

white paper

# Your Future With Content Manager OnDemand

## Things to Consider and What to do Next

For current or prospective customers of Content Manager OnDemand (CMOD), the 2016 IBM announcement of their partnership with UNICOM for future development left many wondering where they stand. While IBM maintains that nothing has changed from a business perspective, it appears that the future of CMOD is uncertain.

As a firm specializing in content management, Zia Consulting is able to objectively evaluate solutions for our customers and determine the best fit for their unique needs. We focus on delivering the right solution, not the most expensive or complex. See what your options are during this transitional time.

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Content Manager OnDemand (CMOD) is an enterprise content management (ECM) solution used by organizations worldwide. In 2016, IBM announced their partnership with UNICOM for future development of CMOD. While IBM maintains that nothing has changed from a business perspective, they have significantly reduced the CMOD sales team and technical staff. Development and support of the tool have been taken over by UNICOM as well. Therefore, it appears that the future of CMOD is uncertain. **If you are a current or prospective customer of CMOD, there are some points to consider when analyzing a product that has recently been sold to another corporation.**

## 1

### LACK OF DEVELOPMENT AND SUPPORT

After the sale of CMOD from IBM to UNICOM, development and support teams moved to UNICOM in 2016. Though IBM says this will be better for customers and that no changes will occur, we believe there are some things that companies should be concerned about. While development of CMOD has moved, there are still auxiliary products used in CMOD implementations—such as Content Navigator—which are still developed by IBM. If there are new releases, or bugs and fixes needed, who will handle them?

## 2

### LACK OF SALES AND TECHNICAL EXPERTISE

In the past 18 months, a significant number of CMOD sales and technical sales staff have been eliminated. This indicates that the experience and expertise that once dominated these teams is gone. Additionally, most customers experience their account being reassigned on an annual basis, increasing the notion of disarray. In the Gartner 2017 Magic Quadrant for Content Services Platforms we read:

*“Changes in top management and key content services personnel in recent years have had a negative impact on IBM’s content services product development and strategy.”*

## 3

### UNCLEAR VISION FOR THE FUTURE

What is the long-term goal for IBM? We’ve seen that IBM is daily becoming less concerned with ECM and is doing less with the products. Because IBM is trying to push customers to their private cloud, SoftLayer, how will they support public cloud platforms like AWS or Azure? Gartner again states:

*“IBM has not moved as quickly as some competitors to embrace the public cloud. IBM and its partners host IBM content applications on managed private cloud deployments. Customers and prospects looking for public cloud services may find that the vendor’s public cloud offerings will not meet their requirements for some services.”*

## WHERE SHOULD YOU GO FROM HERE?

As the cloud-based ECM market evolves, enterprise customers are looking to modernize their legacy environments with next-generation content solutions that offer the flexibility to store their content in the cloud, on-premises, or both (hybrid environment). They may also desire to leverage a managed services model.

As a technology consulting firm specializing in content management, Zia has the opportunity to objectively evaluate solutions for our customers and determine the best fit for their unique needs. We focus on delivering the right solution, not the most expensive or complex. For current CMOD customers looking to replace their existing software, we find Mobius—a content services platform from ASG Technologies—to be a viable solution.

Mobius helps companies address the challenges of storing and managing unstructured and structured data. Mobius is a hybrid content platform that tackles the scale of true enterprise volumes as well as the specific content needs of departments and end users. Architects like the flexibility and strength of the architecture and compliance teams have their regulatory requirements met with encryption at rest, redaction, and records management. Mobius is implemented with a service-oriented architecture with a comprehensive suite of services around content for multi-tiered lifecycle management, federated search and integration services, as well as information governance, audit, and analytics.

From a policy management perspective, everything is centralized and doesn't require third-party systems. Products are brought together through integration and everything is built within the platform. From a policy management perspective, there's a single view into the platform which covers classification, management, governance, and encryption. This also covers the security around searching and retrieving as well as redaction and extracting information from the system.

Because of the ability to offer both public cloud and on-premise deployment (Mobius is AWS certified with Azure certification coming), companies can set up dev environments in hours, not weeks. You can also leverage content from multiple applications and platforms including disparate content repositories, ERP, LOB applications, etc.

## BENEFITS OF MOBIUS

### Scalable

- Department to enterprise level
- Any content type
- Store only one copy

### Flexible

- Migrate without reprocessing
- Life cycle management
- Hybrid deployments

### Cost Effective

- Public cloud
- Optimal performance
- Minimal ongoing administration

### Regulatory Compliance

- Redaction
- Encryption at rest
- Capture original format

Mobius provides unified and simplified management of content regardless of content type, size, or platform, as well as customized document processing and output management. Access, index, link, and store petabytes of information in any format from virtually any data sources across multiple systems (mainframe, distributed, and cloud).

Mobius can run anywhere and the deployment strategies give you the freedom to decide what makes sense for your business. Whether it's a traditional on-premise deployment or fully-managed services in the cloud, this flexibility is able to provide cost savings at every level.

Perhaps most importantly, ASG Technologies is committed to supporting and enhancing the Mobius platform. They understand the exponential growth and opportunity that exists in the content space and will continue to bring world-class solutions to the market.

## HOW DO YOU GET THERE?

Zia Consulting offers a content repository migration process which provides you with a proven and tested methodology. Zia combines our expertise with a range of best-of-breed migration tools—rather than being limited to a single tool—allowing us to select the right one for your project. Our solutions are flexible so you can migrate all of your content or only what's active. You can retain older content in your legacy ECM, or even point a single-user interface towards both your new and legacy ECM with our multi-repository solutions.

### Migration Process



Our seven-step process begins with a discovery session to determine the volume of content, data sources, metadata, life cycle, and more. Determining exactly what each customer has is the guiding premise for each migration project. Once this is established, we determine the best way to extract data and map it to the target while adhering to governance policies. Often this includes extracting content in numerous formats from multiple locations.

Transformation needs are determined and business rules applied prior to any migration occurring. This allows you to consider how content has been managed and stored and change things to work best for you. At this point the content is migrated, auditing and indexing occur, and final verification is conducted. During these steps, you are able to conclude that all content has been transferred correctly with the proper business rules and security policies applied.

This process is described in greater detail in our [migration whitepaper](#).

## WHAT'S NEXT?

It's time to consider if CMOD is going to work for you in the long term. If you'd like to talk about modernizing your content management system, don't hesitate to contact us today for a free consultation.

## CONTACT US

sales@ziaconsulting.com  
ziaconsulting.com  
888-732-4101

5525 Central Avenue #200  
Boulder, Colorado 80301