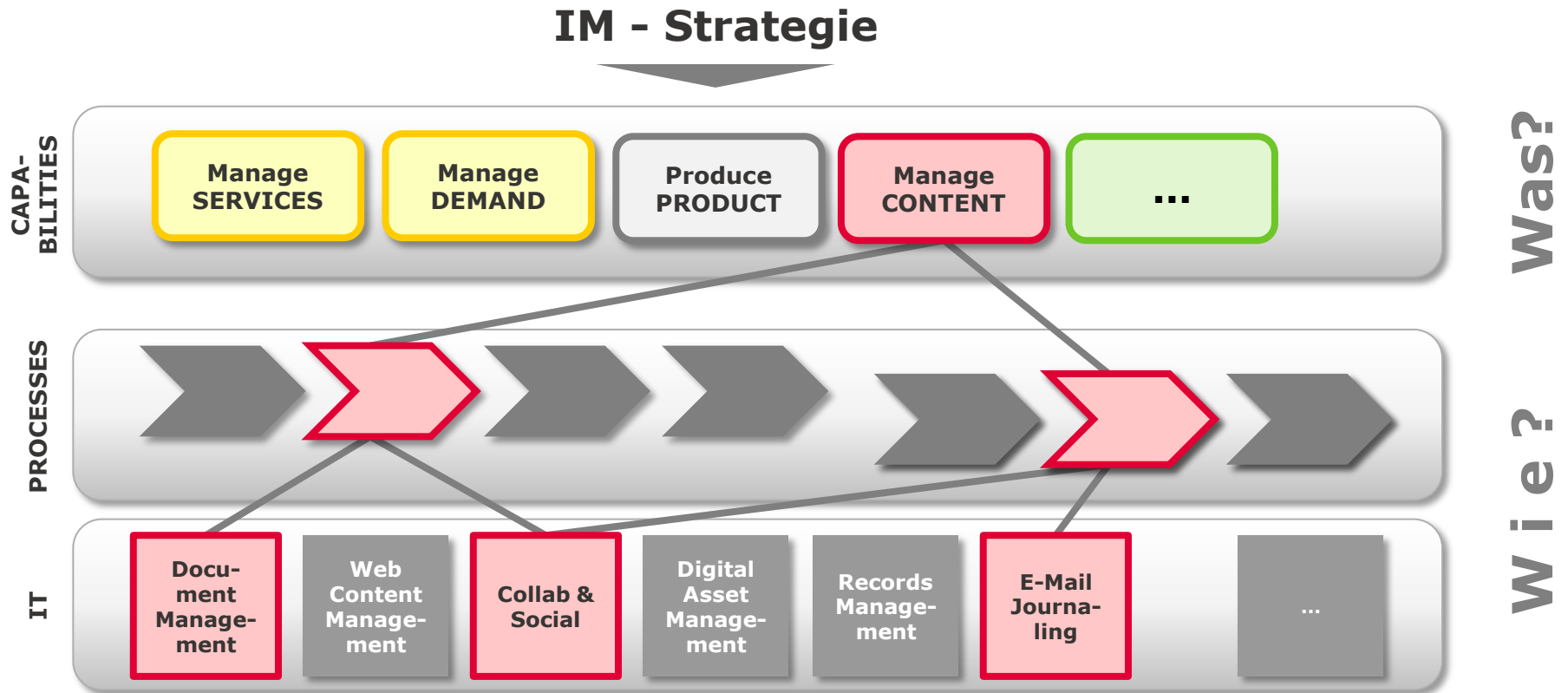


Unser Approach

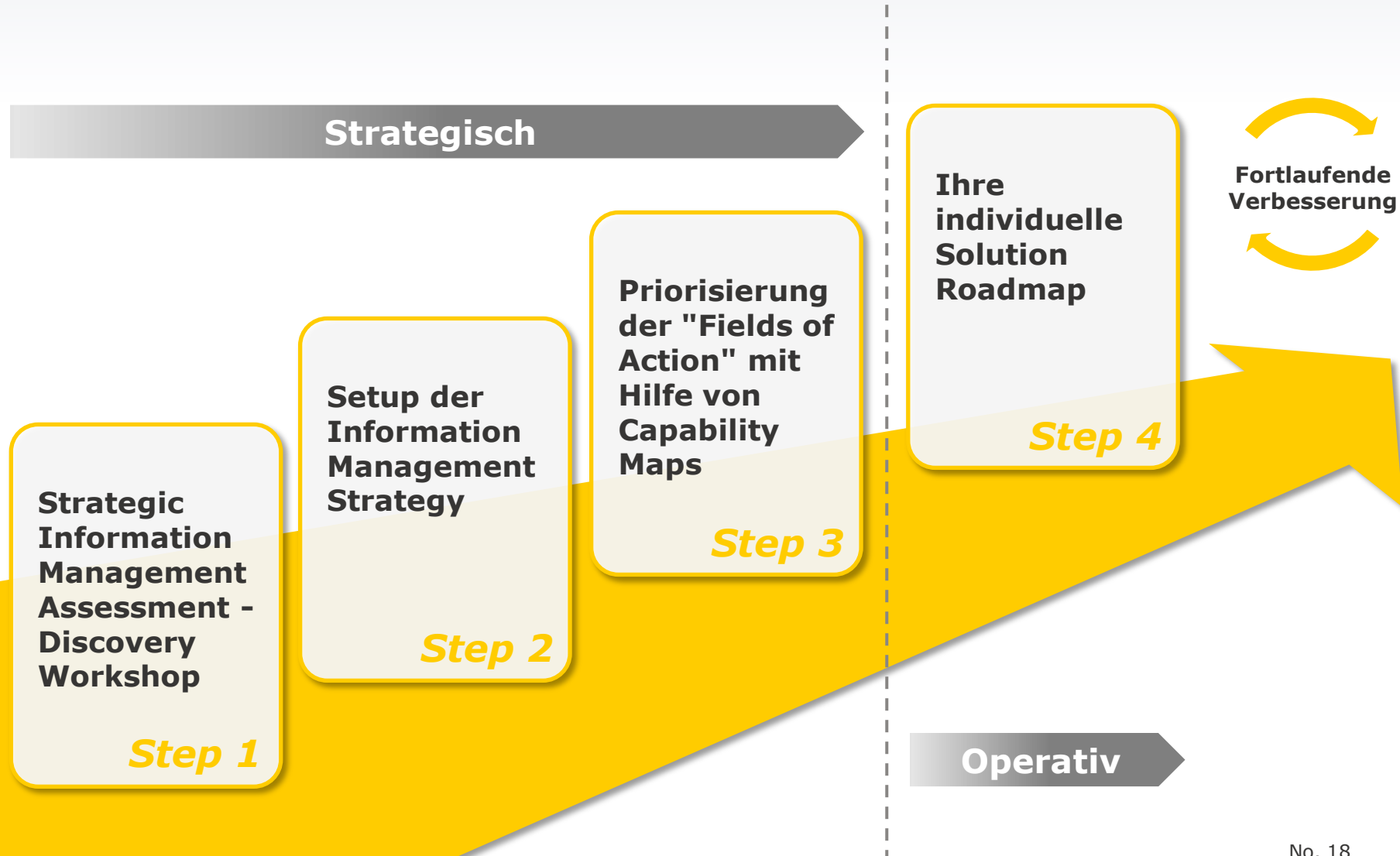
Heat Maps



Geschäftsfähigkeiten in Heat Maps



Vorgehen





The Future of ECM **The One-Stop Shop for Information**

Boris Dombrowski



be brilliant together