

March 29, 2006

# The Forrester Wave™: Content-Centric Applications, Q1 2006

by Kyle McNabb

TECH CHOICES

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## The Forrester Wave™: Content-Centric Applications, Q1 2006

FileNet, Open Text, And FatWire Lead In Our Product Evaluation

by **Kyle McNabb**

with Connie Moore and Eric Kim

### EXECUTIVE SUMMARY

Forrester evaluated nine leading enterprise content management (ECM) vendors and four best-of-breed ECM component vendors across 45 criteria and found that vendor offerings are as diverse as the transactional-, business-, and persuasive-content-centric needs they support. FileNet, IBM, and Hyland Software lead in transactional-content-centric apps. FileNet offers a strong foundation for transactional content differentiated by its excellent business process management (BPM). IBM follows close behind, and, thanks to its transactional content focus, Hyland Software leads. Hummingbird, Interwoven, and Open Text lead in business content apps; all three vendors have strong document management and team collaboration capabilities as well as demonstrable experience in business content solutions. Standout Web content management (WCM) and multichannel content delivery, coupled with a business strategy driven exclusively by content-centric apps for persuasive needs make FatWire the early Leader in the persuasive-content-centric category, followed closely by Interwoven and Tridion. Of all these vendors, Interwoven and FatWire have strategically embraced content-centric apps most aggressively by developing, acquiring, and marketing content-centric solutions.

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### NOTES & RESOURCES

Forrester conducted survey-based product and strategy evaluations in November and December 2005 and January 2006. We interviewed 20 user companies and answered more than 30 inquiries with enterprises that have deployed ECM products from the evaluated vendors to address content-centric needs.

#### Related Research Documents

- ["Transactional, Business, And Persuasive Content: A Better Way To Look At Enterprise Content"](#)  
December 21, 2005, Market Overview
- ["The Forrester Wave™: Enterprise Content Management Suites, Q3 2005"](#)  
October 7, 2005, Tech Choices

## CONTENT-CENTRIC APPS TRANSCEND ECM BY PUTTING CONTENT TO USE

An enterprise's need to capture, manage, process, and store different types of content dominates the majority of enterprise content management (ECM) evaluations. IT currently drives ECM definition and adoption, driven largely by the recognition that different content types share similar needs, such as a content repository, library services, workflow, and search. And as IT architects drive ECM decisions, suites of capabilities are evaluated based on how well these common needs are met, as well as how these solutions can help IT organizations meet consolidation, risk mitigation, and cost containment needs.<sup>1</sup>

Looking at ECM from an infrastructure and suite readiness perspective is critically important to support the needs of IT infrastructure decision-makers, and ECM vendors will live or die in the market based on their ability to become true suites. But as many IT organizations have found out when they take a deeper look at aligning ECM suites with business requirements, examining what the business lines are going to do with the content and understanding how content fits into the business process can take priority over IT infrastructure needs. For the enterprise to have a successful ECM implementation, the ECM project team must ask, "Who uses the content? Why is it used? How is it used? What processes does it support?"

The answers to these questions place a burden on IT to build solutions — such as customer self-service, claims processing, proposal management, and contract management — that put the business' content to use, and add context along the way — to support line-of-business needs. As one senior IT director of applications recently told Forrester during an ECM inquiry, "[Business sponsors] are starting to get fed up waiting for us to build them a car using what we think is the right content engine. They'd like to have us just go buy the car and customize it." In response, IT organizations have begun to form their ECM strategies around categories of content usage — transactional, business, and persuasive — and seek out ECM-based applications that are best suited to meet these different needs.<sup>2</sup>

## Content Centric Apps: The Convergence Of Content, Collaboration, Interaction, And Process

Content-centric apps attempt to address the needs of IT and business by putting content to use, hopefully using a sound ECM infrastructure aligned with the enterprise's overall IT infrastructure, and alleviating the need for IT to "build the car." Putting content to use requires a mix of technologies to help enterprises meet their transactional, business, and persuasive content needs. This combination of technologies includes ECM capabilities for the production, management, and retention of different content types; business process management (or at a minimum, workflow software) to support the alignment and use of content within business processes; and end user interaction management, including interaction services such as personalization, collaboration, and multichannel delivery to drive the usage of content by end users.<sup>3</sup>

More specifically, what business decision-makers — and IT decision-makers that are closely aligned with lines of business — are looking for to support their content-centric needs are:

- **Transactional content apps to support human-centric processes.** Transactional content originates outside of an enterprise and drives an internal process. Transactional content apps align this content with human-centric business processes — such as mortgage lending in retail financial services; claims processing and underwriting in insurance; patient records management in healthcare; health and human services claims in the public sector; and accounts payables and accounts receivables across all industries. Supporting these needs requires transactional content apps that can capture, process, retain, and archive fixed content assets such as scanned images, emails, faxes, and computer output. And because the processes in question need support for optimization and automation, transactional content apps need strong, human-centric BPM and integration capabilities.<sup>4</sup>
- **Business content apps to support employee collaboration and decision-making.** Business content predominately originates inside the organization and helps employees address day-to-day tasks, make better decisions, capture information (like product documentation or service manuals) and improve their overall knowledge. Employee activities range widely, from structured processes to collaborative interactions. Examples include onboarding new employees; training employees on new policies and procedures; collaborative product design in engineering/R&D; creating and managing deals; managing legal contracts; executing services contracts; managing IT projects; using wikis to support project collaboration; collaborating on marketing and business planning; and performing financial analysis. The ad hoc nature of many employee activities and tasks, especially those revolving around the creation, use, and consumption of documents, spreadsheets, presentations, and drawings, requires business content apps to provide strong team collaboration in addition to ECM breadth.
- **Persuasive content apps to drive multichannel customer experience needs.** The Web site, call center, extranet, direct and indirect channels, email, and in-store retail kiosks all have one thing in common — they are primary customer interaction points. Delivering quality content through the customer-facing Web site while delivering poor content through the call center can lead to customer dissatisfaction when customer service reps are unable to quickly handle customer calls. Delivering quality content through an email campaign without having the same quality content available to the end user when she arrives at the customer-facing Web site leads to a poor customer experience. Enterprises focused on improving the customer experience often recognize that content unites these different channels and helps provide a more consistent and persuasive customer experience.

These enterprises want persuasive content apps that support a wide range of content — including Web content, print collateral, product catalogs, rich media assets, and blogs. And to support consistent delivery of content across all customer interaction points, these enterprises

want strong multichannel content delivery — such as personalization, campaign management, and user segmentation — across both online channels such as email, Web sites, and RSS and offline channels like print. Line-of-business users also want insight into the effectiveness of their persuasive content, driving enterprises to include content utilization reporting and analytics in their persuasive content app evaluations.

### Business Evaluators Need Apps To Cure Their Ills; IT Will Take Vendor Prescriptions

While business decision-makers want and need configurable, customizable, and easy-to-deploy apps — analogous to a configurable car — to address their content-centric needs, they don't really exist in the out-of-the-box form that the business seeks. Instead, marketing solutions, professional services templates, and lightweight product modules dominate today's reality (see Figure 1 and see Figure 2). IT decision-makers struggling to define and implement an ECM strategy are looking for ECM suites from an infrastructure perspective that they can then prescribe to the business for meeting transactional, business, and persuasive content needs. Both IT and business decision-makers are looking for more than marketing brochures highlighting what the software has done for others. Instead, they want to understand:

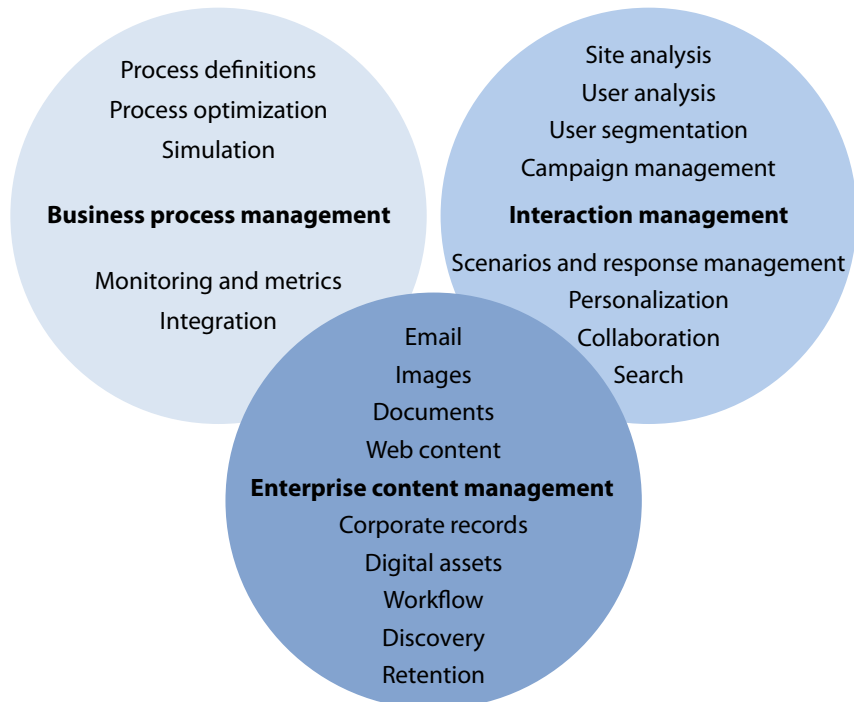
- **How the technology applies to transactional, business, or persuasive content needs.**

Business and IT decision-makers both want to avoid having to answer, in isolation, “Can this ECM technology fit my needs?” Accomplishing this requires business and IT to speak similar languages associated with content use, business processes, and end user needs. With content supporting numerous processes and interactions, these decision-makers want ECM vendors that can clearly highlight how their technology can be used to meet a specific business process or interaction need and less on how the content can be managed. Many IT decision-makers, especially those that may have already participated in an ECM decision, want vendors to communicate where they can add value. Doing so helps these IT decision-makers more proactively seek line-of-business opportunities to address with the vendor's content, process, and interaction technologies.

- **What available expertise and capabilities a vendor offers to expedite implementations.**

Knowing a technology can fit a transactional, business, or persuasive content need scratches the surface. IT decision-makers want to know precisely how the technology will meet their needs. As a result, these decision-makers are looking to partner with vendors that can clearly prescribe the use of the vendor's content, business process, and user interaction technologies to the enterprise's needs. Prescriptions can be in the form of implementation best practices offered by the vendor's professional services or partners; implementation templates — workflows, content types, interaction models — provided by the vendor's R&D or services organization; specific modules developed to address a transactional, business, or persuasive content need, such as a campaign management module in support of a persuasive need; or a team collaboration project management module to support a business content need.

**Figure 1** Content-Centric Application Components



Source: Forrester Research, Inc.

**Figure 2** Content-Centric Application Continuum And Characteristics

Marketing solutions	Professional services templates	R&D templates and modules	Packaged, configurable applications
Highlights use of components	Prescribes use of components based on best practices	Productized best practices with supported add-on modules	Packaged, role-based applications with defined metrics and analytics
<ul style="list-style-type: none"> <li>• Case studies</li> <li>• White papers</li> <li>• Marketing collateral</li> </ul>	<ul style="list-style-type: none"> <li>• Implementation guides</li> <li>• Integration kits with enterprise applications</li> <li>• Interaction templates</li> <li>• Workflow or process templates</li> <li>• Content type definitions</li> <li>• Best practices guides</li> </ul>	<ul style="list-style-type: none"> <li>• R&amp;D-supported workflow, business process, content type templates, and definitions</li> <li>• Road map</li> <li>• R&amp;D-supported modules supporting end user experiences</li> <li>• R&amp;D-supported application integrations</li> </ul>	<ul style="list-style-type: none"> <li>• Rapid configuration and deployment for specific business processes and needs</li> <li>• Predefined metrics, reporting, and analytics</li> <li>• Configurable end user experiences and roles</li> </ul>

Source: Forrester Research, Inc.

As the ECM market continues to consolidate and converge, and as larger IT vendors such as IBM, Microsoft, and Oracle make greater headway into the ECM market, the pure-play ECM suite and best-of-breed ECM component vendors are faced with making a choice: Do they stay and fight for IT infrastructure spend or move to content-centric apps and compete for business application spend? At this time, most vendors are experimenting with content-centric app initiatives. As a result, most offerings are somewhere between professional services-based templates and lightweight product modules.

## EVALUATING VENDORS ACROSS TRANSACTIONAL, BUSINESS, AND PERSUASIVE CONTENT

To assess the state of the content-centric app market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of 13 ECM vendors using Forrester Wave methodology. We did not include new product releases or changes in a vendor's product or corporate strategy that took place after February 28, 2006.

### Evaluation Criteria Looks At ECM Capabilities, Solutions, And Strategy

After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria (see Figure 3). We evaluated vendors against 45 criteria, which we grouped into three high-level buckets:

- **Current offering.** Forrester evaluated a broad set of capabilities required to help enterprises address their transactional, business, and persuasive content app needs. These capabilities include ECM functionality associated with document management, document imaging, COLD, WCM, digital asset management, and records management. In addition, extended capabilities such as collaboration, BPM, content integration, document output management, eLearning, reporting and analytics, and multichannel content delivery were included. Lastly, Forrester evaluated vendors on the maturity of the content-centric app offerings using the content-centric app continuum.
- **Strategy.** We reviewed each vendor's strategy, focusing on what drives its product strategy and whole solution strategy for addressing content-centric app needs. We also evaluated each vendor's financial strengths to help gauge its ability to invest in its products and support its strategy.
- **Market presence.** We assessed each vendor's presence in the market, focusing primarily on its transactional, business, and persuasive content install bases.

**Figure 3** Evaluation Criteria

CURRENT OFFERING	
Breadth of enterprise content management capabilities	How broad is the vendor's current ECM set of capabilities?
Extended capabilities for content, context, and process management	What extended related context and process management capabilities does the vendor provide? If these capabilities are provided through partnership, what type of partnership is it (OEM, reseller, referral)?
Content-centric application readiness	For each content-centric application area (transaction, business, and persuasive), what types of solutions does the vendor offer and are they marketing brochures that highlight how the core products can be used, prescriptions for how to use the products to meet certain process needs, templated solutions offering a supported means of addressing specific processes, or fully packaged applications with predefined roles, responsibilities, and user experiences based on the transactional content requirements?
Architecture	What is the vendor's ECM architecture in support or enterprise IT environments?
STRATEGY	
Product strategy	What is the vendor's product strategy and how does that strategy relate to content-centric applications? How is the vendor organized to identify, define, produce, market, and support content-centric applications?
Whole solution strategy	What is the organization's whole solution strategy, how the organization intends to complement its products with domain expertise, additional functionality, and services to address the content-centric needs of the market?
Financial resources to support strategy	Is the vendor profitable, and what is the vendor's cash flow? Does the company have sufficient revenues, profits, and cash flow to support its strategies?
MARKET PRESENCE	
Company financials	What is the vendor's most recent fiscal year revenue?
Customer base in transactional content	How many customers utilize the vendor's technology to support transactional content needs?
Customer base in business content	How many customers utilize the vendor's technology to support business content needs?
Customer base in persuasive content	How many customers utilize the vendor's technology to support persuasive content needs?
Geographic presence	What's the vendor's geographic presence?

Source: Forrester Research, Inc.

### All 13 Vendors Are Widely Deployed And Respected For ECM Functionality

Forrester included 13 vendors in the assessment: EMC, FatWire Software, FileNet, Hummingbird, Hyland Software, IBM, Interwoven, Mobius, Open Text, Stellent, Tridion, Vignette, and Xerox. Each of these vendors has:

- **Wide recognition in ECM and content market segments.** Enterprises recognize each vendor as being established in the ECM market or in specific ECM segments such as document management, Web content management, and/or document imaging.
- **Briefed Forrester on its content-centric strategies.** Each vendor has briefed Forrester on its go-to-market strategies, demonstrating an understanding of content-centric app needs and providing extended capabilities beyond ECM to address these needs.
- **More than 300 enterprise customers.** Each vendor has more than 300 active customers of enterprise-class organizations.

### FILENET, HYLAND, AND IBM LEAD IN TRANSACTIONAL CONTENT APPS

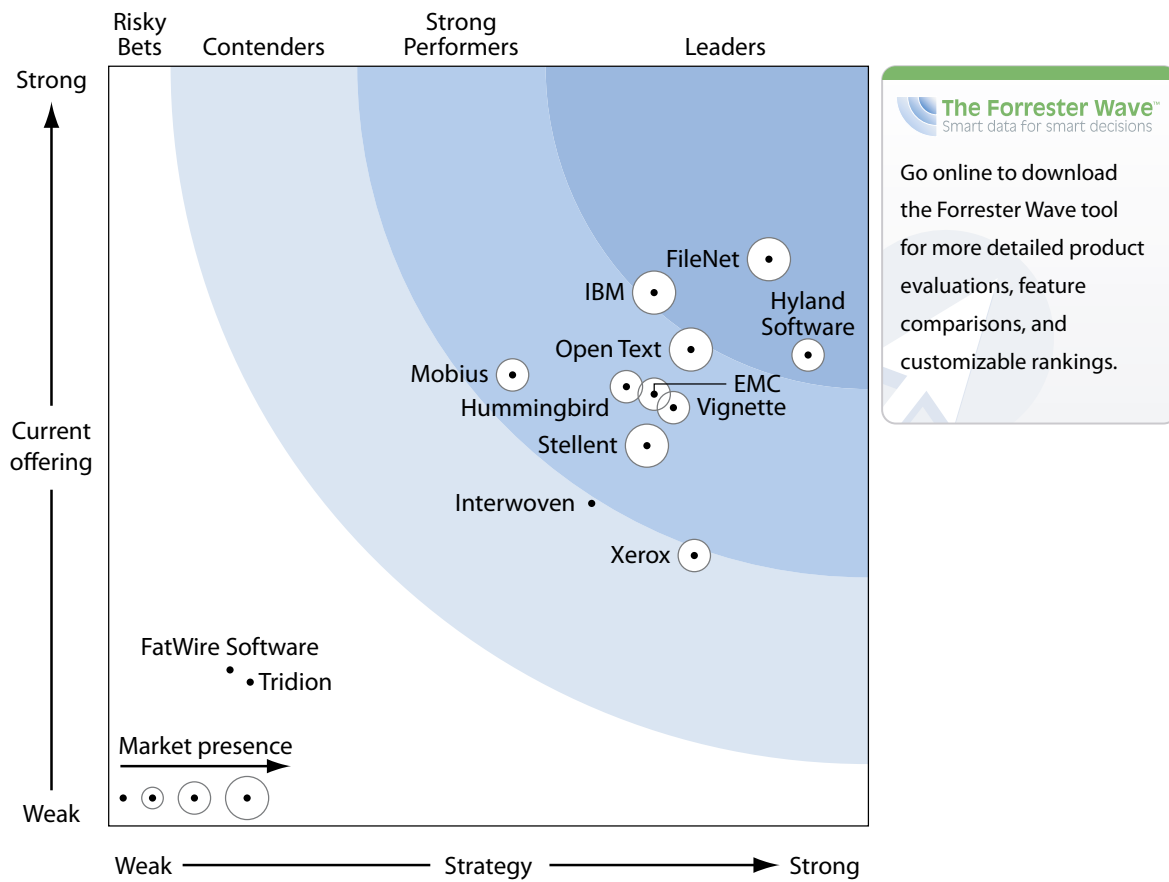
Forrester's evaluation of transactional content apps uncovered a market in which (see Figure 4):

- **FileNet, Hyland, and IBM lead the pack but with different strengths.** All three of these vendors share a common strength in high-performance document imaging. From there, they differentiate in transactional content apps based on capability breadth, and they focus on transactional content. FileNet combines comprehensive, high-performance document imaging with an outstanding document-centric BPM product that supports active content, a well-integrated e-forms product and a visionary records management product in its P8 suite to offer enterprises an exceptionally strong foundation for enterprises looking to address their transactional content app needs.<sup>5</sup> FileNet's transactional content apps are primarily templated solutions targeted at retail banking, insurance, and horizontal solutions for compliance and accounts payable.

Hyland — a Leader in this category — combines excellent high-volume document imaging and COLD in its OnBase product with a very aggressive focus on the transactional content needs of financial services, insurance, healthcare, public sector, and education. This aggressive focus on transactional content has spurred Hyland to offer numerous workflow templates and application modules, all of which are supported by dedicated marketing, sales, R&D, and support. Hyland's aggressive focus on transactional content apps and its relentless focus on exceptional customer satisfaction — driven from the top by Hyland Software CEO AJ Hyland — separate this vendor from others, including those with stronger ECM footprints such as EMC.

IBM is a Leader in transactional content apps with a very strong current offering — one composed of comprehensive document imaging, COLD, and records management support in DB2 Content Manager, complemented by strengths in BPM and e-forms. While IBM offers a broad set of ECM capabilities, enterprises looking to IBM for transactional content apps will be left with quite a bit of implementation work: Assembly is required. Many of IBM’s strong individual components are not as well integrated as products from its competitors. For example, FileNet’s ECM and BPM capabilities are much more tightly aligned, and FileNet has a more unified ECM suite.

**Figure 4** Forrester Wave™: Transactional-Content-Centric Applications, Q1 '06



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Smart data for smart decisions

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Source: Forrester Research, Inc.

**Figure 4** Forrester Wave™: Transactional-Content-Centric Applications, Q1 '06 (Cont.)

	Forrester's Weighting	EMC	FatWire Software	FileNet	Hummingbird	Hyland Software	IBM	Interwoven	Mobius	Open Text	Stellent	Tridion	Vignette	Xerox
<b>CURRENT OFFERING</b>	50%	2.84	1.03	3.73	2.89	3.10	3.51	2.12	2.97	3.11	2.50	0.96	2.76	1.78
Breadth of enterprise content management capabilities	30%	3.60	0.10	4.40	3.30	4.30	4.80	2.80	4.30	4.10	3.20	0.10	3.90	2.10
Extended capabilities for content, context, and process management	30%	2.40	1.15	3.30	1.90	1.50	3.65	1.10	1.55	2.90	1.50	1.25	1.90	1.10
Content-centric application readiness	30%	1.80	0.50	3.05	3.10	3.20	1.90	1.65	2.70	1.85	1.95	0.50	1.90	1.40
Architecture	10%	5.00	5.00	5.00	4.00	4.00	4.00	4.50	4.00	4.50	5.00	4.00	4.50	4.00
<b>STRATEGY</b>	50%	3.59	0.80	4.34	3.41	4.60	3.59	3.18	2.66	3.83	3.52	0.92	3.72	3.85
Product strategy	60%	3.00	0.25	4.00	4.00	4.65	3.00	3.15	2.85	3.95	3.95	0.25	4.00	3.80
Whole solution strategy	20%	3.95	0.25	4.70	3.05	4.65	3.95	3.15	2.85	2.90	3.95	0.25	3.00	2.85
Financial resources to support strategy	20%	5.00	3.00	5.00	2.00	4.40	5.00	3.30	1.90	4.40	1.80	3.60	3.60	5.00
<b>MARKET PRESENCE</b>	0%	3.40	0.50	4.30	3.20	3.85	4.90	1.70	3.90	4.40	4.40	0.30	3.20	3.40
Company financials	10%	4.00	0.00	3.00	2.00	1.00	5.00	2.00	1.00	3.00	2.00	0.00	2.00	5.00
Customer base in transactional content	70%	3.00	0.00	5.00	3.00	5.00	5.00	1.00	5.00	5.00	5.00	0.00	3.00	3.00
Customer base in business content	5%	5.00	1.00	3.00	5.00	3.00	5.00	5.00	3.00	5.00	5.00	1.00	3.00	5.00
Customer base in persuasive content	5%	3.00	3.00	1.00	3.00	0.00	3.00	5.00	1.00	1.00	3.00	3.00	5.00	1.00
Geographic presence	10%	5.00	3.00	3.00	5.00	1.00	5.00	3.00	1.00	3.00	3.00	1.00	5.00	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Source: Forrester Research, Inc.

- **EMC, Open Text, and Vignette offer competitive options based on strong imaging support.**

These three vendors — all Strong Performers in transactional content apps — offer excellent document imaging in their ECM suites but either do not have the BPM capabilities from FileNet or IBM or lack Hyland's aggressive focus on transactional content apps. EMC acquired both Captiva — a document capture Leader — and Acartus — a COLD and report distribution Leader — in 2005 to expand its transactional content support. The combination of EMC's existing products and recent acquisitions provides a solid foundation for enterprises looking

to build transactional content apps, and thanks to its January 2006 acquisition of professional services vendor Internosis, EMC has more muscle to support enterprises building these apps.<sup>6</sup> EMC's focus remains on providing a strong ECM platform, and it offers a mix of marketing and professional services solutions that are not yet supported as products by R&D.

Open Text has the assets to compete for transactional content opportunities, exhibited by the vendor's good document imaging and comprehensive COLD and records management support. However, Open Text lacks the comprehensive BPM suite and e-forms capabilities provided by both FileNet and IBM. Instead, Open Text has focused most of its transactional content support on image-enabling SAP applications and supporting SAP archiving for accounts payable.

Vignette's document imaging capabilities are on par with the transactional content-centric Leaders FileNet and IBM, but the vendor lacks the comprehensive BPM and e-forms support found in these vendors. Vignette has begun to focus more on transactional content needs for vertical markets, including healthcare, financial services, and insurance, in hopes of identifying, defining, and building out transactional content-centric apps. If Vignette hopes to succeed in transactional content-centric application, it must turn this focus into a differentiable asset, as Hyland has done with its own vertical market focus, and address its lack of BPM and e-forms functionality.

- **Hummingbird, Stellent, and Mobius are Strong Performers.** Hummingbird complements its midrange document imaging with strong records management and basic BPM to establish itself as a Strong Performer. Hummingbird transactional content apps are fully supported, productized templates and modules addressing correspondence management and case management in financial services and the public sector.

Stellent follows a path similar to Hummingbird's, combining its document imaging with good records management and basic BPM to address specific ERP transactional content needs such as accounts payable, time and expense processing, and compliance. However, while Hummingbird offers productized, templated apps, Stellent provides professional services best practices and implementation guides that help enterprises understand how to implement Stellent for transactional content solutions.

Mobius primarily leverages its outstanding document imaging and COLD, complemented by good records management, to offer enterprises a strong repository to manage and archive transactional content. Mobius lacks comprehensive BPM and e-forms, limiting the vendor's ability to put transactional content to use.

- **Interwoven and Xerox DocuShare lack the ability to put transactional content to use.** Without strong BPM and e-forms capabilities and high-performance, high-volume imaging, both Interwoven and Xerox DocuShare lack critical capabilities to support comprehensive

transactional content apps. Interwoven intentionally focuses on more business and persuasive content-centric areas and does not target this content-centric segment. Xerox DocuShare has more of a focus on transactional content apps than Interwoven but needs a stronger portfolio of BPM, e-forms, and content integration support to compete effectively, and an imaging system tuned for high-volume retrieval rates.

- **FatWire and Tridion don't target this market.** Both vendors lack the ECM capabilities required to support the management, processing, and archiving of transactional content, instead focusing almost exclusively on persuasive content apps. If you are considering them for transactional content — don't.

### HUMMINGBIRD, INTERWOVEN, AND OPEN TEXT SET A HIGH BAR IN BUSINESS CONTENT

Forrester's evaluation of the business-content-centric applications market uncovered a market in which (see Figure 5):

- **Hummingbird, Interwoven, and Open Text lead the business content pack.** Combining strong document management, records management, and team collaboration into specific apps — like contract management, legal matter management, deal management, employee training and certification, IT project management, and financial compliance — established each of these vendors as Leaders in business content apps. Hummingbird offers professional services, legal, financial services, and the public sector a number of supported templated solutions addressing contract management, capital projects management, procurement management, and deal management.

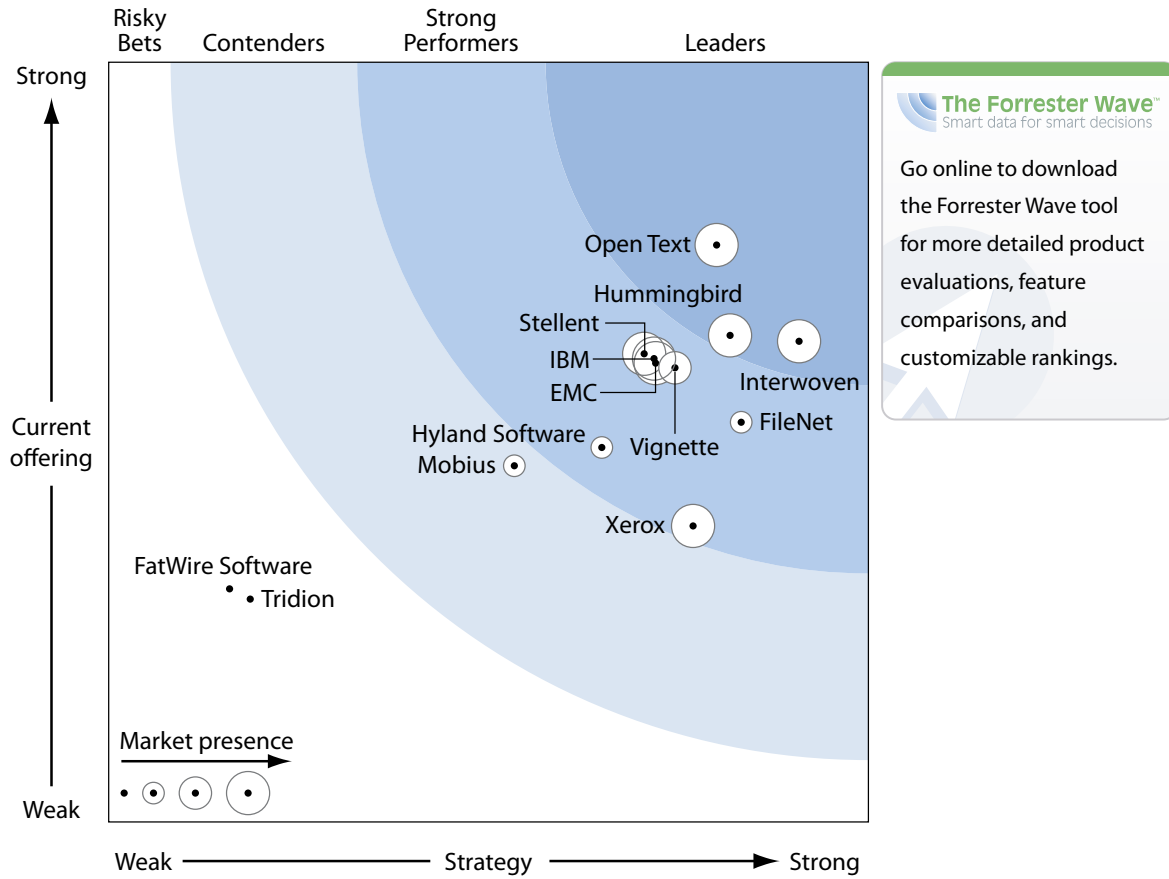
Interwoven, too, offers several templated business content apps to professional, legal, and financial services. Most notably, Interwoven focuses on legal matters, contracts, and IT project apps based on the vendor's highly usable WorkSite product line, which combines collaboration, document management, and workflow.<sup>7</sup>

Open Text leverages its strong document management and collaboration to offer enterprises R&D-supported templated apps, such as employee training and certification, financial compliance and internal controls, contract management, clinical trials for pharmaceuticals, and collaborative engineering.

All three vendors have aggressively built up their own internal domain expertise to address the market's business content app requirements. For example, in 2003, Hummingbird acquired LegalKEY and Kramer Lee & Associates to build its offerings and domain expertise for legal firms and corporate legal environments. Interwoven targets financial services with its OTC Derivatives Solution based on the vendor's 2005 acquisition of Scrittura. And Open Text has leveraged its extensive customer experience to develop its own internal business-content-centric domain expertise, expressed in the vendor's many templated business content apps.

Interestingly, all three vendors have also recently taken steps to focus on higher-value business needs and less on core IT infrastructure, exhibited by announced relationships with Microsoft. These relationships should improve each vendor’s ability to develop business content apps and allow each vendor to invest more in capabilities that apply context to managed content.

**Figure 5** Forrester Wave™: Business-Content-Centric Applications, Q1 '06



Source: Forrester Research, Inc.

**Figure 5** Forrester Wave™: Business-Content-Centric Applications, Q1 '06 (Cont.)

	Forrester's Weighting	EMC	FatWire Software	FileNet	Hummingbird	Hyland Software	IBM	Interwoven	Mobius	Open Text	Stellent	Tridion	Vignette	Xerox
<b>CURRENT OFFERING</b>	50%	3.01	1.54	2.63	3.21	2.46	3.03	3.15	2.34	3.80	3.07	1.47	2.99	1.95
Breadth of enterprise content management capabilities	30%	3.90	1.55	3.50	4.00	2.55	3.30	4.20	2.75	4.40	4.20	1.45	3.45	1.75
Extended capabilities for content, context, and process management	30%	2.50	1.10	2.10	2.10	1.10	3.55	1.60	1.00	3.80	1.30	1.30	3.10	2.00
Content-centric application readiness	30%	1.95	0.80	1.50	3.25	3.20	1.90	3.20	2.70	2.95	3.05	0.80	1.90	1.40
Architecture	10%	5.00	5.00	5.00	4.00	4.00	4.00	4.50	4.00	4.50	5.00	4.00	4.50	4.00
<b>STRATEGY</b>	50%	3.59	0.80	4.17	4.09	3.24	3.59	4.54	2.66	4.00	3.52	0.92	3.72	3.85
Product strategy	60%	3.00	0.25	4.00	4.85	2.95	3.00	4.85	2.85	3.95	3.95	0.25	4.00	3.80
Whole solution strategy	20%	3.95	0.25	3.85	3.90	2.95	3.95	4.85	2.85	3.75	3.95	0.25	3.00	2.85
Financial resources to support strategy	20%	5.00	3.00	5.00	2.00	4.40	5.00	3.30	1.90	4.40	1.80	3.60	3.60	5.00
<b>MARKET PRESENCE</b>	0%	4.70	1.15	3.00	4.50	2.55	4.90	4.30	2.60	4.40	4.40	0.95	3.20	4.70
Company financials	10%	4.00	0.00	3.00	2.00	1.00	5.00	2.00	1.00	3.00	2.00	0.00	2.00	5.00
Customer base in transactional content	5%	3.00	0.00	5.00	3.00	5.00	5.00	1.00	5.00	5.00	5.00	0.00	3.00	3.00
Customer base in business content	70%	5.00	1.00	3.00	5.00	3.00	5.00	5.00	3.00	5.00	5.00	1.00	3.00	5.00
Customer base in persuasive content	5%	3.00	3.00	1.00	3.00	0.00	3.00	5.00	1.00	1.00	3.00	3.00	5.00	1.00
Geographic presence	10%	5.00	3.00	3.00	5.00	1.00	5.00	3.00	1.00	3.00	3.00	1.00	5.00	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Source: Forrester Research, Inc.

- **EMC Documentum, IBM, and Vignette offer strong foundations.** Similar to Hummingbird, Interwoven, and Open Text, EMC complements its comprehensive document management with team collaboration. However, EMC Documentum doesn't offer the types of supported templated business content apps offered by others. Instead, enterprises can take advantage of a large pool of professional services and customer-developed collaboration templates, based on the vendor's eRoom collaboration offering.

IBM has deep strengths in collaboration, and IBM Workplace promises to be a strong business content app foundation. However, today's reality requires enterprises to build out their business content apps on IBM's broad ECM portfolio. Solutions from IBM are professional-services-based or provided through partners and are yet to be supported by the vendor's R&D as true products.

Vignette lacks the document management functionality found in other vendors — namely the lack of strong desktop integration with the Microsoft Office Suite — but makes up for it in good team collaboration and eLearning functionality. Vignette offers templated solutions for deal management and project management, leveraging the vendor's collaboration offering, and markets a compelling eLearning offering that manages and delivers learning content for employee training and certification.

- **Acquiring domain expertise complements Stellent's ECM and collaboration offering.** Stellent's primary business content app, Stellent Sarbanes-Oxley Solution, provides a strong, supported product offering that applies the vendor's document management, collaboration, and BPM to address financial compliance. Stellent has also taken steps to complement its strong document management and limited team collaboration with financial compliance domain expertise — evidenced by the vendor's 2005 acquisition of e-Onehundred Group.
- **FileNet and Hyland need stronger collaboration support.** Both vendors focus much of their business content app support on financial compliance processes, such as financial controls, where imaging, document management, records management, and BPM capabilities are important. However both vendors lack the strong team collaboration support needed in many ad hoc, collaborative business-content-centric interactions, limiting their appeal to enterprises searching for broad business-content-centric app support.
- **Mobius and Xerox have room for improvement.** Mobius offers interesting content apps, such as its ABS for Spreadsheet Compliance, which tackles an enterprise's need to put spreadsheets under control. However, Mobius lacks the capabilities found in other vendors' products to put business content to use, exhibited by its limited collaboration. Xerox, on the other hand, provides team collaboration and eLearning content management but lacks the strong ECM footprint of other vendors — including Web content management — required to support business-content-centric needs. Content-centric solutions from Xerox DocuShare are professional-services-based, and not as strong as the more productized solutions offered by leading vendors.
- **FatWire and Tridion can play in business content but can't compete for the long term.** Both vendors' comprehensive WCM puts each in a position to pursue business content app needs — especially Intranet content delivery scenarios. However, both vendors lack good document management, and neither supports records management — an increasingly high-priority

requirement for enterprises looking to ensure the long-term retention of business content. In addition, both vendors lack team collaboration, severely limiting their ability to put business content to use.

### FATWIRE LEADS PERSUASIVE CONTENT, FOLLOWED BY INTERWOVEN AND TRIDION

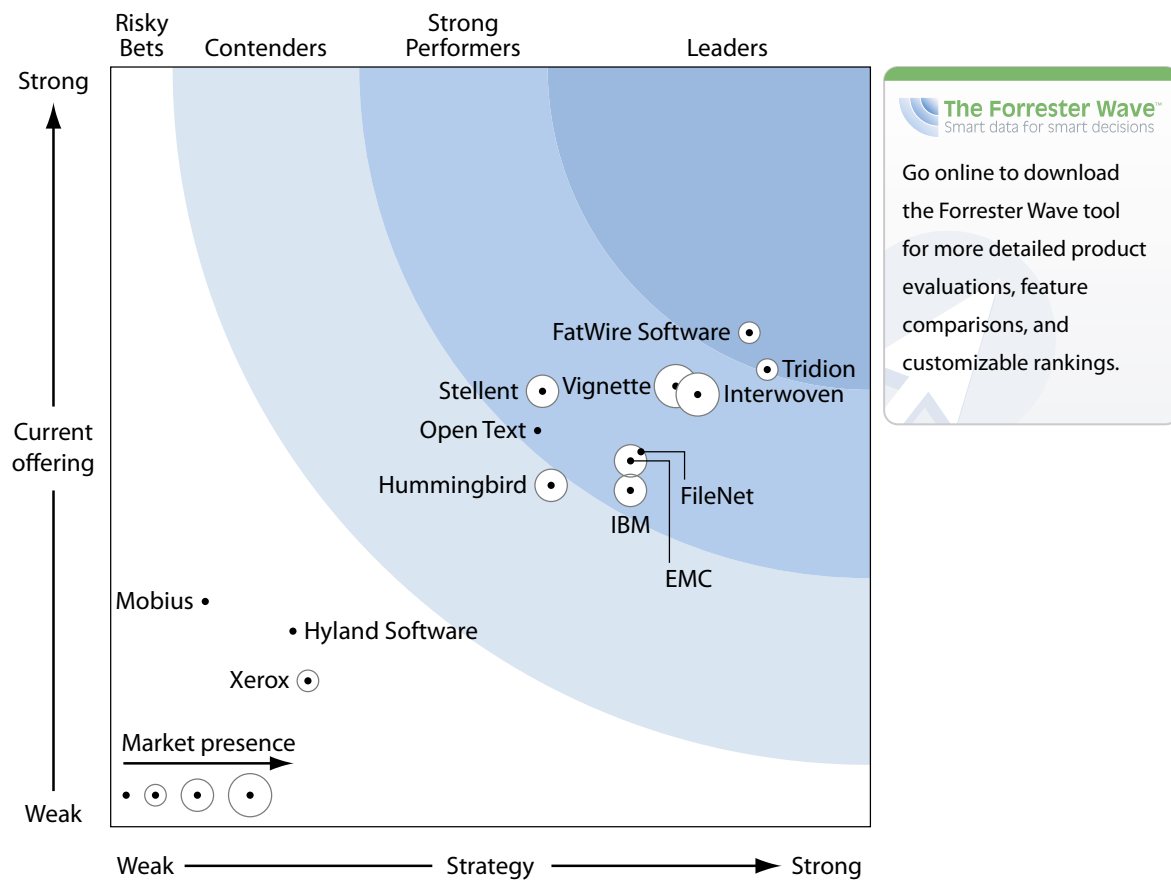
Forrester's evaluation of the persuasive content apps market uncovered a market in which (see Figure 6):

- **FatWire established early leadership by putting persuasive content to use.** With an almost exclusive focus on persuasive content, and strong Web content management, reporting and analytics, and multichannel content delivery, FatWire established itself as the sole persuasive content app Leader. FatWire's multichannel content delivery strengths include implicit and explicit personalization to end users based on their segmentation. And the vendor's reporting and analytics help close the loop on content delivery by providing insight into how end users utilize content. The vendor also works closely with channel partners to develop templated persuasive content solutions addressing customer service knowledge delivery needs and closed-loop marketing.
- **Tridion is nipping on FatWire's heels.** Tridion, too, has a strong persuasive content app focus and doesn't stop at providing a strong WCM foundation. The vendor has built and maintains templated solutions that combine its Web content management, reporting and analytics, and strong multichannel content delivery to address multichannel marketing and customer experience. Tridion's multichannel content delivery closely resembles that provided by FatWire, implicit and explicit personalization are both supported, and end users will find straightforward support for defining and managing customer segmentation. Specific modules offered by Tridion include a newsletter option, outbound email communication support, and customer segmentation, all available through the vendor's Tridion Marketing Communications Solution. With stronger digital asset management, Tridion can be a Leader in persuasive content apps.
- **Interwoven and Vignette offer competitive, strong performing alternatives.** Both Interwoven and Vignette leverage strengths in Web content management to offer strong foundations, and much of their product strategies are driven by persuasive content app requirements. But both fall short of offering anything beyond professional-services-based persuasive content apps. Interwoven complements its Web content management strength with its MediaBin product, a strong digital asset management product. In addition, Interwoven maintains relationships with Web design agencies — relationships the vendor will build on for developing future persuasive content apps.

Vignette combines strong Web content management with multichannel content delivery — only FatWire and Tridion offer stronger support — and reporting and analytics capabilities to

help enterprises deliver persuasive content apps. However, Vignette lacks strong digital asset management (the vendor instead works closely with digital asset management vendor North Plains Systems) and its current solutions are based on the Vignette’s professional services experience — implementation is required. And while Vignette has strong assets, it lacks relationships with relevant domain experts like Web design agencies.

**Figure 6** Forrester Wave™: Persuasive-Content-Centric Applications, Q1 '06



Source: Forrester Research, Inc.

**Figure 6** Forrester Wave™: Persuasive-Content-Centric Applications, Q1 '06 (Cont.)

	Forrester's Weighting	EMC	FatWire Software	FileNet	Hummingbird	Hyland Software	IBM	Interwoven	Mobius	Open Text	Stellent	Tridion	Vignette	Xerox
<b>CURRENT OFFERING</b>	50%	2.41	3.25	2.47	2.25	1.29	2.22	2.84	1.48	2.61	2.87	3.01	2.90	0.96
Breadth of enterprise content management capabilities	30%	3.20	3.85	2.60	2.80	0.45	1.90	4.90	1.05	3.80	4.40	3.35	3.45	0.35
Extended capabilities for content, context, and process management	30%	2.20	2.40	3.00	2.20	1.70	2.25	1.10	1.95	2.40	1.70	2.45	2.80	1.10
Content-centric application readiness	30%	0.95	2.90	0.95	1.15	0.80	1.90	1.95	0.60	1.00	1.80	2.90	1.90	0.40
Architecture	10%	5.00	5.00	5.00	4.00	4.00	4.00	4.50	4.00	4.50	5.00	4.00	4.50	4.00
<b>STRATEGY</b>	50%	3.42	4.20	3.49	2.90	1.20	3.42	3.86	0.62	2.81	2.84	4.32	3.72	1.30
Product strategy	60%	3.00	4.50	4.00	3.15	0.40	3.00	4.00	0.30	3.10	3.10	4.50	4.00	0.40
Whole solution strategy	20%	3.10	4.50	0.45	3.05	0.40	3.10	4.00	0.30	0.35	3.10	4.50	3.00	0.30
Financial resources to support strategy	20%	5.00	3.00	5.00	2.00	4.40	5.00	3.30	1.90	4.40	1.80	3.60	3.60	5.00
<b>MARKET PRESENCE</b>	0%	3.40	2.45	1.70	3.20	0.60	3.60	4.30	1.30	1.80	3.10	2.25	4.50	2.10
Company financials	10%	4.00	0.00	3.00	2.00	1.00	5.00	2.00	1.00	3.00	2.00	0.00	2.00	5.00
Customer base in transactional content	5%	3.00	0.00	5.00	3.00	5.00	5.00	1.00	5.00	5.00	5.00	0.00	3.00	3.00
Customer base in business content	5%	5.00	1.00	3.00	5.00	3.00	5.00	5.00	3.00	5.00	5.00	1.00	3.00	5.00
Customer base in persuasive content	70%	3.00	3.00	1.00	3.00	0.00	3.00	5.00	1.00	1.00	3.00	3.00	5.00	1.00
Geographic presence	10%	5.00	3.00	3.00	5.00	1.00	5.00	3.00	1.00	3.00	3.00	1.00	5.00	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Source: Forrester Research, Inc.

- **Stellent and Hummingbird need additional focus on persuasive content strategies.**

Comprehensive Web content management and strong digital asset management establish Stellent as a Strong Performer. However, the vendor lacks a strong focus on persuasive content apps and offers little to support personalized delivery of content across multiple channels. Solutions offered by Stellent simply apply the vendor's Web content management to multisite content management, allowing enterprises to address the basics of multichannel publishing, but not much more.

Hummingbird shares a similar approach but lacks the digital asset management capabilities found in Stellent. Both vendors invest much of their time and energy in developing business content app domain expertise, and a similar focus on persuasive content apps is required to help both vendors establish stronger offerings.

- **EMC Documentum, IBM, and Open Text need additional capabilities to compete.** EMC Documentum, while having good Web content management and digital asset management, lacks multichannel content delivery to help enterprises address persuasive content app requirements. In addition, persuasive content app requirements do not drive the vendor's strategy. Instead, EMC focuses on providing a strong repository for the management and storage of Web and digital content, not on driving the usage of this content.

IBM follows a similar path but lacks a credible Web content management offering. IBM's broad portfolio of ECM, eCommerce, and middleware offer enterprises a comprehensive platform for building persuasive content apps but remains heavily dependent on professional services for integration.

Open Text's strong digital asset management highlights the vendor's support for persuasive content apps. The vendor lacks multichannel content delivery and reporting and analytics to help enterprises drive and understand the usage of content in persuasive content-centric initiatives.

- **Hyland Software, Mobius, and Xerox have very limited appeal.** All three vendors do not focus their time and energy on the market's persuasive content app needs. Hyland and Xerox must first add key capabilities — namely Web content management — to begin to address persuasive content needs. Mobius offers basic Web content management, but needs to add digital asset management and multichannel content delivery to have any hope of tackling an enterprise's persuasive content needs.

This evaluation is intended to be a starting point only. Readers are encouraged to view detailed product evaluations and adapt the criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool.

### 13 VENDORS RISE ABOVE THE MASSES IN AN EVOLVING MARKET

Evaluating the content-centric apps market is a substantial undertaking, as there are more than 70 vendors offering different ECM and ECM component technologies targeting the market's transactional-, business-, and persuasive-content-centric needs. And as this market matures, new vendors will enter from complementary areas — such as BPM, business intelligence, product lifecycle management, and eCommerce — as they recognize the importance of content to business

processes and end users. However, the products and solutions offered by these vendors demonstrate leadership in an immature market and are helping to set the stage for content-centric app innovation.

- **EMC provides a platform for building transactional and business-content-centric apps.**

Make no mistake: EMC remains focused on providing the market with an ECM platform, keeping an eye on supporting content-centric app needs. The vendor's comprehensive document management support, coupled with its team collaboration capabilities, provides an excellent foundation for business-content-centric solutions. EMC has also expanded its platform for transactional content by acquiring Captiva, a high-end document capture vendor, and Acartus, a high-performance COLD/ERM provider. Although EMC Documentum has developed a number of solution templates addressing such areas as application and loan processing, enterprise project collaboration, and operational risk management, it works primarily through consulting and integrator partners to deliver business and transactional content apps. Yet EMC has both the will and resources to invest in content-centric apps and continues to build out its BPM offering to address transactional content. EMC Documentum needs significantly better WCM and multichannel content delivery to compete in persuasive content initiatives.<sup>8</sup>

- **FatWire makes good on its relentless persuasive-content-centric app focus.** FatWire's WCM and multichannel content delivery strengths, plus an exclusive focus on persuasive content-centric apps established this vendor as a Leader in this area. FatWire's resistance to going down an ECM suite path has allowed it to marshal limited resources on its core competency in Web content management for externally facing sites. As a result, FatWire continues to expand its persuasive content apps product portfolio, such as closed-loop marketing, customer self-service, channel partner enablement, and call center support. Enterprises with a focus on persuasive content initiatives — including addressing multichannel customer experience needs — will value FatWire's combination of comprehensive WCM capabilities, strong content delivery support, and strategic focus on persuasive content apps.<sup>9</sup>

- **FileNet's combo of BPM and ECM set the standard for transactional content-centric apps.**

FileNet's comprehensive document imaging and records management capabilities combined with its comprehensive business process management solution gives it the strongest current offering in support of transactional content needs. In addition, the vendor's strong partner network — more than 300 partners — help FileNet address a multitude of vertical market needs. Despite its many efforts to move into business and persuasive content, FileNet has limited appeal beyond transactional content. FileNet's general-purpose document management and strong records management offerings help the vendor address business content needs but are limited by FileNet's shortcomings in team collaboration. FileNet's recent introduction of a new Web content management offering supports persuasive content initiatives but is too new to be considered a persuasive content Leader.<sup>10</sup>

- **Hummingbird's team collaboration and ECM lead to business-content-centric app strength.** Hummingbird's focus on business content, strong document management and records management, good team collaboration, and business solutions combine to make it a Leader in business-content-centric applications. Hummingbird's numerous business content solutions include deal management, procurement management, capital projects management, and contract management. But Hummingbird also addresses more than business content, by leveraging its document imaging and strong records management to address transactional content needs in which compliance and security are high requirements. In addition, Hummingbird's RedDot subsidiary provides the basis for persuasive content but lacks strong multichannel content delivery to meet demanding persuasive content needs. Still, Hummingbird has the financial resources and a willingness to embrace leading infrastructure offerings — witnessed in the vendor's recent strategic relationship with Microsoft — to succeed in content-centric apps.<sup>11</sup>
- **Hyland Software focuses on transactional content-centric apps, with great results.** Private vendor Hyland Software's more than 5,100 customers can all testify to the vendor's relentless focus on transactional-content-centric needs. Hyland's numerous templated solutions and application modules help organizations quickly apply Hyland's ECM capabilities to specific business processes, making this vendor a Leader in transactional-content-centric apps and a Strong Performer in business-content-centric applications. For strategic reasons, Hyland has avoided the Web content management market, which severely restricts its appeal and fit for persuasive content apps. To maintain its position, Hyland must improve its ability to address transactional-content-centric needs by increasing its BPM support.<sup>12</sup>
- **IBM offers an enabling platform for content-centric apps.** IBM goes from strength to strength across its ECM portfolio whether the focus is on ECM infrastructure, where it is a Leader, or content-centric apps, where it's a Leader in transactional-content-centric apps and a Strong Performer in business-content-centric apps. IBM's strong document imaging, BPM, and content integration provide an excellent foundation for enterprises looking to build transactional content-centric apps. The vendor's strong team collaboration, combined with its document management and IBM Workplace offerings for eLearning also offer enterprises a solid foundation for business-content-centric initiatives. But make no mistake: IBM's focus remains on providing an ECM platform and information management infrastructure to help enterprises, integrators (including IBM Global Services), and independent software vendors build — not buy — content-centric applications.<sup>13</sup>
- **Interwoven's strategy gives it a leg up in business and persuasive-content-centric apps.** The vendor's focus on content-centric applications makes it a Leader in business content and a high-scoring Strong Performer in persuasive content. Interwoven has combined its comprehensive document management footprint with its team collaboration — and a substantial partner

network — to produce a number of business content solutions targeted at legal and financial services (like matter-centric collaboration) and OTC derivatives management and horizontal solutions, (like deal management, contract management, and IT project management). Interwoven's comprehensive Web content management and digital asset management, coupled with Web design agency relationships, put the vendor in an excellent position to address persuasive content needs. Interwoven's lack of emphasis on COLD, document output management, and business process management has been intentional and make it an unsuitable choice for transactional content application initiatives.<sup>14</sup>

- **Mobius offers a strong archiving foundation in support of transactional content needs.** Mobius offers excellent document imaging, COLD, and records management support, making the vendor's ViewDirect product suite a good place to put content for long-term records retention. However, the vendor falls short of providing content-centric enabling capabilities — including business process management and multichannel content delivery — to support the market's content-centric application needs. Still, Mobius' focus on transactional content within its primary target markets — manufacturing, insurance, financial services, and healthcare — and its ECM strengths make Mobius a Strong Performer in transactional content-centric apps. Key strengths in this category — a solid platform for managing and retaining transactional content — are outweighed by weaknesses in other categories. Specifically, Mobius lacks team collaboration, making it a contender in business-content-centric applications, and its basic Web content management offering is insufficient for persuasive content initiatives.<sup>15</sup>
- **Open Text's strong ECM assets make it a business-content-centric app Leader.** Once almost purely focused on providing enterprises with a broad ECM portfolio, Open Text now has refined its strategy to focus on ECM solutions. This refined strategy puts Open Text in a much better position to leverage its comprehensive ECM portfolio — consisting of numerous highly competitive but individual components — and to meet the transactional and business-content-centric needs of enterprises. Open Text's transactional content strategy currently focuses on image-enabling leading enterprise resource planning (ERP) and customer relationship management (CRM) solutions and building on Open Text's BPM software. This approach positions Open Text as a Strong Performer in transactional content apps. In addition, Open Text has combined its document management and Web content management products with its team collaboration to support numerous apps — including employee training and certification, contract management and engineering collaboration — making the vendor a Leader in business content applications. But without strong multichannel content delivery support, Open Text cannot compete in persuasive-content-centric apps.<sup>16</sup>
- **Stellent covers all bases with a well-rounded portfolio.** Stellent qualifies as a Strong Performer across transactional, business, and persuasive content apps, thanks in part to the vendor's ECM breadth — which scored the highest of all ECM suite vendors we evaluated and

overcompensates for the suite's limited extended capabilities, like the lack of robust business process management, content integration, and multichannel content delivery. Stellent offers content-centric solutions addressing primarily horizontal transactional and business content needs, led by the vendor's strong compliance and records management solutions, including a Sarbanes-Oxley compliance offering. Enterprises searching for a solid, all-around ECM foundation for their content-centric initiatives should look closely at Stellent. But the vendor must invest more in its extended capabilities — and execute on its product strategy — to maintain its Strong Performer position.<sup>17</sup>

- **Tridion offers a strong foundation for persuasive-content-centric apps.** This small vendor's laser focus on persuasive content helps Tridion differentiate itself from larger ECM vendors. Tridion's comprehensive WCM offering, coupled with strong multichannel content delivery and its solid ability to report and analyze multichannel content usage, offer enterprises a strong foundation for supporting persuasive content initiatives. Tridion's persuasive content solutions target marketing communications, brand management, and vertical needs in financial services, manufacturing, retail, public sectors, and travel markets. Enterprises with a focus on persuasive content initiatives and looking for a solution with demonstrable experience in multinational site support should look closely at Tridion.<sup>18</sup>
- **Vignette has the tools to compete but needs strategic focus to lead.** Vignette's ECM suite and extended capabilities — including team collaboration, content integration, reporting and analytics, eLearning, and multichannel delivery — make this vendor a Strong Performer in transaction, business, and persuasive content applications. Vignette's solutions marketing group targets insurance, healthcare, and compliance needs, offering professional-services-based solutions. These solutions provide enterprises with a framework for how to implement and build on Vignette's products to address transactional- and business-content-centric application needs — but they are not applications. Vignette has a chance to lead in persuasive-content-centric applications, if it focuses resources around its outstanding Web content management and multichannel delivery. The vendor has the tools to compete, but increased focus on partners and extended capabilities — such as business process management and greater multichannel content delivery support — will give Vignette the differentiation it needs to be a standout.<sup>19</sup>
- **Xerox's document management and team collaboration establish it in business content.** Xerox DocuShare, a division of Xerox, does not receive the market recognition of other ECM vendors, yet it has more than 4,500 ECM deployments. DocuShare 4.0, Xerox DocuShare's ECM product, offers competitive document management, document imaging, and records management functionality (with the latter product OEMed from IBM). These ECM capabilities, combined with team collaboration and eLearning support, offer enterprises an intriguing, low-cost, highly functional option for business content initiatives. With its ability to combine multiple product offerings that range from multifunction devices to document management

software, Xerox sits in a unique position to address common transactional content needs, but it has yet to capitalize on its position. What Xerox lacks in ECM breadth and extended capabilities, it compensates through a focused strategy on transactional and business content, backed up by a \$15.7 billion enterprise focused on “Smarter Document Management.” However, its intentional lack of Web content management makes Xerox DocuShare an unsuitable choice for persuasive content initiatives.<sup>20</sup>

## SUPPLEMENTAL MATERIAL

### Online Resources

The online versions of Figures 4, 5, and 6 are Excel-based vendor comparison tools that provide detailed product evaluations and customizable rankings.

### Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution:

- **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls where necessary to gather details of vendor qualifications.
- **Product demos.** We asked each vendor to conduct demonstrations of its product's functionality. We used findings from these product demos to validate details of each vendor's product capabilities.
- **Customer reference calls.** To validate product and vendor qualifications, Forrester also conducted reference calls with several current vendor customers.

### The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we then narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave document — and then score the vendors based on a clearly defined scale. These default weightings are intended only as a starting point, and readers are encouraged to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. The evaluation period ended February 28, 2006.

## ENDNOTES

- <sup>1</sup> Thanks to their ECM capabilities and infrastructure focus, EMC and IBM have established early ECM platform leadership. Stellant leads ECM pure plays with the most complete, suite-ready ECM offering. FileNet, Interwoven, Hummingbird, and Vignette are Strong Performers, but lack an IT infrastructure focus and are better suited for content-centric apps. Microsoft has more ECM vision than current capabilities, while Oracle has an ECM suite that — while limited in scope — shows substantial promise. Open Text still has work ahead to build a true suite and has a questionable ECM strategy. And despite acquisitions, Mobius has not gotten traction in ECM and is best suited for complex COLD requirements. See the October 7, 2005, Tech Choices [“The Forrester Wave™: Enterprise Content Management Suites, Q3 2005.”](#)
- <sup>2</sup> To help better define their enterprise content management strategies, enterprises are beginning to segment their needs into transactional, business, and persuasive content categories and to look for technologies best suited to meet these independent needs. See the December 21, 2005, Market Overview [“Transactional, Business, And Persuasive Content: A Better Way To Look At Enterprise Content.”](#)
- <sup>3</sup> The conceptual architecture for content-centric applications includes a content/data layer for managing and integrating content repositories, a business process layer for integrated end-to-end process views, an interaction layer supporting user-centric design, and a business services layer providing common transaction services. See the July 11, 2003, Planning Assumption [“The Architecture Of Content-Centric Applications.”](#) In addition, comprehensive interaction support can also be achieved through the use of an interaction platform — a platform of common services that applies the principles of services-oriented architecture to cross-channel interactions. See the October 4, 2004, Trends [“The Interaction Platform.”](#)
- <sup>4</sup> Human-centric business process management focuses on automating human activities and can be people intensive (involving a high level of interaction between individuals), document intensive (requiring users to make decisions and take actions based on submitted document information), or decision intensive (requiring deep analysis of business information). See the January 26, 2006, Market Overview [“Demand For Business Process Management Suites Will Accelerate Through 2009.”](#)
- <sup>5</sup> FileNet’s Business Process Manager offers a very strong, event-driven BPMS with active documents and e-forms in support of document-intensive and people-intensive processes. See the February 24, 2006, Tech Choices [“FileNet’s BPMS Is Unbeatable At The Intersection Of Content And Process.”](#)
- <sup>6</sup> In January 2006, EMC acquired privately held professional services provider Internosis — a specialist in Microsoft products and technologies. This acquisition brings Microsoft content and collaboration expertise to EMC, and it will help the vendor provide content-centric apps to enterprises using Microsoft SharePoint. See the February 28, 2006, Quick Take [“Internosis Acquisition Will Spark A Closer Partnership Between EMC And Microsoft.”](#)
- <sup>7</sup> Interwoven WorkSite offers strong collaboration, document management, and records management and has embraced usability through the Microsoft Office Suite — namely Outlook — to provide enterprises with a highly usable, collaborative document management application. See the December 23, 2005, Quick Take [“The Best-Kept Secret In Document Management.”](#)

- <sup>8</sup> View the vendor summary for more detailed analysis on how EMC fared in this evaluation. See the March 29, 2006, Tech Choices “[EMC: ECM Platform Supports Transactional- And Business-Content-Centric Application Initiatives.](#)”
- <sup>9</sup> View the vendor summary for more detailed analysis on how FatWire fared in this evaluation. See the March 29, 2006, Tech Choices “[FatWire Software Leads With A Relentless Focus On Persuasive-Content-Centric Applications.](#)”
- <sup>10</sup> View the vendor summary for more detailed analysis on how FileNet fared in this evaluation. See the March 29, 2006, Tech Choices “[FileNet: Transactional-Content-Centric Applications Giant.](#)”
- <sup>11</sup> View the vendor summary for more detailed analysis on how Hummingbird fared in this evaluation. See the March 29, 2006, Tech Choices “[Hummingbird Has A Strong Focus And Early Leadership In Business-Content-Centric Applications.](#)”
- <sup>12</sup> View the vendor summary for more detailed analysis on how Hyland Software fared in this evaluation. See the March 29, 2006, Tech Choices “[Hyland Software: Aggressively Tackling Transactional-Content-Centric Application Needs.](#)”
- <sup>13</sup> View the vendor summary for more detailed analysis on how IBM fared in this evaluation. See the March 29, 2006, Tech Choices “[IBM Provides A Strong Foundation For Building Content-Centric Applications.](#)”
- <sup>14</sup> View the vendor summary for more detailed analysis on how Interwoven fared in this evaluation. See the March 29, 2006, Tech Choices “[Interwoven: Charging Fast And Hard Into Business- And Persuasive-Content-Centric Applications.](#)”
- <sup>15</sup> View the vendor summary for more detailed analysis on how Mobius fared in this evaluation. See the March 29, 2006, Tech Choices “[Mobius: More Than A Content Archiving Vendor, But Short On Content-Centric Application Support.](#)”
- <sup>16</sup> View the vendor summary for more detailed analysis on how Open Text fared in this evaluation. See the March 29, 2006, Tech Choices “[Open Text Establishes Business-Content-Centric Application Leadership.](#)”
- <sup>17</sup> View the vendor summary for more detailed analysis on how Stellent fared in this evaluation. See the March 29, 2006, Tech Choices “[Stellent: A Strong Performer For Transactional-, Business-, And Persuasive-Content-Centric Applications.](#)”
- <sup>18</sup> View the vendor summary for more detailed analysis on how Tridion fared in this evaluation. See the March 29, 2006, Tech Choices “[Tridion: Focused On Persuasive-Content-Centric Applications.](#)”
- <sup>19</sup> View the vendor summary for more detailed analysis on how Vignette fared in this evaluation. See the March 29, 2006, Tech Choices “[Vignette Has The Tools But Needs Focus To Differentiate In Content-Centric Applications.](#)”
- <sup>20</sup> View the vendor summary for more detailed analysis on how Xerox fared in this evaluation. See the March 29, 2006, Tech Choices “[Xerox: Established In Business- And Targeting Transactional-Content-Centric Applications.](#)”

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