Building a Business Case for SharePoint ECM & Records Management Initiative

Defining Value

Understanding Costs

Realizing ROI

Business Case for SharePoint ECM & Records Management

ABOUT NEAL FISCHER

Founder & Principal of Hershey Technologies

Provider of document automation solutions that provide improved organizational efficiency and solve enterprise compliance needs.

Founded: 1991 Staffing : 20 FTE Consultants

Top 15 Software Companies in San Diego County

Married 25+ Years , Father of 3

Passions: Being outdoors…run, bike, surf, & swim

KOFAX Diamond Partner

Microsoft Partner
Gold Collaboration and Content

Similarity between Running and Records Management.

Implementing a records management program is a daunting, time consuming, often lonely and an expensive task and rarely…….. is an organization’s highest priority.

Project Charter Essentials .

Lays the foundation of the project. It includes a statement of [your business's needs.]

- What is the history and key business drivers that has led to the need?
- What deliverables can you promise?
- What are the risks, costs & ROI ?
- What are the proposed technologies?
- How will you reach your goals?

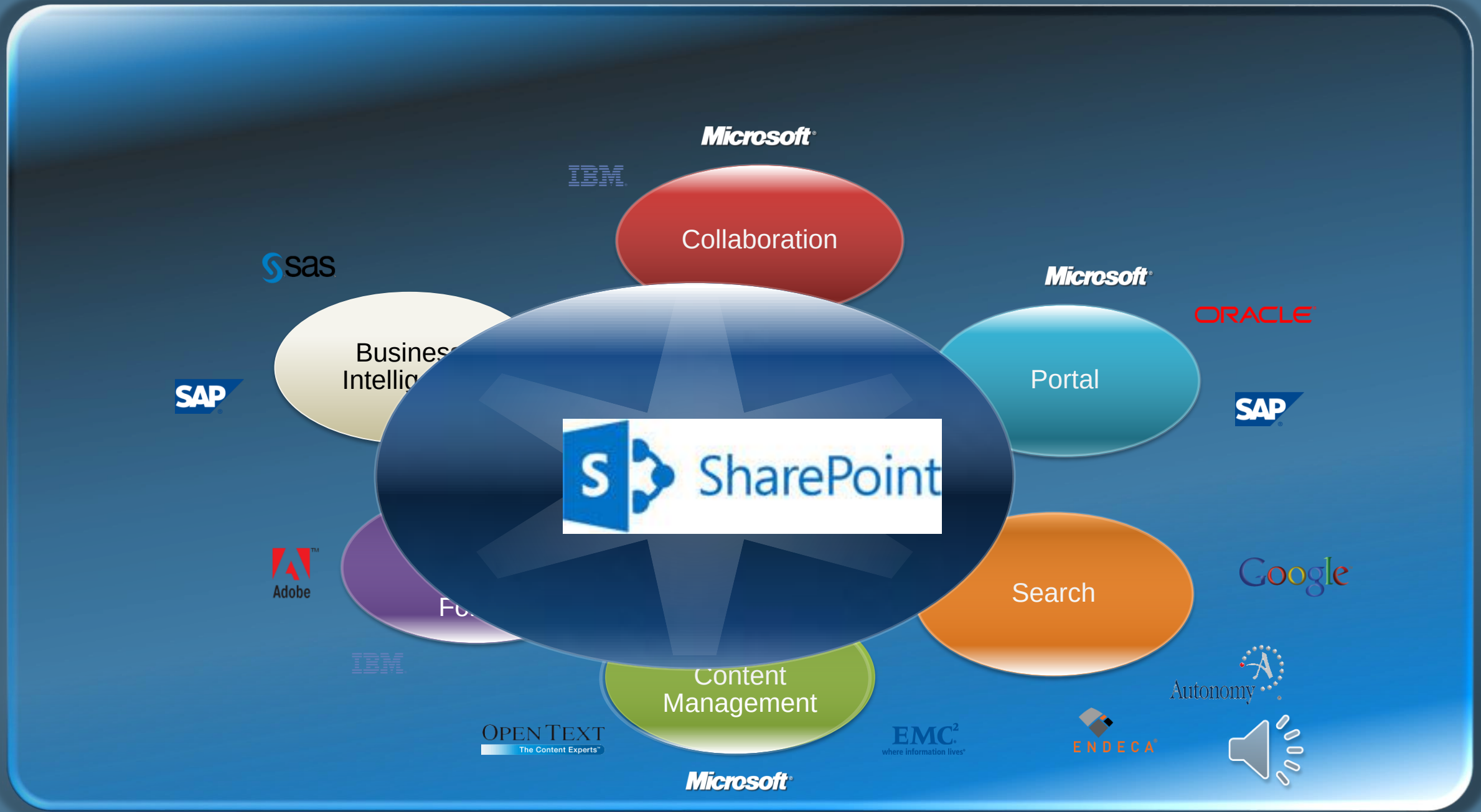
DEFINING ECM / RM VALUE TO YOUR FIRM

SharePoint

Defining a SharePoint Specific Value ECM Business Case

- # 1 Business Application with over 70% Fortune 1000 companies using SharePoint
- SP is a web development platform that provides the ability to consolidate applications lower IT costs, improve compliance and organizational efficiency.
- Microsoft has a large ecosystem of partners that provide add-on products and local support services for SharePoint
- Faster adoption with common UI.

Key Business Driver ….Reduce Redundant Solution Costs



ECM from Microsoft

Foundational ECM/RM (out-of-the-box)

- Content Management
- Records Management
- Web Content Management
- Rich Media Management
- Document Output Management
- Email Archiving
- Human Centric Workflow

80% ECM/RM Solution
Additional Technologies Often Required

- Needs Analysis & Consulting Services
- Business Process Management
- Transactional Content Management
- Scanning and Capture
- Line Of Business application integration

Three Big " E"s contribute to SharePoint Success

Everyone Participates

- Everyone in the organization has access to and benefits from features
- Capabilities can be **adjusted** – everyone sees as much as they need

Easy to Use

- Easy for IW: supreme user acceptance & supreme adoptability
- Easy for IT: great OOB, fast to deploy & easy to manage

Enterprise Ready

- Consistently high performance at scale
- Feature depth, customizability and extensibility

SharePoint

SharePoint 2013 Usage Trends and Specific Value

- 400 Customers
- 38% Return (150) over 6 month program
- Lessons Learned

75% Knowledge Management

73% Electronic Forms

73% Workflow for Business Process

54% Workflow to Connect to Electronic Forms

56% of the companies plan to expand their SharePoint deployments in the next 6-12 months

One in FIVE companies rely on third-party vendors to resolve SharePoint ssues

Less than 4% found integrating Share-Point "extremely challenging" and 18% found it "not challenging at all"

"Disaster recovery" (40%) and "site maintenance" (38%) are the two main SharePoint administration challenges

69% indicated that SharePoint was customized to fit organizational needs before deploying

Only 33% implemented SharePoint straight out of the box

56% stated that they adopted an "in-house or informal" training methodology to deploy SharePoint

32% use it to connect to ERP/ back office

28% use it to connect to CRM applications

67% need administration and set-up support

MOST WANTED SharePoint improvement

64% of businesses want easier report and dashboard creation

What's the biggest challenge to bridging the SharePoint and ERP/CRM gap?

30% see time and effort to build business applications as a major hurdle

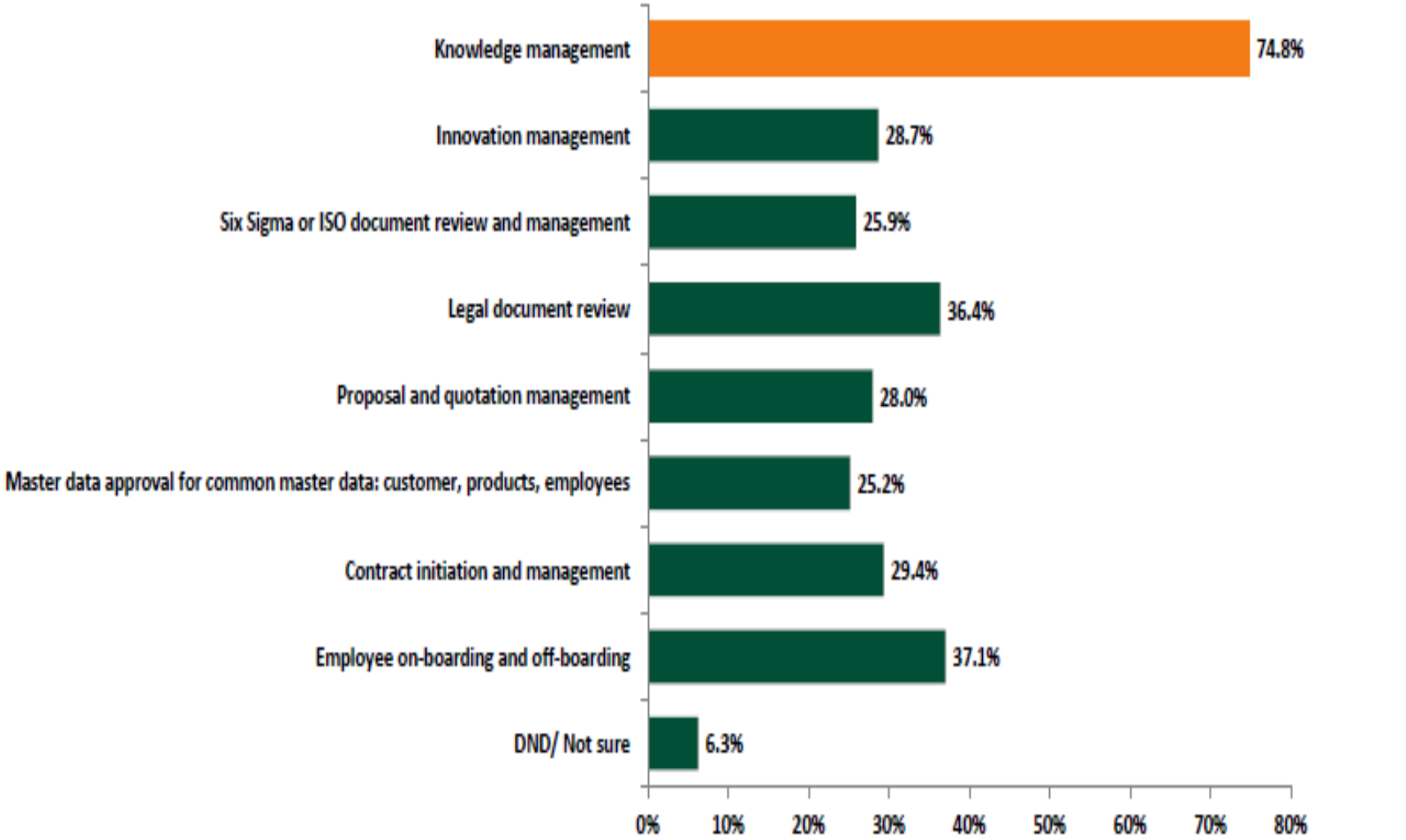
62% want simplified application integration

SharePoint 2013 Usage Trends and Specific Value

- Intranet & Knowlegement # 1
- Workflow
- Eforms
- ECM & Records Mgt emerging

Survey Results: Value of SharePoint Adoption

- Knowledge management is the top function for using SharePoint amongst companies interviewed



Source: IMTS Surveys; N=143

Review Industry Analysts

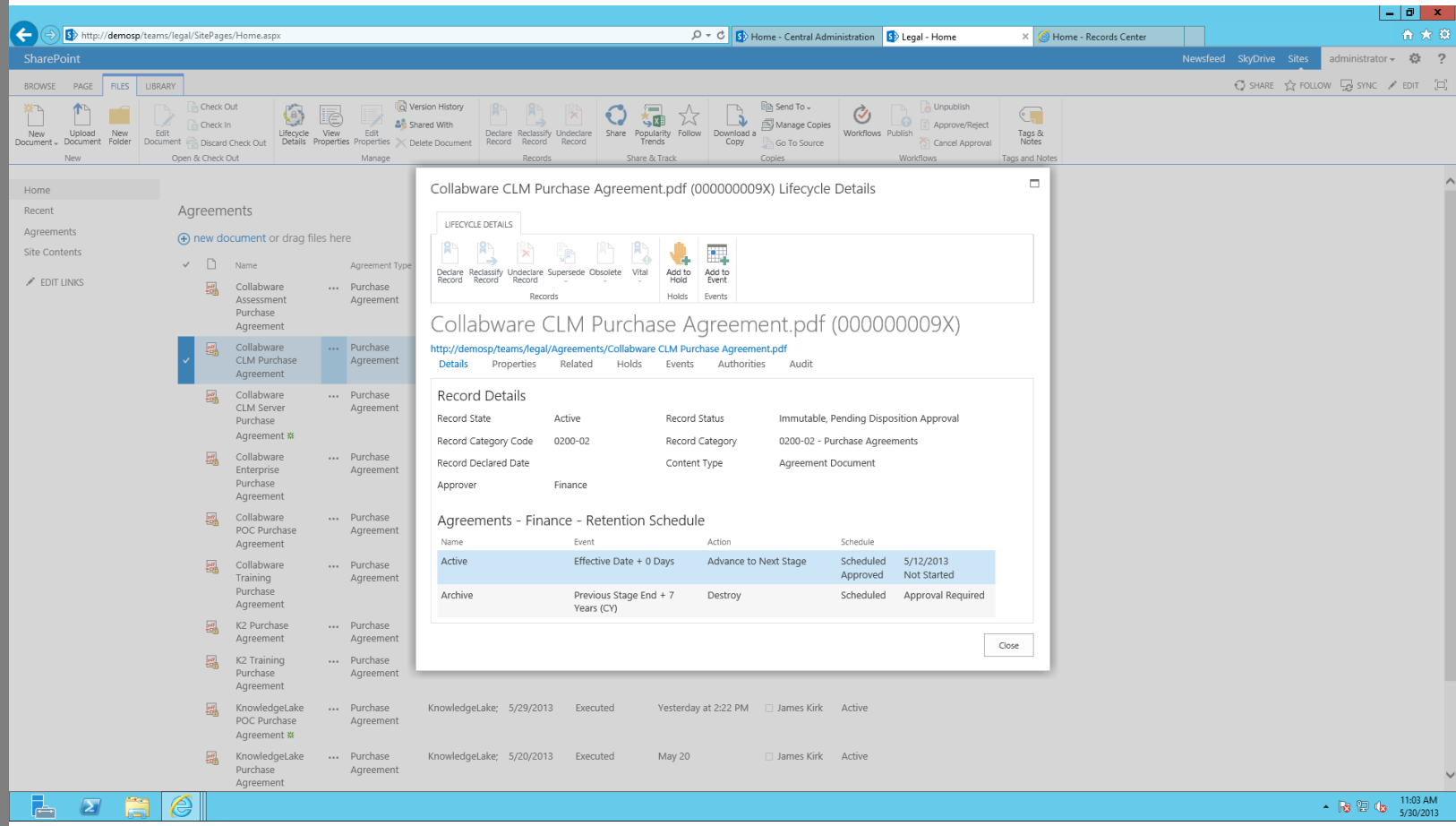
- Gartner
- Forrester

- Beware of recent M&A activity….industry is still consolidating .

- Will your ECM/ RM be the platform moving forward?

SharePoint Business Case

- Prepackaged software reduces need for customization and configuration services
- Automated pre-classification reduces ediscovery and record hold *improving records management practices*
- Advanced retention/disposition processes reduce storage costs
- Transparent records management increases employee productivity and satisfaction

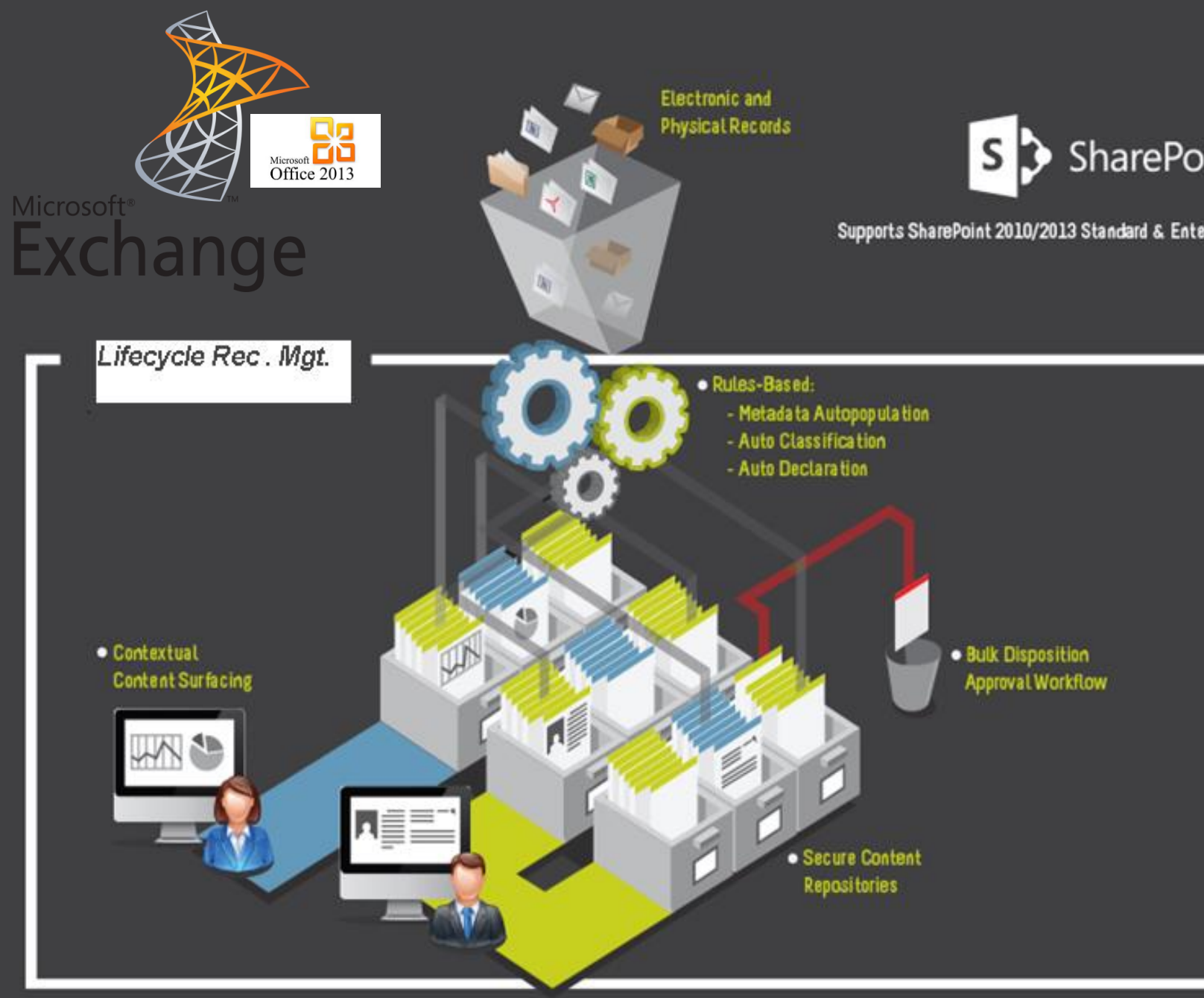


Key RM Add-on Software Suppliers;

- Gimel Software & Collabware
- Both have DOD 5015 Certs and focus on RM

SharePoint's ECM/RM model will support a cradle-to-the-grave RM project in one unified solution. -

- Centralized file plan and retention schedule management
- In-place Records Management
- Automated content classification and preservation
- Automated configuration of SharePoint environment



What is Your Vision ?

Strategy # 1 - Add Quantitative Value to the organization .

- Meet regulatory requirements
- Improve transparency
- Reduce discovery costs
- Reduce storage costs
- Reduce licensing costs
- Reduce risk and exposure
- Increase productivity

What is Your Vision ?

Strategy # 2 : Add Qualitative Value to the organization ?

Qualitative Value Statements

- Increase information findability (SEARCH)
- Increase employee satisfaction
- Improved decision support

The Second Type of Value Statements

Qualitative Value

- Increase information findability (search)
- Increase employee satisfaction
- Improved decision support
- *It feels like the right thing to do.*

Lesson - today's business climate, everything typically comes down to numbers.

What is your business case ?

What is your Vision ?

Here are iron-clad rules in effective ECM and records management:

1) Gain support of upper management
2) Demonstrate a Return on Investment
3) Create accurate record classification strategies
4) Deliver on Time and within budget
5) Minimize the burden on the end user and
6) Focus on building user adoption.

BUILDING YOUR BUSINESS CASE ….UNDERSTANDING COSTS

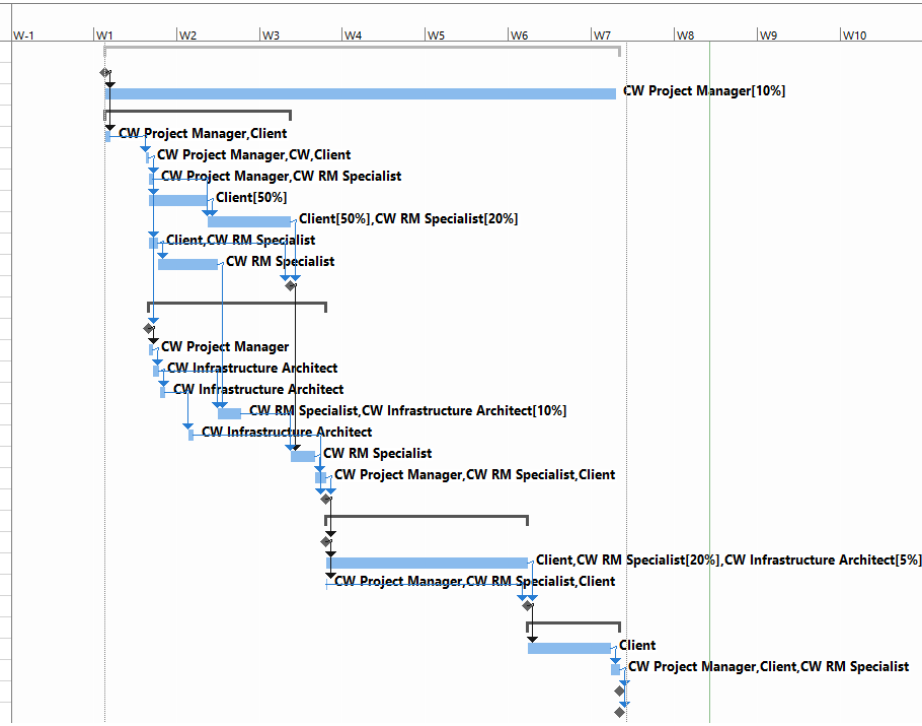
Understanding Costs

- Cost of hardware and software
- Cost of implementation services
- Cost of content migration
- Cost of training and support
- Cost of productivity loss
- Cost of ongoing sustainment

Rollout Plan

- Identify key stakeholders
- Training Requirements
- Desired outcomes
- Identify tangible measurements
- Measure before/during/after
- Incrementally improve

ID	Task Mode	Task Name	Duration	Work
0		**CLM Proof of Concept Project**	**30.25 days**	**326 hrs**
1		Start POC Phase	0 days	0 hrs
2		Project Management	30 days	24 hrs
3		**Planning**	**11.75 days**	**86 hrs**
4		Introduction and Planning Meeting	0.25 days	4 hrs
5		Kickoff and Discovery Session	0.5 days	12 hrs
6		Document POC Success Criteria	0.25 days	4 hrs
7		Review CLM User Documentation	3 days	12 hrs
8		Prepare Execution Plan	5 days	28 hrs
9		Hand Over File Plan	0.5 days	2 hrs
10		Prepare File Plan Upload	3 days	24 hrs
11		Planning Complete	0 days	0 hrs
12		**Setup**	**11 days**	**60 hrs**
13		Start Installation and Handover	0 days	0 hrs
14		Prepare POC Environment Setup Form	0.25 days	2 hrs
15		Create CLM POC Environment	0.5 days	4 hrs
16		Setup Client Access and Issue IDs	0.5 days	4 hrs
17		Import File Plan Configure Retention Policies	2 days	16 hrs
18		Setup Client POC area on Customer Support Portal	0.25 days	2 hrs
19		Apply Basic Configuration	2 days	16 hrs
20		Environment Orientation Session and Handover	1 day	16 hrs
21		Complete Setup and Handover	0 days	0 hrs
22		**Execution**	**10 days**	**104 hrs**
23		Start POC Execution	0 days	0 hrs
24		Execute POC Scenarios	10 days	100 hrs
25		Daily Checkpoint Meetings	15 mins	4 hrs
26		Complete POC Execution	0 days	0 hrs
27		**Closing**	**5.5 days**	**52 hrs**
28		Document POC Outcomes	5 days	40 hrs
29		Outcomes Review Meeting	0.5 days	12 hrs
30		Request Approval to Proceed with Deployment	0 days	0 hrs
31		Complete POC Phase	0 days	0 hrs



* Sample ....

Defining Value Worksheet

Meet Regulatory Requirements
a) Fines or penalties for non-compliance $_____
b) Recertification costs $_____
c) Impact of lost customer and/or shareholder confidence $_____
d) Litigation/damages avoided or successfully defended $_____
e) Employee staffing $ _____

Reduce Discovery Costs
a) Reduced third-party fees $_____
b) Reduced legal and administrative costs $_____

Reduce Storage Costs
a) Reduced content duplication $_____
b) Purged content $_____
c) Tiered/cheaper storage* $_____

Reduce Licensing Costs
a) Decommission systems* $_____
b) Reposition supporting staff $_____

Reduce Risk and Exposure
a) Reduce incident response times $_____
b) Increase information accuracy $_____

Increase Productivity & reuse
a) Reduce time filing information* $_____
b) Reduce time searching for information* $_____
c) Ability to reuse application for eforms mgt , workflow automation, document mgt, intranet s $ _____

Total Potential Value **$_____**

* SharePoint is particularly good at bringing value to these points.

Example:

Costs for e-discovery, based on Rand Corporation report "*Where the Money Goes: Understanding Litigant Expenditures for Producing Electronic Discovery*":

Collection: $125 to $6,700 per GB
Processing: $600 to $6,000 per GB
Review: $1,800 to $210,000 per GB

Research cost of labor, office space,

Project Charter Costs Worksheet

Cost of Hardware and Software	
a) New hardware	$_____
b) Software build (if building vs. buying)	$_____
c) Software licensing (if buying vs. building)	$_____
Cost of Implementation Services	
a) External consulting fees	$_____
b) Internal employee allocation costs	$_____
Cost of Content Migration	
a) Content inventory/audit	$_____
b) Migration software licensing	$_____
c) Staging/testing effort	$_____
Cost of Training and Support	
a) Training program design	$_____
b) Training courses	$_____
c) Training delivery	$_____
d) Support personnel costs	$_____
Cost of Productivity Loss	
a) Issues related to system/process changes	$_____
b) Acclimation time	$_____
Cost of Ongoing Sustainment	
a) Software annual fees and/or upgrades	$_____
b) Hardware expansion/upgrades	$_____
Total Potential Costs	**$_____**

Considerations:

- Buying: Budget 1x to 3x software costs for consulting and implementation services
- Building: Plan to staff a team of 4 (dev, bus analysts , SME) for 12+ months
- Migration software costs and services if you need to migrate content
- Don’t skimp on training and adoptions programs costs – you can significantly reduce productivity lag and employee satisfaction with in-depth training
- Contingency Plans for some initial rollout pain with end-users – it never goes completely smoothly
- Don’t forget about ongoing sustainment – care and feeding is required – Internal vs. External

Understanding Costs of Compliance

- Cost of hardware and software
- Cost of implementation services
- Cost of content migration
- Cost of training and support
- Cost of productivity loss
- Cost of ongoing sustainment
- Loss of public trust

Vs. Costs of Doing Nothing

"**Flawed record-keeping and negligent maintenance** have been determined to be the primary causes that contributed to the San Bruno explosion" - Calif Public Utilities Commission - June 2011

IRS lost **Lois Lerner**'s **emails** in tea party probe

WASHINGTON - The Internal Revenue Service says it has lost a trove of **emails** to and from a central figure in the agency's tea party controversy. The **IRS** told congressional investigators Friday it cannot locate many of …CBS News · 6/14/2014

IRS chief defiant on **Lois Lerner email** loss

Politico

Is there an electronic fingerprint trail in **Lois Lerner**'s 'lost' **emails** in the **IRS** targeting scandal?

FOX News

In-depth coverage

On his first full day in office, San Diego Mayor Kevin Faulconer postponed a newly announced policy of deleting all city emails older than a year.

Tips about Microsoft Licensing

- Several organizations have ENTERPRISE LICENSE AGREEMENTS
- Microsoft provides FREE or bundled vouchers – Planning & Deployments Services
- Use a LAR focused on licensing – Large Account Reseller or Experienced Gold Partner
- Leverage existing State / Local Contracts

Microsoft

SharePoint Choices……

- License costs are often ¼ of competing ECM systems from IBM, EMC, Oracle etc.
- Build vs. Buy
- What model is best ? Cloud, On-Premise, Hybrid
- To perform at high ECM/RM levels….Plan to purchase add-on software

HERSHEY TECHNOLOGIES

In the race to excellence…
There is no finish line.

Microsoft Partner
Gold Collaboration and Content

Thank You!