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# Using SharePoint for ECM

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## Process Used and Survey Demographics

While we appreciate the support of these sponsors, we also greatly value our objectivity and independence as a non-profit industry association. The results of the survey and the market commentary made in this report are independent of any bias from the vendor community.

The survey was taken using a web-based tool by 674 individual members of the AIIM community between April 15, 2011, and May 5, 2011. Invitations to take the survey were sent via e-mail to a selection of the 65,000 AIIM community members.

Survey demographics can be found in Appendix A. Graphs throughout the report exclude responses from organizations with less than 10 employees and suppliers of ECM products or services, taking the number of respondents to 600.

## About AIIM

AIIM ([www.aiim.org](http://www.aiim.org)) is the community that provides education, research, and best practices to help organizations find, control and optimize their information. For more than 60 years, AIIM has been the leading non-profit organization focused on helping users to understand the challenges associated with managing documents, content, records and business processes. Today, AIIM is international in scope, independent and implementation-focused, acting as the intermediary between ECM (Enterprise Content Management) users, vendors and the channel. AIIM runs a series of training programs, including the SharePoint Certificate course.

## About the Author

Doug Miles is head of the AIIM Market Intelligence Division. He has over 25 years experience of working with users and vendors across a broad spectrum of IT applications. He was an early pioneer of document management systems for business and engineering applications, and has most recently produced a number of AIIM survey reports on issues and drivers for ECM, Email Management, Records Management, SharePoint and Enterprise 2.0. Doug has also worked closely with other enterprise-level IT systems such as ERP, BI and CRM. Doug has an MSc in Communications Engineering and is a member of the IET in the UK.



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# Introduction

SharePoint has evolved over the last 10 years to be something of a jack-of-all-trades solution covering intranets, portals, collaboration, forms processing, business intelligence, business process management and content management. Its browser-based collaborative interface has certainly proved to be a popular option for user-enabled intranets, locally managed project portals, and community team-sites. Growth has been rapid, with an adoption rate of 60-70% across all sizes of organization and all industry sectors. However, the question of whether it provides a true Enterprise Content Management (ECM) capability, in comparison to traditional ECM suites, continues to be hotly debated in the ECM supplier community.

There is no doubt that SharePoint is the first product in this area to have met the "enterprise" aspirations of ECM, with many companies achieving near universal employee access. As for the content management, records management and business process management capabilities of SharePoint, things have moved up a notch with the 2010 release. However, as we will see in this report, this has not lessened the popularity of the growing catalogue of third-party add-on products and integrations that fill its functionality gaps and extend its capabilities - a synergy that Microsoft encourages through its software partner network.

In this report, we compare user experiences of SharePoint for ECM applications, including the new functionalities in the 2010 version. We discuss the issues going forward and compare strategies in the specific areas of information portal, scanning and capture, document management (DM), records management (RM), business process management (BPM) and social business systems. We explore plans for the use of third-party applications, and the positioning of SharePoint alongside existing ECM systems. Finally, we look at the governance aspects of SharePoint and the implications for security, compliance and long-term archive.

## Key Findings

- Only 8% of SharePoint users have completed their upgrade to the 2010 version, whereas 21% are deploying 2010 as a first use. Of these 6% are live. 28% are in the process of upgrading from 2007 to 2010. Half of the user base expects to be live on 2010 by the end of 2011.
- 36% of responding organizations consider they have SharePoint "in use across the enterprise for content management." Included are 11% with no other content systems, 19% running unconnected ECM/DM/RM systems running in parallel and just 6% who have SharePoint fully integrated with other systems.
- A third of organizations have 90-100% of active users with licensed access, predicted to grow to over half in 12 months time.
- IT is by far the most advanced department for adoption and use, followed by Line-of-Business – likely reflecting the widespread use for project management.
- The IT department is in charge of SharePoint in all but 28% of organizations. Only 17% have a representative governance committee or board-level management.
- A quarter of respondents consider their stored content in SharePoint to be doubling every 2 years or less, and 5% have over 10TB of data already.
- Collaboration and intranet are the most widely used application areas, then document management and search. ERM, imaging and forms capture are not widely used as yet, with less than 8% of organizations using them routinely.
- 31% of responding organizations collaborate with external project partners, particularly the largest organizations. 18% collaborate with caseworkers.
- 27% of organizations encourage use of SharePoint for all work-in-progress documents as well as for final versions. The remainder limit SharePoint to final versions, with 20% only publishing "official documents" to SharePoint.
- Only 20% are storing emails in SharePoint, 20% are storing social content, 20% video and 9% sound files.
- The biggest issue for those upgrading to 2010 has been standardizing on metadata and taxonomies, reflected in the 40% who are using the new Managed Metadata functions and Term Store.
- Even with the 2010 improvements, there are still reservations about ECM functionality, particularly records management, and users are not fully convinced about social business functions and overall scalability.
- Project management and internal IT support are the two most popular business processes to be automated with SharePoint, followed by proposals and contracts, and customer service. Inbound forms processing, case management and web forms are the processes set to grow most.
- 18% are currently using a workflow or BPM third-party add-on, but this is set to grow to 55% in total. 40% plan to have add-ons for security, classification, records management and archive, and 30% are seeking to improve back-up, external storage and email integration.
- Use of e-discovery, digital signatures, and case management additions are set to quadruple from their current 5% base.

- 53% consider SharePoint to be their primary ECM system going forward, but 22% will use it in conjunction with their existing systems. For 27%, their existing systems, or a new non-SharePoint system, will remain the key content management mechanism. 18% have yet to set a strategy.
- Regarding records management strategies, 29% have endorsed the native Record Center functionality whilst 41% will continue to use existing records repositories. 35% have no long-term retention strategy, including 27% of even the largest organizations.
- 55% plan to scan documents into SharePoint, more likely as scan-to-archive than scan-to-process.
- A third of organizations will pull as much information into SharePoint as possible to provide a universal information portal, whereas 37% plan to use SharePoint as a master-portal linking to other repositories. 19% plan to link to SharePoint from an existing dedicated portal or ECM system.
- 36% plan to use out-of-the-box social business functions in SharePoint plus 15% using add-on products or integrations. 45% are not looking for social business systems.
- 46% reported their biggest on-going issue to be the lack of strategic plans on what to use SharePoint for, and what not to use it for. Next are governance issues, and the lack of expertise to maximize its usefulness.
- Over 60% of organizations have yet to bring their SharePoint installation into line with existing compliance policies. Un-governed SharePoint is considered to be increasing compliance risks in 10% of sites.
- 70% have no acceptable-use policy and only 28% have a guidance policy on corporate classification and use of content types and columns. Only 11% have legal discovery policies for SharePoint.

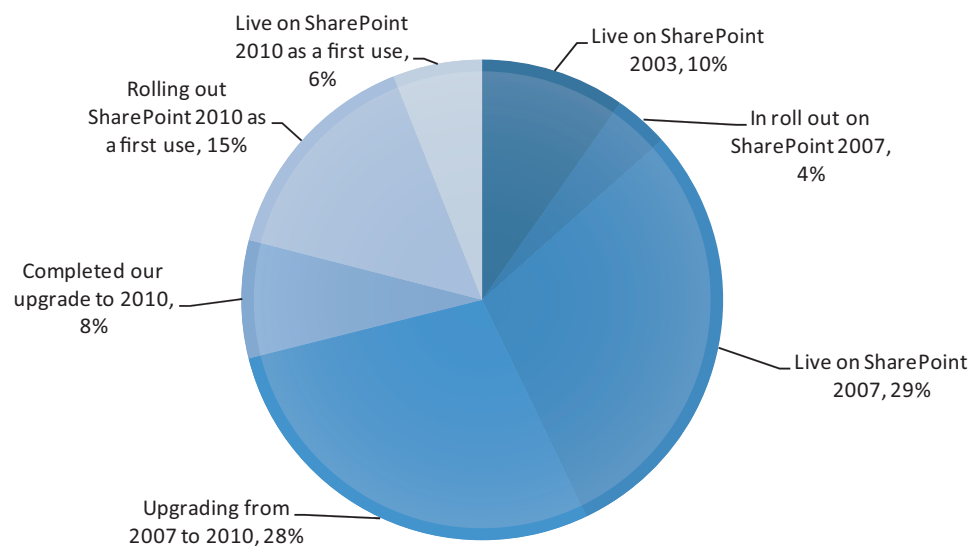
## SharePoint Adoption and Scale

From the wider demographic of the “AIIM State of the ECM Industry 2011” report<sup>1</sup> we saw that 50% of smaller companies and 70% of the largest companies have completed an implementation of SharePoint, with only 21% overall having no intentions of doing so. Two years previously, in our 2009 survey, 35% considered themselves to be SharePoint-free zones. Government is the only sector that shows a little more reticence, with 28% current non-adopters, and only 40% with completed implementations.

From the current SharePoint-specific survey, we see that for 21% of users, the 2010 version is their first use of SharePoint, with 6% live and 15% rolling out. Small, and particularly mid-sized companies are more likely to have 2010 as a first time use, with the mid-sized companies taking longer to go live.

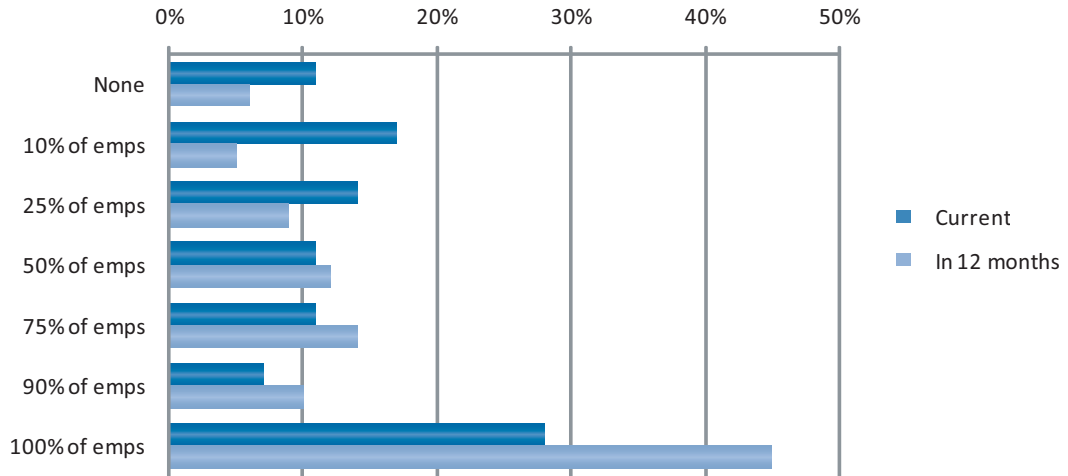
In addition to the new users, we have 8% who have completed their upgrade from the 2007 version to 2010, and 28% who are still in the process of upgrading. Compared to the estimates in last year’s report<sup>2</sup>, it is taking a little longer than expected to complete these upgrades, but half of the total user base plan to be live on 2010 by October 2011, with a further 26% by April 2012.

*Figure 1: How would you best describe the primary version of SharePoint you have in use?  
(N=567, 10+emps, non-trade, excl. 33 “not using, no plans”)*



There have been suggestions in the past that the practice of bundling Client Access Licenses (CALs) with Microsoft servers paints an optimistic picture of per-desk rollout across the enterprise. In this survey, therefore, we asked about “licensed and active” users. We found that 33% of organizations have already rolled out to 90-100% of employees, rising to an expected 55% of organizations in 12 months time. This applies evenly to all sizes of organization. It is similar to the numbers we recorded in last year’s survey, although we did not use the word “licensed” last year.

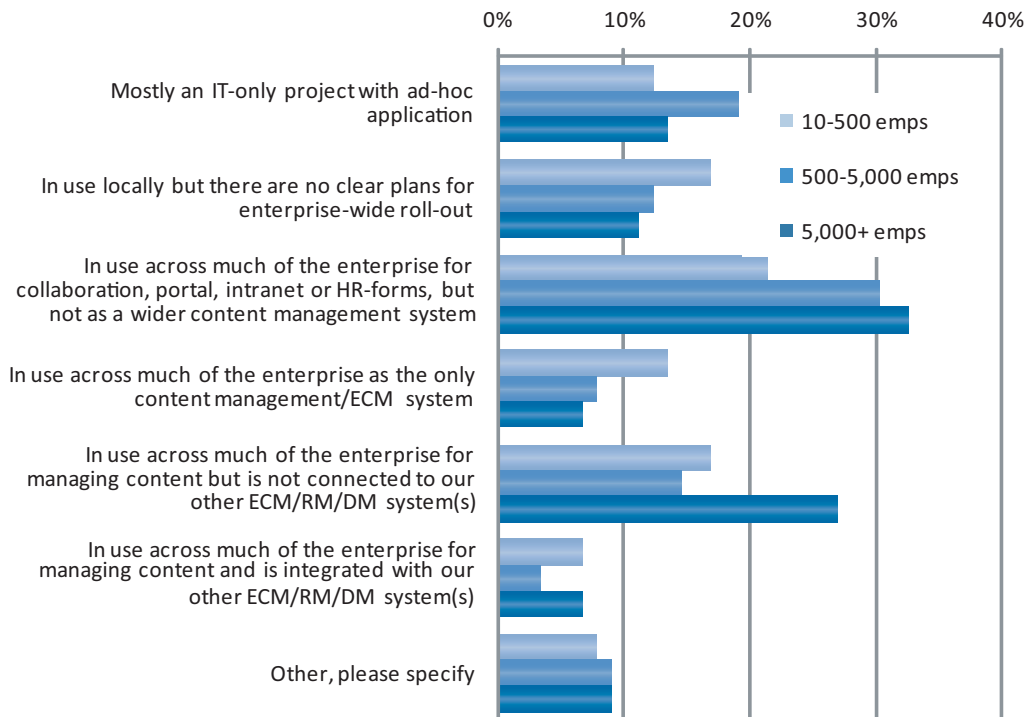
Figure 2: What proportion of your office employees have licensed access to, and are currently active users of SharePoint, (at least once per week)? (N=592)



It should not be assumed, however, that all of these users are utilizing the content management aspects of the product over and above those needed for basic collaboration and project team sites. In fact, looking at the maturity scale indicated in Figure 3, we see that only 36% of organizations consider they have SharePoint in use for content management across most of the organization. This is made up of 11% for whom SharePoint is their only ECM system, 19% who have other ECM, RM or DM systems, and just 6% who have integrated SharePoint fully with their existing repositories.

Evaluated by company size, the largest companies are less likely to consider SharePoint to be their only content management system, but for these companies, an overall 40% are managing content across the organization in SharePoint. Smaller companies are twice as likely to have SharePoint as their only ECM system. Mid-sized organizations are the least advanced with 26% overall managing content across the enterprise,

Figure 3: How would you best describe SharePoint's place in your broader enterprise? (Check only ONE) (N=521 users)



The IT department is by far the most advanced adopter and user of SharePoint (72%), followed by line-of-business departments (41%). This is understandable given the popularity for collaboration amongst project teams. Marketing and HR departments come next. This finding is reflected in the "ownership" of SharePoint, where Central IT is most likely to take the lead role (48%). Only 17% have a representative committee or board-level governance structure, and the

compliance, records or information management department is very unlikely to be in the lead position (<7%). We will see later that this has implications for content governance and compliance.

The number of sites within individual SharePoint installations continues to grow steadily, but site proliferation, which has been a common issue, seems to be under better control. 14% reported this year that they have over 1,000 sites, compared with 12% last year. Sixteen respondents reported having over 10,000 sites.

A similar situation exists with regard to the amount of content stored within SharePoint, with most reporting less than one terabyte. 5% have over 10TB, and 17 sites reported over 20TB, compared to 16 sites last year. We asked users to estimate how rapidly their stored content is increasing year-on-year. Most consider it to be 20 to 30%, but 28% consider it is 50% or more – i.e., doubling every two years, including 16% who are doubling or even trebling every year.

In summary, the SharePoint user base is moving rapidly to complete an enterprise-wide rollout of the 2010 version. The primary use is for collaboration and as an information portal or intranet, but more than a third of organizations are using it for content management across the enterprise.

## Deployment

In Figure 4, we are looking in more detail at the applications SharePoint is being used for. Collaboration, intranet and portal take the top positions, followed by document management and then project management. Enterprise search is, of course, an important aspect, with or without the benefits of the FAST addition. The more traditional ECM functions of records management, imaging and forms capture are only widely used in 8% of organizations or less.

Collaboration is understandably more prevalent amongst the largest, more geographically dispersed organizations, and external forms capture is much lower in these larger companies, reflecting the greater likelihood that dedicated systems are already in place. Project management is a more popular usage in North America, whereas social business is utilized more by Europeans.

Perhaps more interesting are the forward plans of our respondents. 85% will be using document management of some form, 68% plan a portal connection to other content repositories, 57% plan to use records management, 47% case management and 43% forms capture from scanned input. As we will see later, these aspirations are likely to steer users towards third-party add-on products.

Surprisingly, email management has the lowest current use (3%) and is the least likely application for the future at 32%. This has to be a cause for concern if SharePoint is to become a universal content management system.

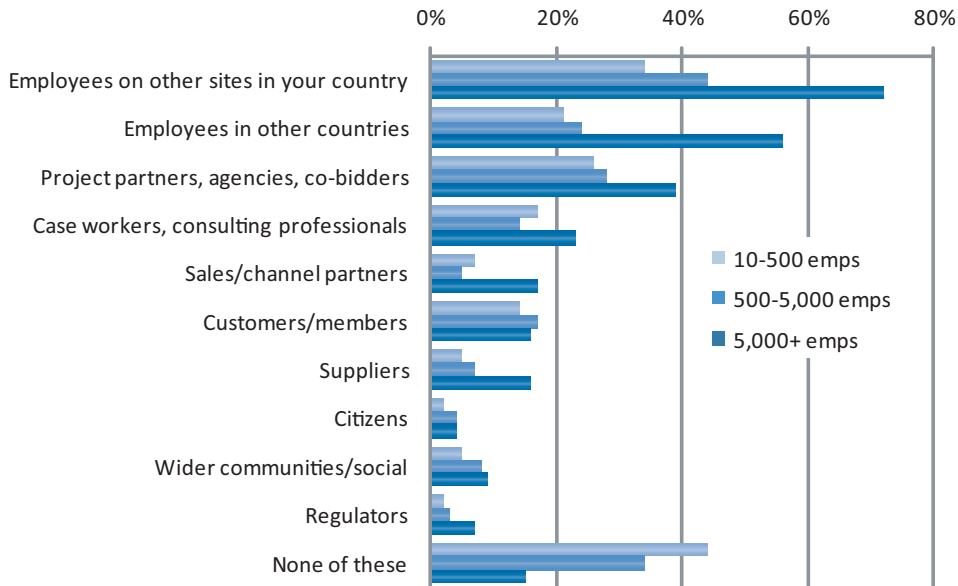
Figure 4: How would you describe your use of SharePoint in the following areas? (N=585)





Collaboration is considered to be the sweet-spot for SharePoint, and as we can see in Figure 5, the biggest organizations not only collaborate extensively across their own business, but are also more likely to collaborate with project partners, sales channels and suppliers.

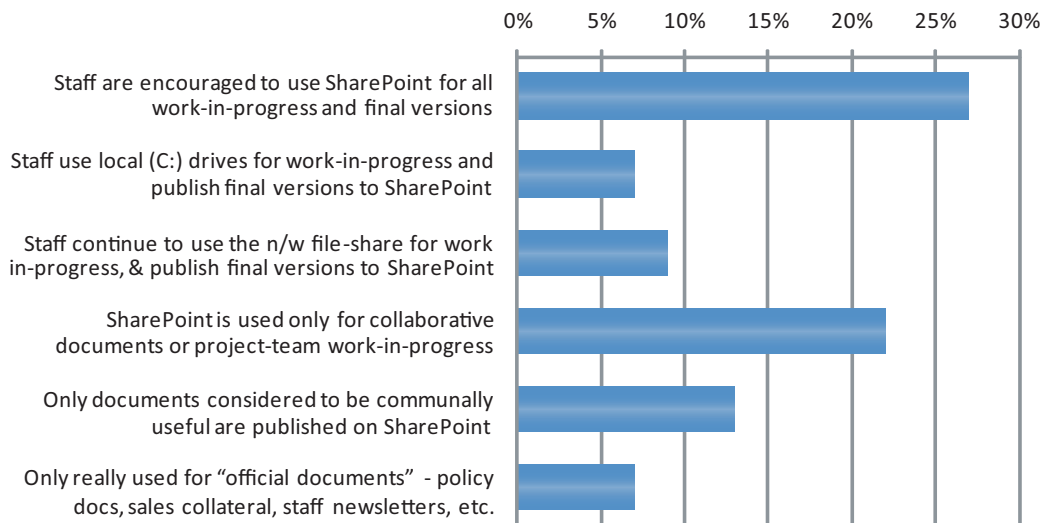
Figure 5: Do you use SharePoint for collaboration with any of the following? (N=586)



Project collaboration tends to create a need for check-in/check-out document management, but file-share replacement also figures highly in the application list. At its simplest infrastructure level, SharePoint is a modern, database-driven alternative to the Windows file system. As SharePoint documents will be stored by default within the database, and will no longer be visible directly, there is something of an act of faith on the part of the user that they will always be retrievable. This in itself can lead to work-in-progress documents continuing to be stored on the file-share, with only the final version published into SharePoint. It also raises issues with single document recovery from back-up.

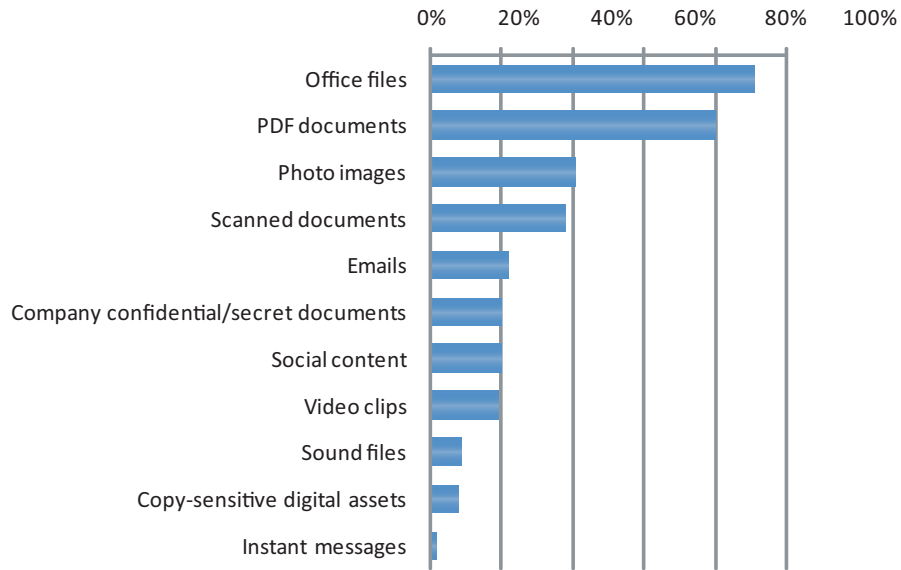
If the file-share is barred for access in favor of SharePoint, there is a risk that users will choose to put work-in-progress documents on their non-backed up local drive. We can see from the survey (Figure 6) that less than a third of respondents commit wholeheartedly to placing all documents into the SharePoint database. Another issue here is that documents placed in the personal MySite area are no more sharable than they were in the old MyDocuments folder, although at least there is a MySite option that does allow sharing.

Figure 6: Which of the following would you say describes the most prevalent usage for SharePoint document management in your business unit? (N=586)



Focusing on the “content” aspect of ECM, we can see in Figure 7 the range of file types that are being stored in SharePoint. Only 38% store scanned documents, often from a fear of storage requirements, but 20% are prepared to store video with its associated large file size – possibly using the external BLOB storage feature. 20% have sufficient confidence in the system security to store confidential or secret documents in SharePoint.

Figure 7: To your knowledge, which of the following content types do you have specifically set up in SharePoint? (N=521)

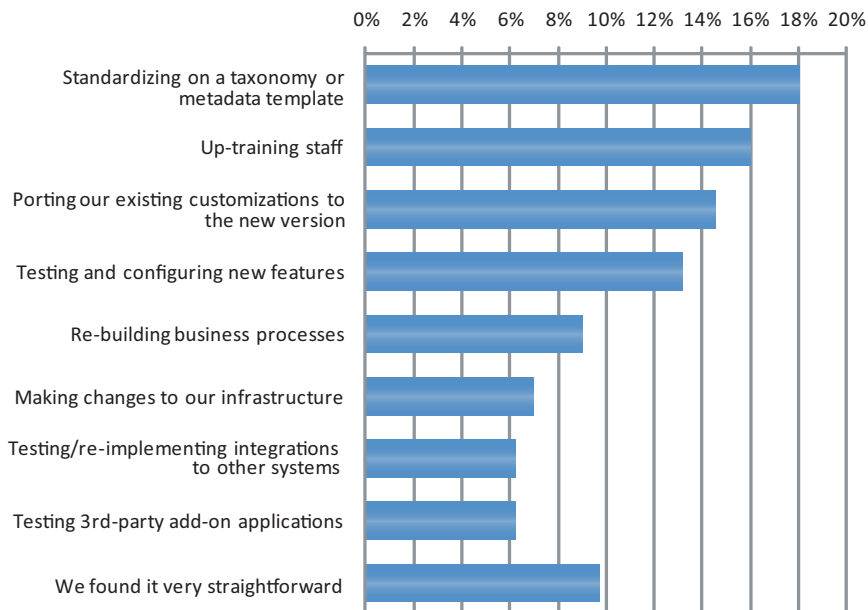


As an overview, therefore, we can see that a range of content types are being managed in SharePoint (with the notable exception of emails) but the traditional ECM functions such as scanning and capture, document workflow and records management are as yet under-utilized.

## SharePoint 2010 Experiences

The 2010 version of SharePoint brought in a number of new features for better control of classification and taxonomies, allowing a much more top-down approach to setting out the metadata or “columns”, and therefore much-improved information governance. This would seem to have brought into focus the need for agreement within the organization on what the standard taxonomies and classifications should be.

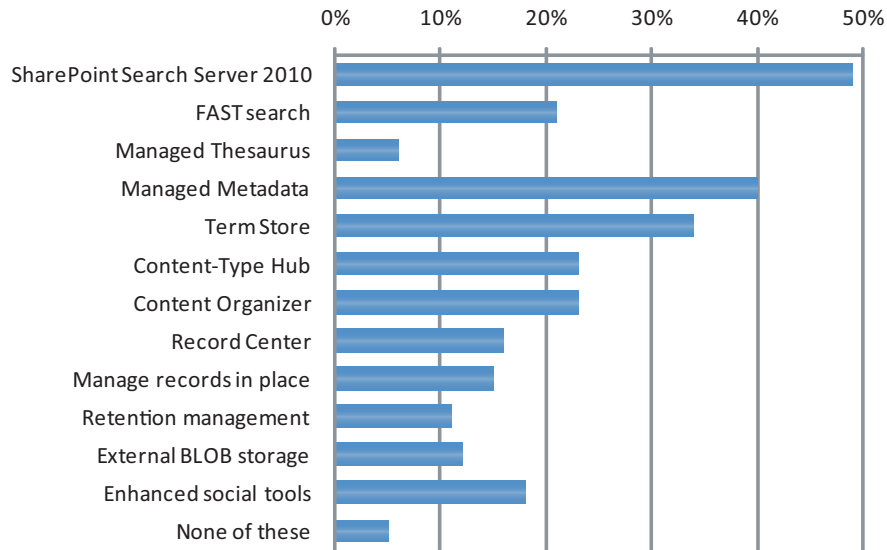
Figure 8: What were the TWO biggest issues for you in upgrading to SharePoint 2010? (N=72, “upgraded to 2010”)



As might be expected with such a major upgrade, porting customizations to the new version and rebuilding business processes are key projects, along with staff retraining. In our "State of the ECM Industry" survey<sup>1</sup>, we found that SharePoint users were very likely to have customized the system to meet industry-specific requirements, with 20% using vendor-supplied customizations and 39% developing in-house.

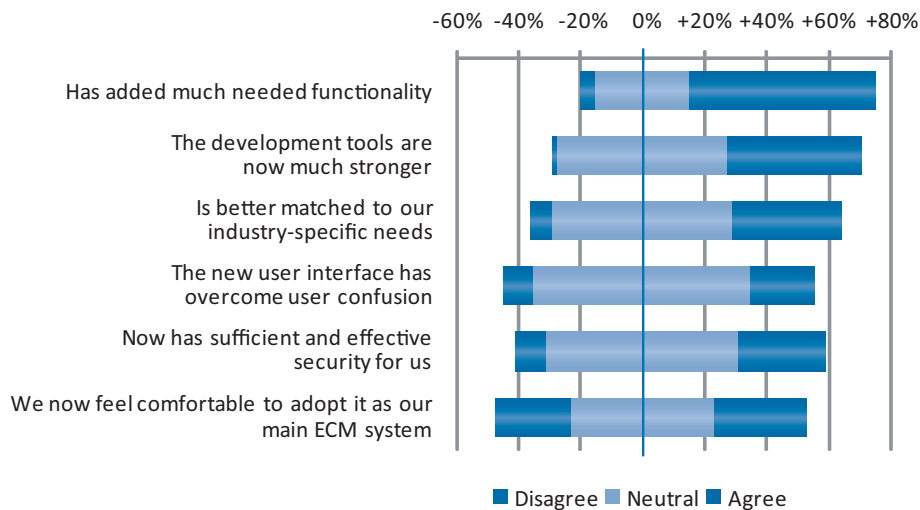
Further evidence that users are adopting the new ECM-related features comes in Figure 9, with Term Store and Managed Metadata being used by 35-40%. Record Center on the other hand is not particularly popular (16%). 12% are using external BLOB storage for large file sizes, a likely requisite if large volumes of scanned images are to be stored. There is some increased adoption of the improved social tools.

Figure 9: Which of the following SharePoint 2010 features are you using? (N=114, "using SP2010," excl. 50 "not sure")



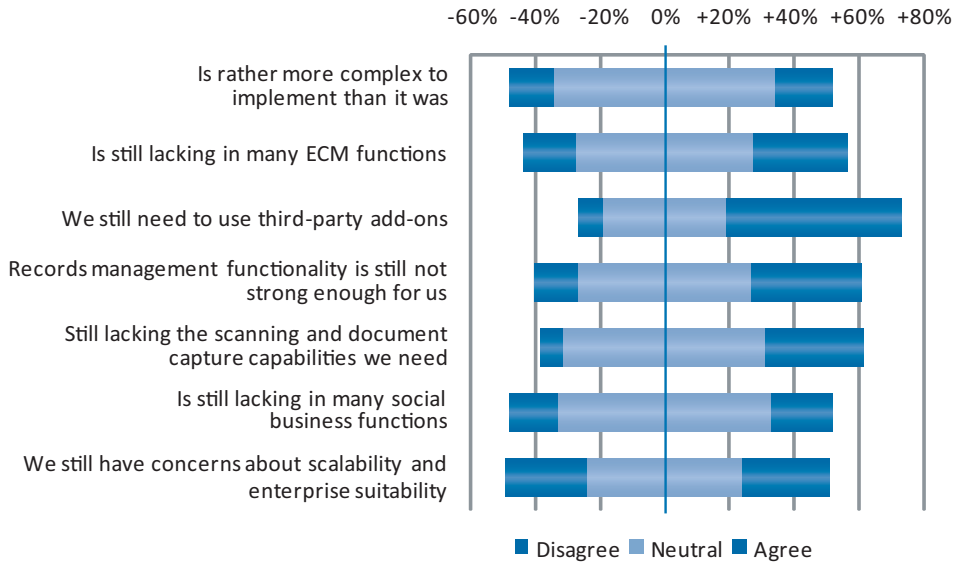
We asked those using SharePoint 2010 for their opinions on a number of aspects that have been raised as issues in the past, and the results have been split into positive statements and negative statements.

Figure 10: Which of the following statements would you agree or disagree with regarding the 2010 version? (N=148, "using SP2010")



There is little debate that functionality and development tools are much improved, which in turn allows a better match to industry-specific needs. Some users are still not convinced about security and there is considerable ambivalence about the overall ECM credentials. This is confirmed when we look in more detail at ECM functions in Figure 11, and in particular records management functions. Users are also not universally convinced about social business functionality and scalability.

Figure 11: Which of the following statements would you agree or disagree with regarding the 2010 version?  
(N=148, "using SP2010")

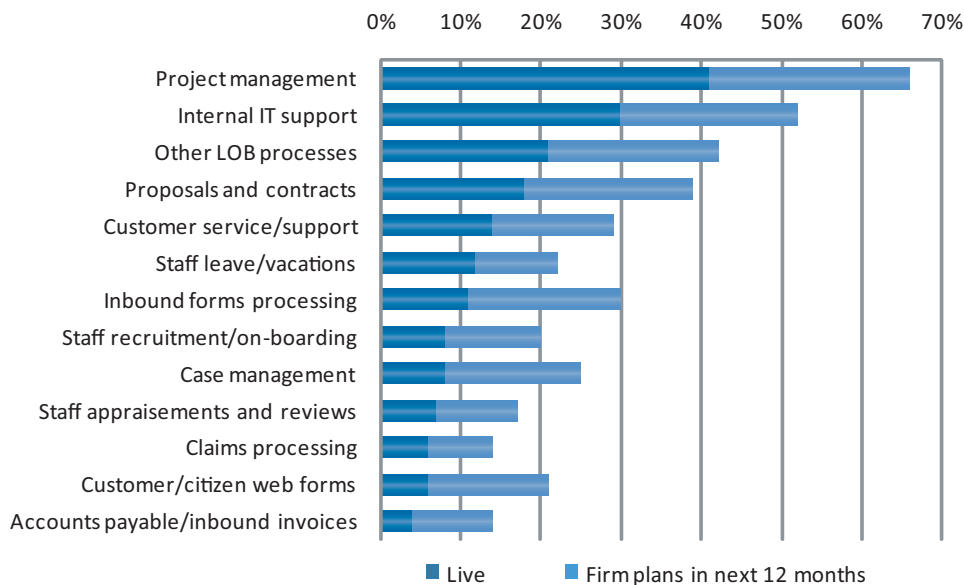


Take-up of the new content governance functions in the 2010 version is encouraging, but users still consider ECM functionality to be lacking. 2010 users are still very keen to use third-party add-ons in order to fill these gaps.

## Business Process and Third-Party Integration

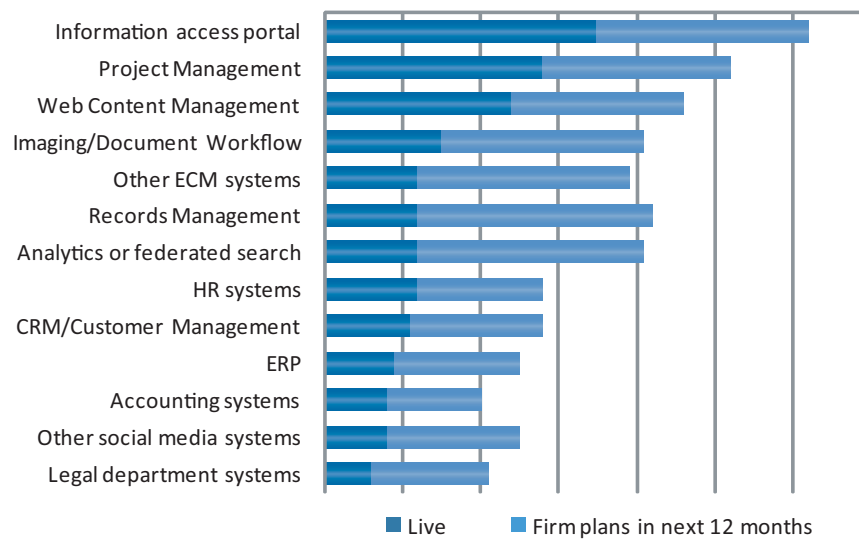
The business process capability in SharePoint is available on several levels, with varying degrees of expertise needed for setting up workflows, etc. Project management is the most common automated process, followed by IT support, with a healthy showing from line-of-business. Inbound forms, case management and web forms look set to grow most, as does invoice automation or accounts payable, which starts from a very low current base.

Figure 12: Which of the following business processes have you automated with SharePoint?  
(N=440 Excl. "No plans" and "Not Applicable")



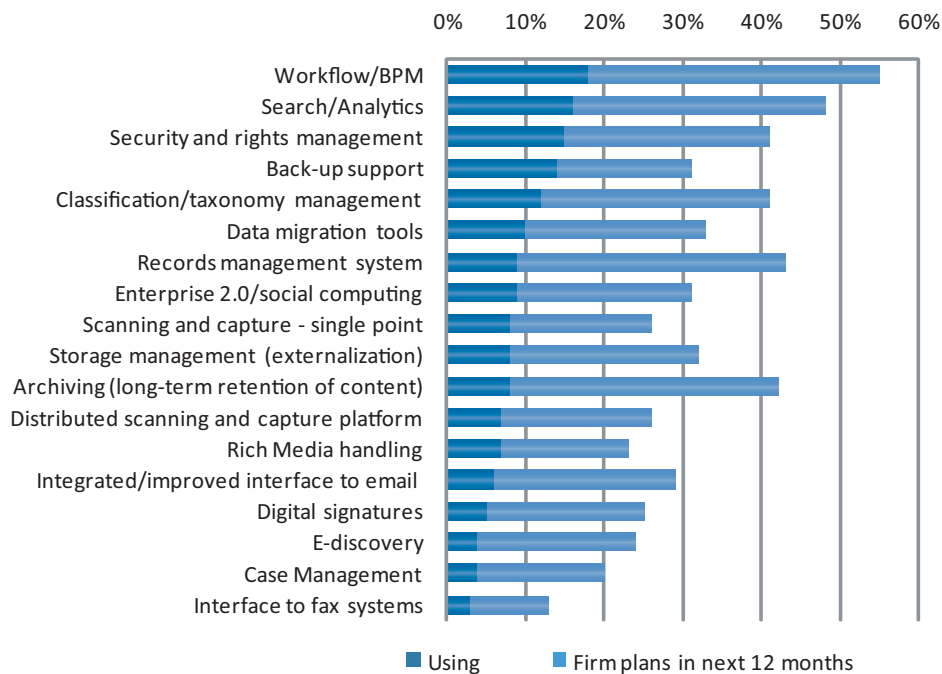
Relating the processes to other enterprise systems, information access portals are the strongest integration project, followed by project management and web content management (WCM). Only 15% currently have links to imaging, records management and other ECM systems, but this is set to grow considerably, as are links to social media systems and legal systems. Analytics and federated search look to be important future additions. Integration to the enterprise stalwarts of ERP, CRM and HR is quite low.

Figure 13: Which of the following enterprise software systems have you integrated with SharePoint?  
(N=402 Excl. "No plans" and "Not Applicable")



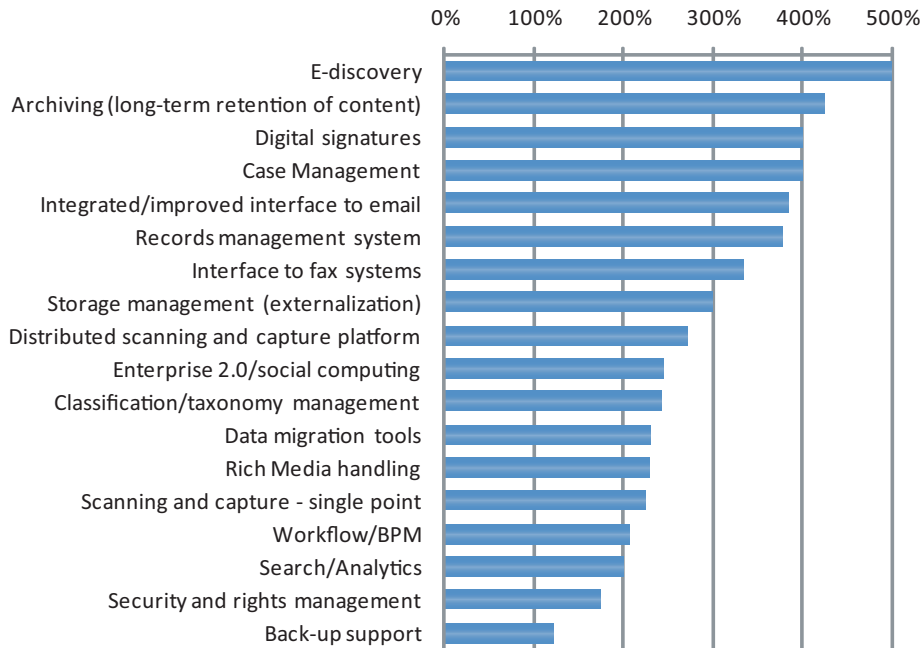
As mentioned earlier, third-party add-ons remain popular, even with the added features in 2010. Microsoft has been keen to encourage independent software vendors to develop added-value applications and also to integrate existing content management platforms. Workflow/BPM is currently the most popular add-on at 18% and this is set to grow to 55% of organizations. 40% plan add-ons for security, classification, RM and archive, and 30% are looking to improve back-up, storage and emails.

Figure 14: Which of the following types of add-on package or system are you using/are you planning to use with your SharePoint implementation? (N=408 Excl. "No plans" and "Not Applicable")



Looking at the data in Figure 14 from a percentage growth viewpoint indicates that add-ons for e-discovery, archiving, digital signatures and case management are set to quadruple in adoption, and there is a growing interest in better email interfacing, but as before, this is from a low current adoption of 6%.

Figure 15: Which of the following types of add-on package or system are you using/are you planning to use with your SharePoint implementation? (N=408 Excl. "No plans" and "Not Applicable")

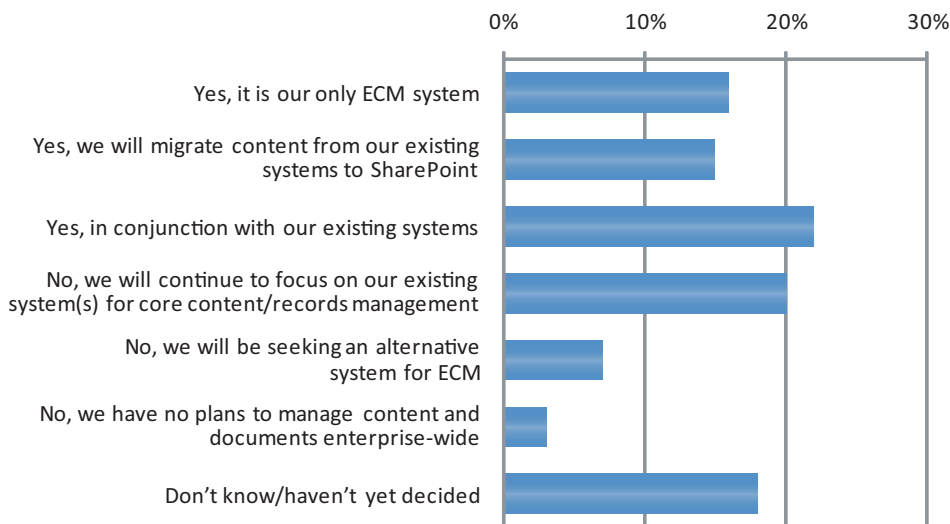


The almost universal intention to build out ECM functionality using third-party applications and integrations shows a strong intent to finesse SharePoint into the preferred enterprise hub for content-based applications, utilizing whatever additions and links are needed to achieve a robust and capable ECM, BPM, RM and social business infrastructure.

## Forward Strategies

A key issue for organizations using SharePoint for collaboration and project management is how it sits with existing ECM and document management systems.

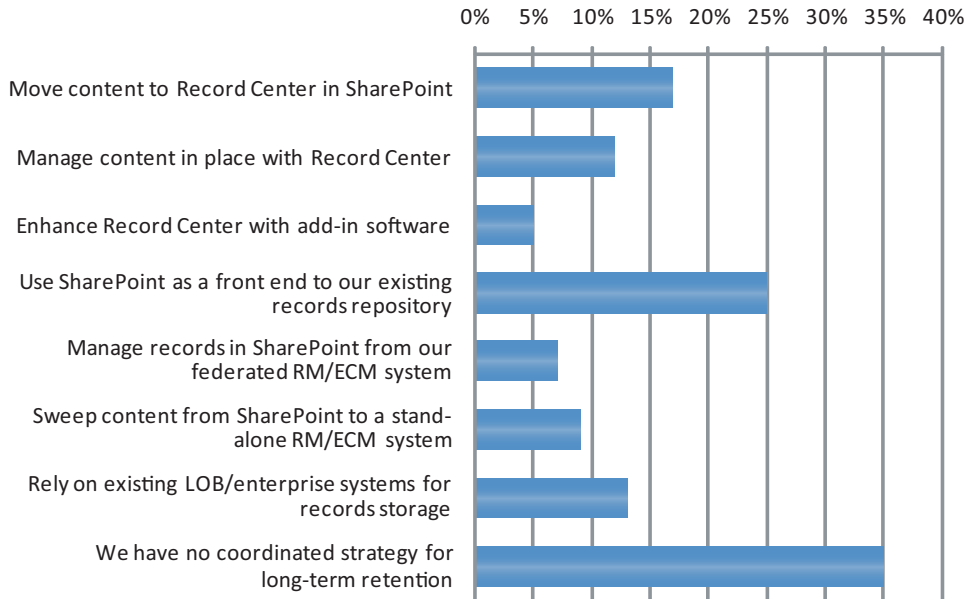
Figure 16: Do you consider SharePoint to be your primary ECM system going forward? (N=514)



53% overall consider SharePoint to be their primary ECM system going forward - exclusively for 31%, but 22% will use it in conjunction with their existing systems. For the smallest businesses, the overall percentage is similar, but they are much less likely to have existing systems. For 27% overall, their existing systems, or a new, non-SharePoint system, will remain the key content management mechanism. Taking the 15% who will be retiring their existing system in favor of SharePoint, and 7% looking to acquire a new, non-SharePoint system, we have a net displacement of just 8% - albeit taking no account of the 18% yet to set a strategy.

To clarify the usage of SharePoint for core ECM requirements, we asked specifically about a number of individual areas.

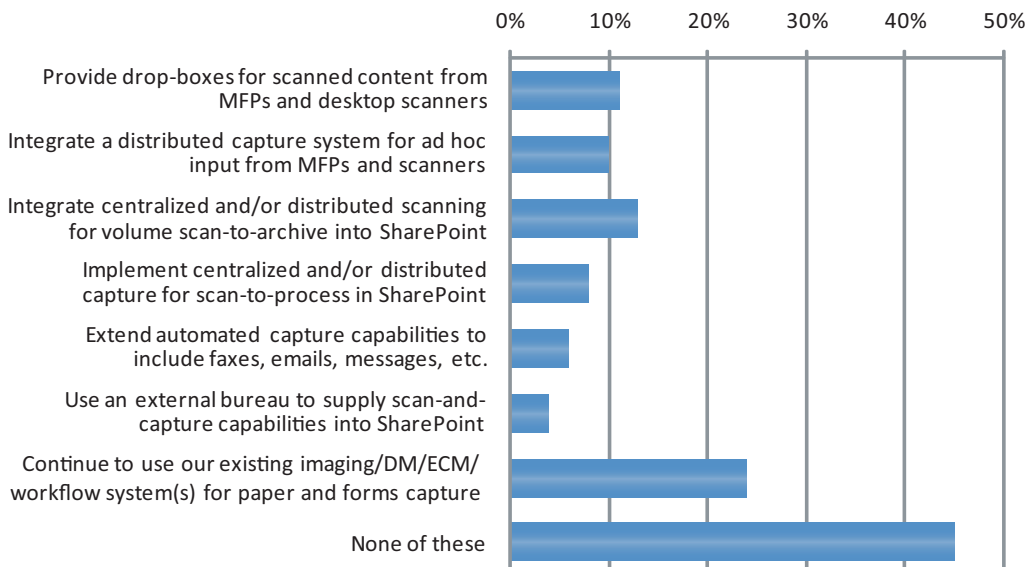
*Figure 17: What is your strategy for records management/lifecycle management of content in SharePoint?  
(N=404, multiple answers allowed)*



In total, 29% are happy to use the new Record Center functionality within SharePoint, whereas 41% will continue to utilize their existing records management systems, most likely using SharePoint as a front end to an existing repository – particularly for larger organizations. A worrying 35% have no long-term retention strategy, including 27% of even the largest organizations.

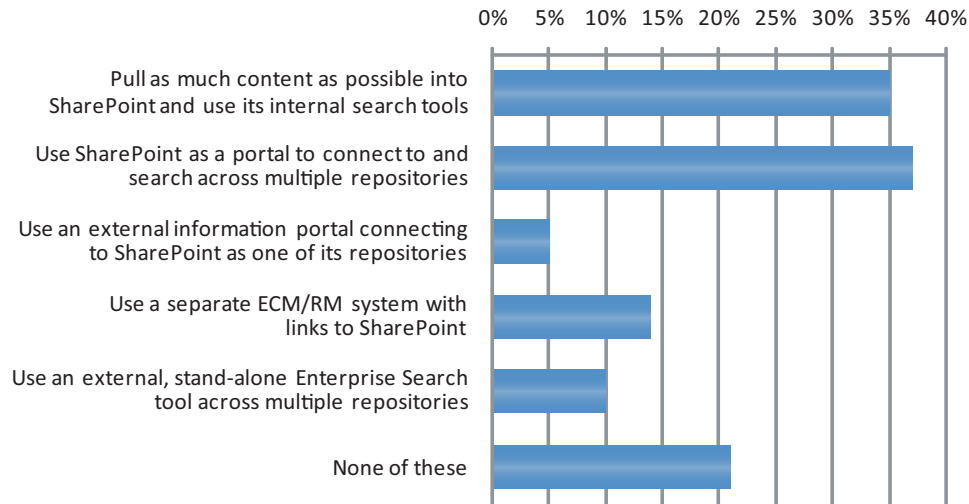
When it comes to a strategy for scanning and capture, 55% declare a plan to do so, although half of those will continue to operate an existing imaging and workflow system. When scanning direct to SharePoint, it is more likely to be an ad-hoc scan-to-archive (34%) than scan-to-process (8%). As we have seen in previous AIIM reports, this approach fails to maximize the document-centric process productivity improvements that can bring rapid returns, although the provision of universal access to both electronic and scanned documents is frequently considered to be of more long-term benefit.

*Figure 18: What is your strategy for capture of scanned documents into SharePoint?  
(N=404, multiple answers allowed)*



When it comes to providing employees with a single portal for information access, strategies are split between pulling as much content into SharePoint as possible, using SharePoint as a master portal, or using a separate portal or ECM suite connected to SharePoint.

Figure 19: What is your strategy for universal information access?  
(N=400, multiple answers allowed)



Of the 55% of organizations who have plans to adopt social business systems, 36% will stick to the native capabilities in SharePoint, with 15% using an add-on product or integration. 10% will use other stand-alone solutions or extensions of existing ECM suites. Larger organizations are more interested in social business systems overall (68%).

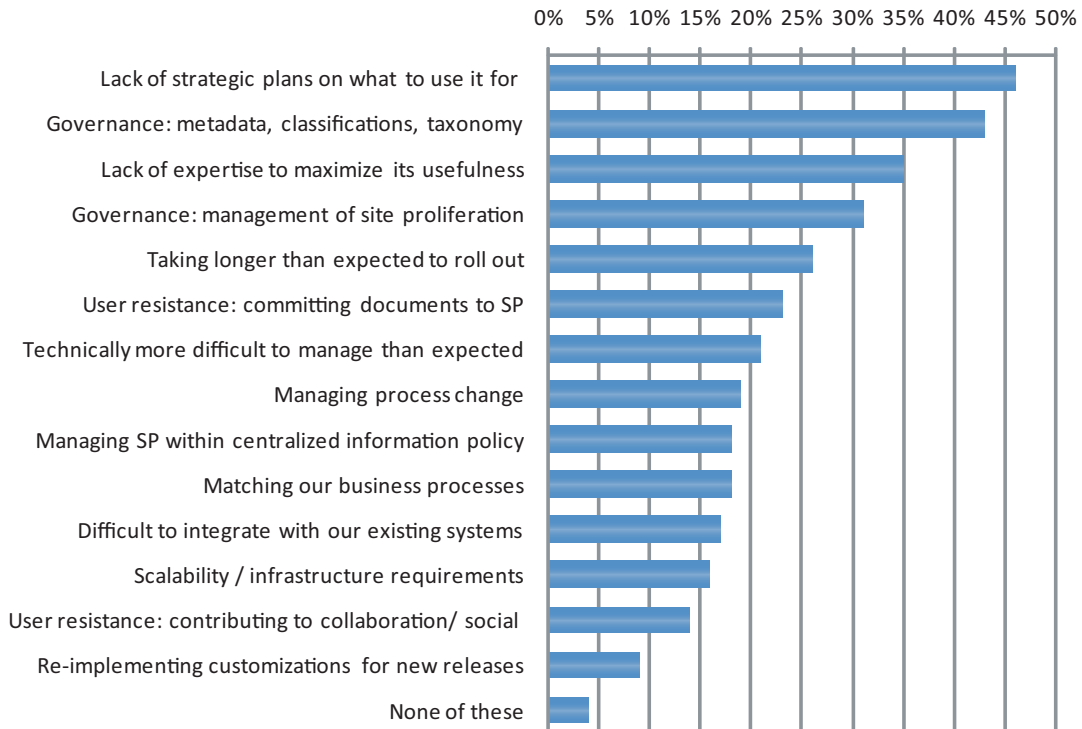
Where possible, users are looking to re-use existing capture, records management and social business systems within the SharePoint context, most likely using SharePoint as the entry portal, but in other cases, SharePoint will be treated as any other enterprise system, i.e., as another source of records or another repository to be integrated.

## Governance

We introduced SharePoint as a jack-of-all-trades and this is reflected in the fact that 46% of organizations consider they have a “lack of strategic plan on what to use it for.” This is their most prevalent issue going forward. Some of this lack of direction can be explained by the associated “lack of expertise to maximize its usefulness” and also by those finding it “technically more difficult to manage than expected”. Next comes governance of classification and metadata, and the issue of site proliferation. User resistance to committing documents to SharePoint is cited by 23% of respondents as an issue, and any disruption or non-availability of the system will further reduce confidence – as will clumsy interfaces or poor design.

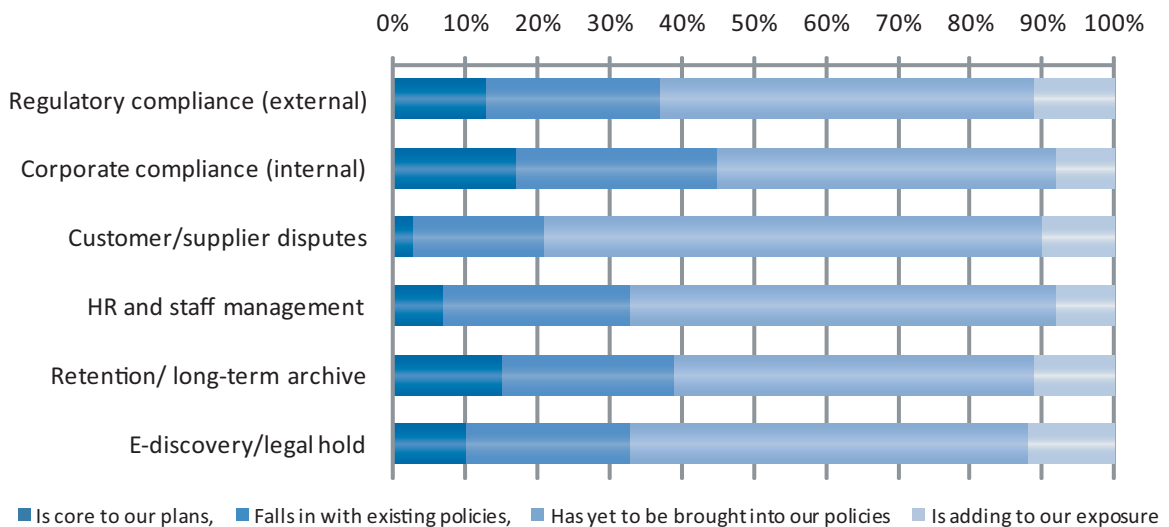


Figure 20: What would you say are your biggest ongoing issues with your SharePoint system?  
(N=400, multiple answers allowed)



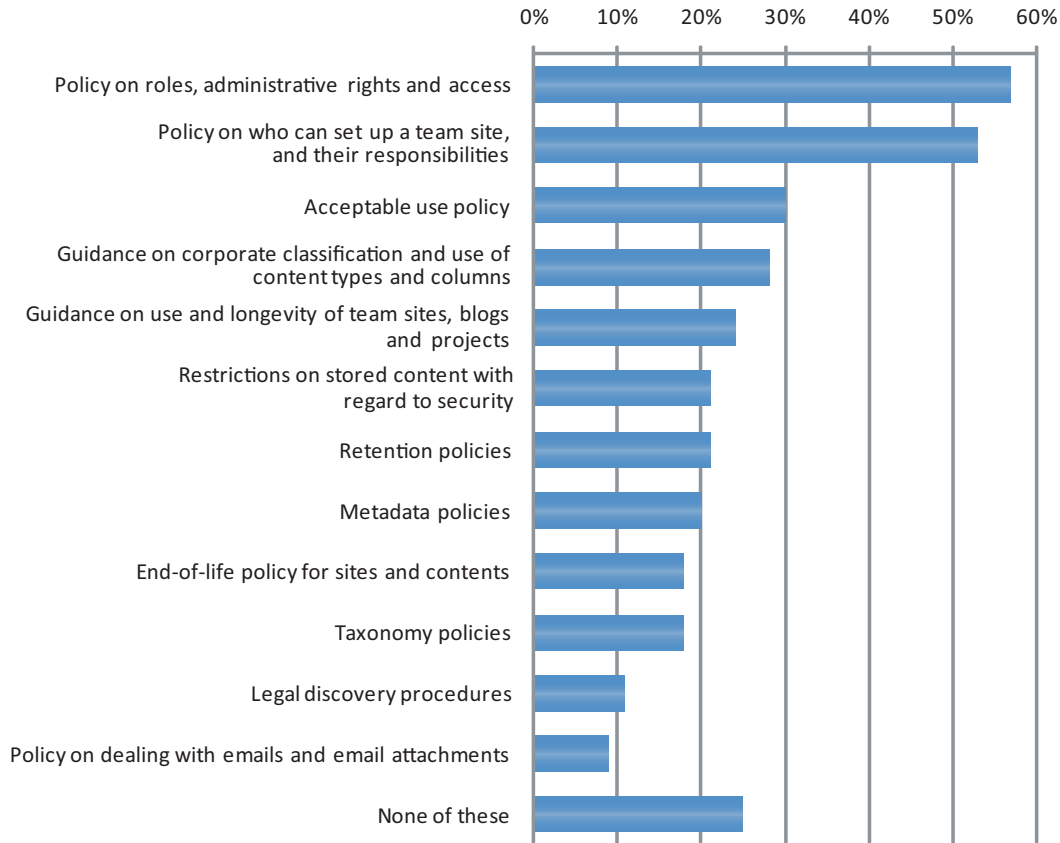
Although generally introduced to improve compliance, SharePoint can have the effect of making things worse. It is certainly the case that over 60% of organizations have yet to bring SharePoint into existing compliance, HR, retention and long-term archive policies. This situation is little changed from last year's survey.

Figure 21: How would you rate your use/planned use of SharePoint as regards your records management and compliance policies? (N=430)



Regarding specific governance policies, 70% have no acceptable use policy, only 28% have guidance on classification, only 21% have retention policies, and only 11% have legal discovery procedures. All but 9% of organizations seem to be completely ignoring the issue of how to deal with emails and their attachments.

Figure 22: Which of the following governance policies do you have in place for SharePoint usage? (N=430)



SharePoint is now available as a Cloud service from Microsoft, and as a collaboration product, this has advantages. However, although collaboration is shown in the survey as the most likely Cloud application, users are somewhat reluctant to commit to Cloud hosting, with only 7% in use and 8% planning to use it for this application. Half of our respondents would not ever want to use a Cloud service.

The overall picture is that in many organizations there is still a, "We have SharePoint...now, what shall we use it for?" situation. This is reflected in a lack of firm governance and a lack of forward strategy. It is also caused in part by a lack of expertise in both content management, and the increasing complexities of the product itself. This in turn is creating potential compliance vulnerabilities.

## Conclusion and Recommendations

Collaboration, project management and portal applications are still the main drivers for SharePoint adoption, and the IT department is still most likely to be the main user - and the project owner. Deployment in many organizations is truly enterprise-wide, and considerable amounts of content are being committed, albeit that large gaps in governance and compliance are evident.

Over a third of organizations are using SharePoint to manage content across the enterprise, and over half have the intention that SharePoint will become their primary ECM system. However, many of the traditional ECM applications such as scanning and capture, forms processing, document workflow and records management have yet to be widely adopted. There are, however, very strong plans to increase activity in these areas. It seems likely that organizations are firstly upgrading to the 2010 version - in many cases putting right previous governance and structural problems - and then looking to expand the content management functions.

Most 2010 users are taking up the new content management and information governance tools, but many still consider them to be somewhat under-strength, particularly for records management and archive. As a result, over 60% of users are showing very strong interest in third-party additions and integrations, which can fill in the functionality gaps. Many are looking to integrate SharePoint with distributed capture front-end systems and new or existing repositories, to produce a more robust and capable ECM/RM infrastructure. For some this extra cost and complexity is causing a re-think as to the alternatives to SharePoint for ECM.

## Recommendations

- Even if it starts out small, SharePoint is likely to turn into an enterprise project. It will require investment of resources to achieve the most from it. Plan accordingly.
- If you have no in-house expertise in information management, consider independent training and/or external consultants. The AIIM SharePoint Certificate training program presents a good objective view of SharePoint usage for ECM.
- Even if SharePoint is deployed by IT, set up a coordination committee with representatives from Records Management, Compliance, HR and line-of-business departments.
- Create a strategy for where SharePoint will and will not be used, particularly in relation to other ECM systems and your transactional enterprise systems. Have the strategy endorsed at the highest level and communicate it to staff.
- Do not adopt SharePoint as your ECM platform simply because it is there. Collate your requirements, draw up a business justification and consider alternative solutions.
- Approach third-party add-on vendors. They will help you evaluate possible shortcomings and potential enhancements, particularly in the areas of BPM, records management, taxonomy, capture, social business, storage, archive and back-up.
- Create a governance framework to manage team site ownership, classifications, metadata, acceptable use, legal discovery, and email handling.
- Before embarking on in-house customizations, check with add-on vendors and existing enterprise system suppliers for standardized additions and integrations.
- As with all enterprise projects, engage staff and manage change. Do not assume that the user interface is intuitive, nor that document filing is second nature – provide specific training.

## SharePoint Optimization Wizard

AIIM has produced a free, on-line, self-evaluation tool to measure the maturity of your SharePoint installation and provide dedicated resources to help you optimize its performance.

<http://www.sphealthcheck.org/>



## References

1. AIIM Industry Watch, "State of the ECM Industry 2011", March 2011, [www.aiim.org/research](http://www.aiim.org/research)
2. AIIM Industry Watch, "SharePoint Strategies and Experiences", June 2010, [www.aiim.org/research](http://www.aiim.org/research)

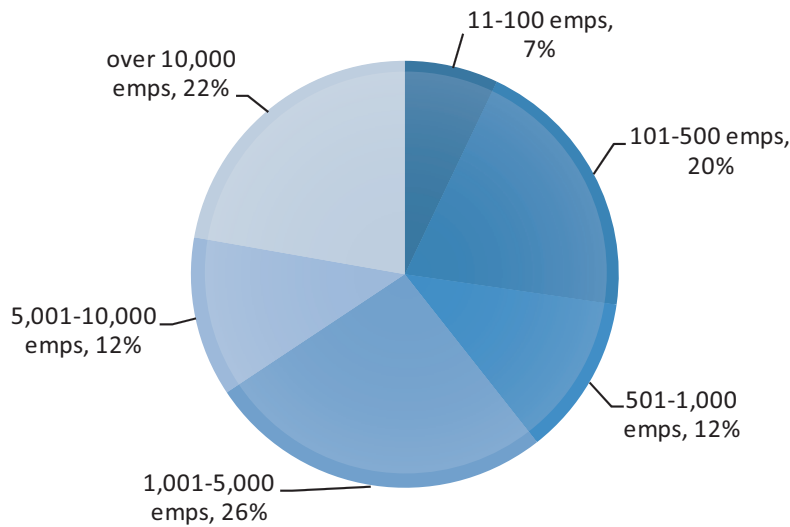
# Appendix 1: Survey Demographics

## Survey Background

674 individual members of the AIIM community took the survey between April 15, 2011, and May 5, 2011 using a Web-based tool. Invitations to take the survey were sent via email to a selection of the 65,000 AIIM community members. 74 responses were eliminated, having less than 10 employees or being from the ECM supplier community.

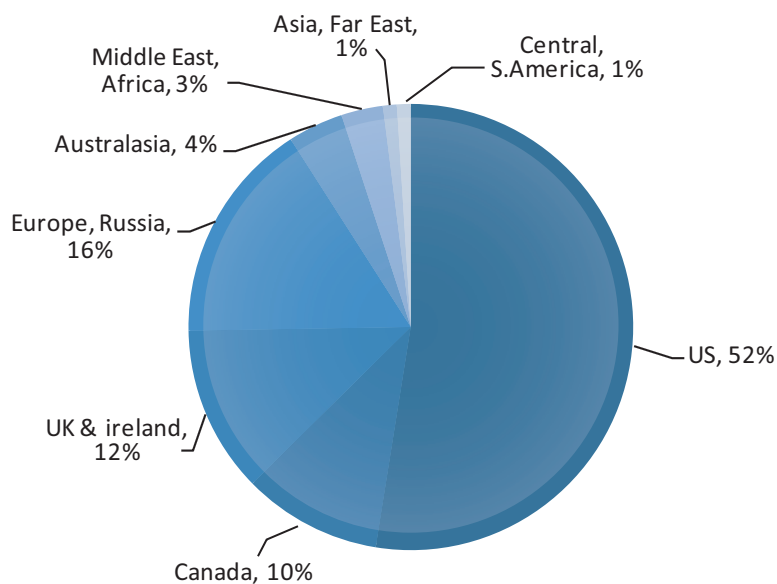
## Organizational Size

Survey respondents represent organizations of all sizes. Larger organizations over 5,000 employees represent 34%, with mid-sized organizations of 500 to 5,000 employees at 38%. Small-to-mid sized organizations with 10 to 500 employees constitute 27%. Organizations with less than 10 employees have been eliminated from the results.



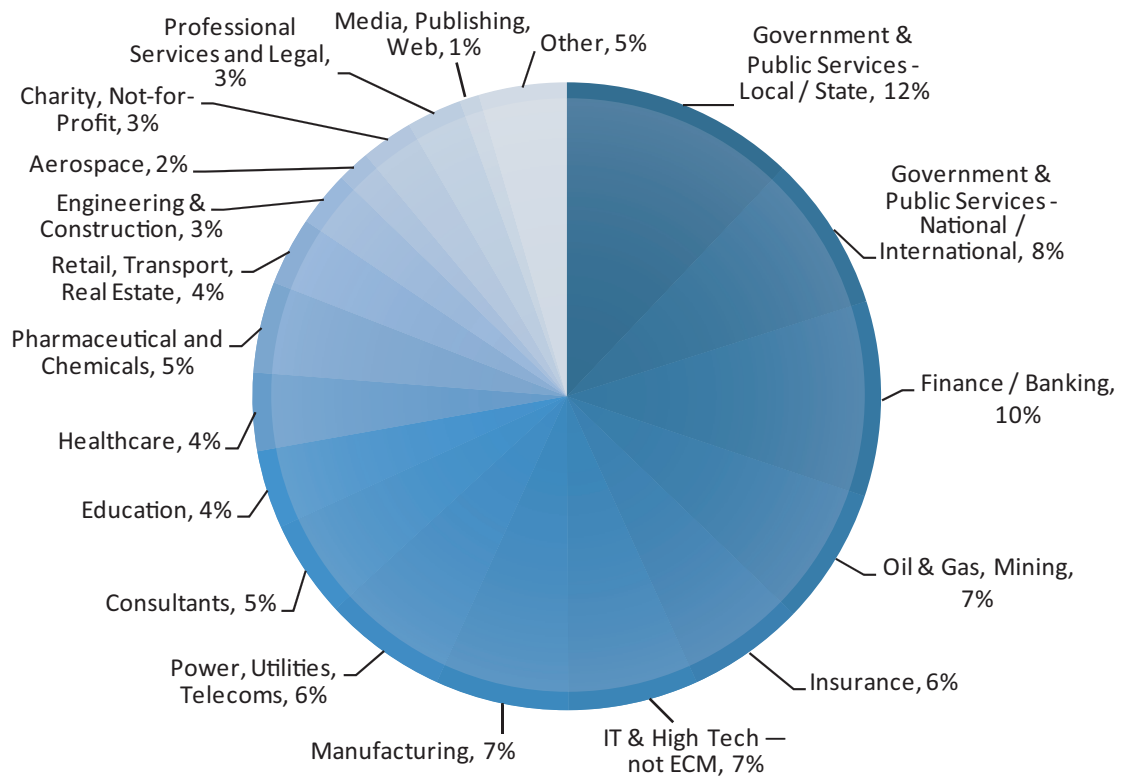
## Geography

62% of the participants are based in North America, with most of the remainder (28%) from Europe.



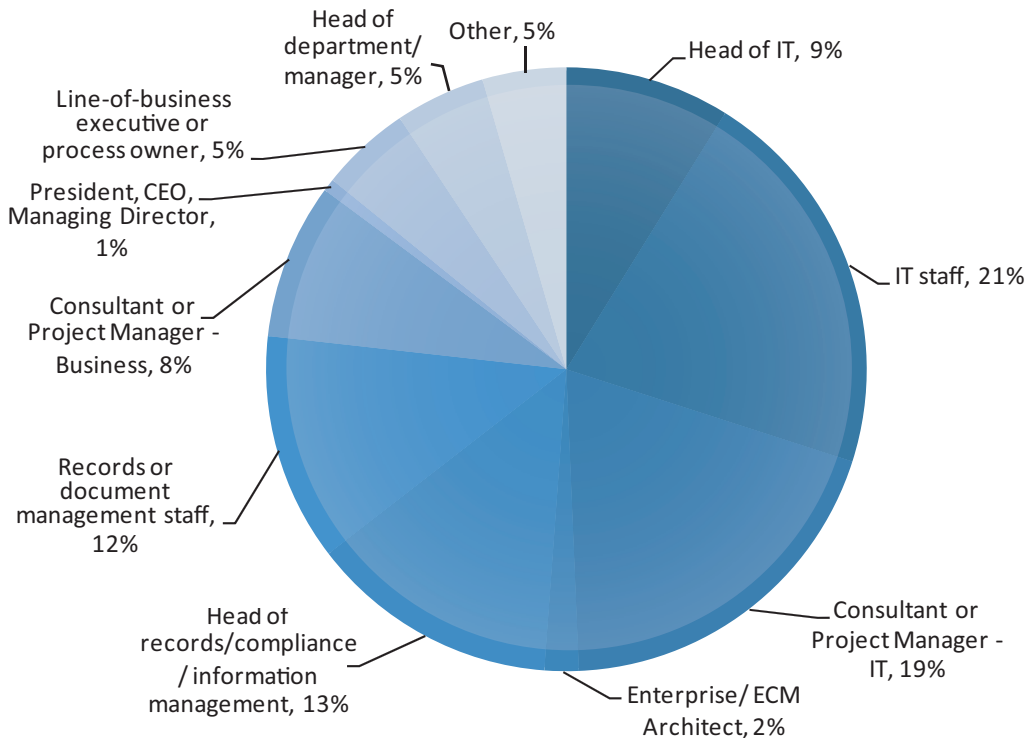
## Industry Sector

Local and National Government together make up 20%. Finance, Banking and Insurance represent 16%. Oil & Gas, IT & Tech, Manufacturing, and Utilities & Telecom each represent 7%. The remaining sectors are fairly evenly split. To avoid bias, suppliers of ECM products and services have been eliminated from all of the results.



## Job Roles

49% of respondents are from IT, 27% have a records management, information management or compliance role, and 19% are line-of-business managers.



## Appendix 2

Do you have any comments to make about the outcome of your SharePoint implementation? (Selective).

- Keep customization to minimum. Do not break existing components!
- The previous implementation in SharePoint 2003 was exploratory, in 2007 it was more widely applied but ad hoc, now with 2010 version we are adopting a governance plan with appropriate policies, etc. and expect success and compliance.
- From experience I would say, any SharePoint project is underestimated at the beginning.
- SharePoint can be a good platform. However, you need a lot of third-party packages and custom development to make it really useful. This makes it much more expensive and requires more resources than originally thought.
- SharePoint has become an intimate part of the business culture and has become the go-to platform for most projects before anything else is considered.
- I still find it difficult to place SharePoint within an ECM strategy because it is lacking as a true powerful ECM. It cannot replicate what we currently have as far as relational metadata, dynamic views, virtual folders and enterprise search.
- SharePoint 2010 is still limited in terms of functionality, particularly Records Center. It's easy to do something simple out of the box with SP2010, but anything more complex can end up requiring significant effort.
- SharePoint has been a great user interface tool for our organization's projects. It works well when integrated with an advanced ECMS to deliver a best of breed solution.
- We are hoping to start fresh with our SP2010 implementation. Our SP2007 implementation was challenging due to lack of full planning and lack of internal expertise.
- The Allim training "SharePoint Practitioner" gave us a head start.
- Fine solution that doesn't really address any of the problems we have.
- SharePoint has grown like a weed and cannot be dislodged easily. It has become the proverbial Swiss army knife solution to every content, collaboration or project management problem. Sadly, user adoption after is lacking, the solution tries to be everything for everybody and has now become nothing more than a landfill for documents.
- We have a strong ECM strategy that we are going to implement with SP 2010.
- The required amount of expertise to use effectively somewhat limits our ability to use SharePoint as a primary ECM tool.
- SharePoint 2010 has added significantly to the value of SharePoint 2007, however there are still some troubling aspects with it, e.g., the limited capability of customizing the system without starting software development.
- We are seeing real value from the SP implementation.

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## IBM

### The business value of Social Content Management by IBM

IBM is all about providing flexibility you need to access, author and extend your corporate content. We care about protecting your corporate assets, as well as your ability to locate and connect the right people (SMEs) with your organizations content consumer and producers.

Whether it is through consumer-based social sites like Facebook or Twitter, or through business sites like IBM Lotus Quickr and Connections, or through common desktop and email applications – IBM is providing business with the ability to seamlessly author, manage and repurpose all types of content so that they can dynamically participate in business processes, automatically be declared a record and/or published out to the web for consumption or even accessed from a mobile device for the purpose of reviewing and approving content — and ultimately transitioning into an smart archival state ... providing organizations with increased flexibility to:

- React quickly to threats and opportunities
- Reduce risk and respond rapidly to changing regulatory and legal requirements
- Minimize cost of legal and regulatory compliance
- There are three important components to social content management: Office document management; social content and collaboration; platform standardization and consolidation.

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

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Industry  
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Using SharePoint for ECM  
How well is it meeting expectations?



AIIM ([www.aiim.org](http://www.aiim.org)) is the community that provides education, research, and best practices to help organizations find, control, and optimize their information.

For over 60 years, AIIM has been the leading non-profit organization focused on helping users to understand the challenges associated with managing documents, content, records, and business processes. Today, AIIM is international in scope, independent, implementation-focused, and, as the representative of the entire ECM industry - including users, suppliers, and the channel—acts as the industry's intermediary.

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