



# Integrated Output Management Architecture



# Introduction

- A little about Nobix
- Why we're here



## Outline

- Output Management Implications
- The Document Life Cycle
- Enterprise Output Management
- Maximizing Technology Benefits
- IOM Puzzle Pieces
- IOM's Value Proposition
- Expectations (yours and theirs)

# Output Management Implications

- Where does all this stuff come from?
- Who's going to manage it?
- Where do we begin?
- Will it ever end?

# The Document Life Cycle

## *The information life cycle*

Webster defines **information** as

“The communication or reception of  
knowledge or intelligence.”

# The Document Itself

A combination of content arranged into a defined structure that conveys *information* in a form that is meaningful to the consumer.

# The Document Life Cycle

- Conception
- Creation/Publication/Revision
- Approval & Review
- Aggregation & Management
- Access & Distribution
- Archival
- Destruction



# Enterprise Output Management

“...the systematic and consistent administration and control of output across all managed systems in the enterprise.”

International Data Corporation, October, 1997, R. Paul Mason



# Enterprise Output Management

- *Not just printer management, but also*
- Re-printing
- Post processing
- Enhancing
- Format conversion
- Storage
- Distribution

# Maximizing Technology Benefits

(or sometimes why you can't)

- ❖ Technology acquired as-you-go
  - Has your business changed since you last looked at this stuff?
- ❖ Forced to interact, forced to fit
  - Does everything fit together well, by design?
  - What doesn't work well? What's the cost of that?
- ❖ Dissimilar platforms, dissimilar environments
  - How many different systems do you have? Do you know?
  - What the heck are those users doing out there? What do they need?

# Maximizing Technology Benefits

(ok, now let's be more positive)

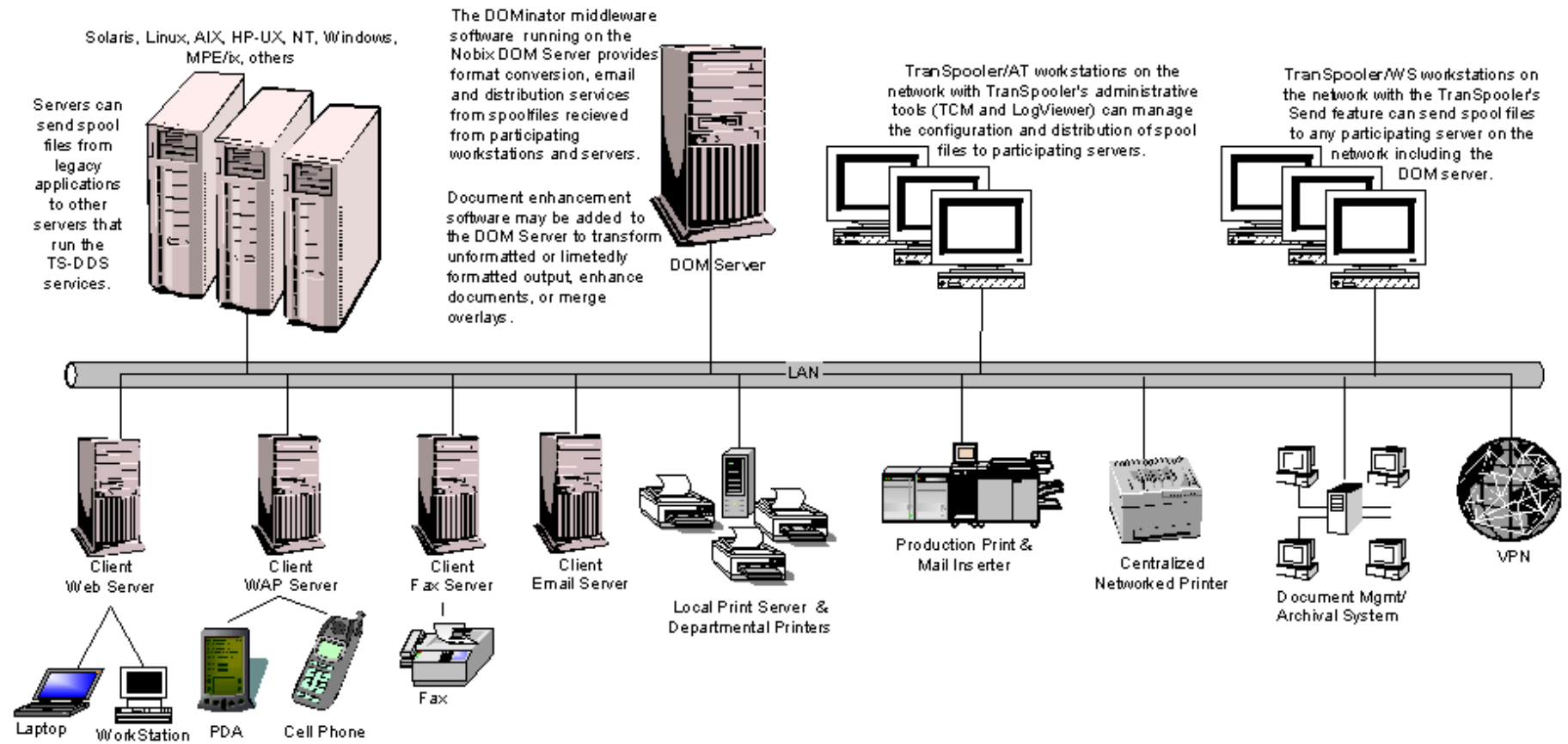
- ❖ Determine your enterprise needs
  - Everyone likes to begin a new project, don't they?
  - Only your needs? Or is there a way to gain a competitive business advantage?
- ❖ IOM solution that can fit your model
  - It absolutely must work with what you have and will have
- ❖ Look for simple, but it must fit your needs
  - Kinder and simpler means reduced training, implementation, infrastructure costs
  - Unfortunately, some solutions are unnecessarily complex
  - Unfortunately, some solutions are necessarily complex

## IOM Puzzle Pieces

- ❑ Centralized Administration
  - ✓ Standard output operating procedures
  - ✓ Single point of access
- ❑ Designation of Administrators and Local User Management
  - ✓ Control given where it makes sense
- ❑ Operational Transparency
  - ✓ Aim for consistency in capabilities and modes of operation across all supported platforms



# Integrated Output Management Architecture



## IOM's Value Proposition

- Print distribution typically uses 20% of your budget
- According to Gartner Research, "...instead of just counting up the cost of the printer, paper and ink, enterprises should consider everything that contributes to the cost of printing documents, including service, worker time, network bandwidth, help desk support and maintenance."

Gartner Research Note, September 13, 2000, J. Ingalls, J. Lundy

# IOM's Value Proposition

Some problems that can be overcome

- Wasted resources  
If you knew you were wasteful, would you be?
- Delivery failures  
Why are you always the *last* one to know?
- Distribution roadblocks  
Real, Artificial, Imposed (self-imposed?)
- Higher administration expenses  
Well anyway, higher than they should be

# Expectations



This means your expectations, as well as your customer's

- ✓ You're the one who will set theirs
- ✓ Who sets yours?



Try to keep things realistic



What are the **major** areas expectations should be set for...



# Expectations

1. Quantifiable reductions in cost  
You may be dealing with enormous quantities
2. Productivity and efficiency gains  
Not to mention user satisfaction with your services (and perhaps their own job)
3. Improved competitive advantages  
You're *already* providing a competitive advantage, right?

# We 're about done here..

The bottom line...

- The number of documents that need to be produced is rising.
- Things are always changing.
- Pressure is increasing.

# Thank you all for coming!



- Following the presentation, a random drawing will be conducted
- Winners will need to be present during the drawing!!!