

Enterprise Content Management in the Cloud



The solution: Comprehensive services over the Internet securely

The case for on-demand services

Imagine an organization where employees have immediate access to all the people, information and applications they need to perform their tasks. And where these applications, from content management and digitalization of documents, to social networking and CRM – and many more – are fully integrated, continuously updated, secure and costing a fraction of what your competition pays.

With the introduction of Logica's Enterprise Content Management (ECM) in the Cloud, scenarios like this one are closer to reality than ever. Capitalizing on its expertise in business and IT consulting and systems integration, Logica is launching a comprehensive, dynamically scalable solution that provides social networking solutions and ECM-related software as a service (SaaS).

A new delivery model

Logica's ECM in the Cloud is in the vanguard of a new and innovative business and delivery model broadly referred to as "cloud computing." Here, software applications and services are deployed as a service and accessed over the Internet with secured connections. This creates opportunities to cut costs, purchase applications that would normally be outside the budget boundaries, streamline processes, improve communication and innovation, and enable you to more sharply focus on your core business.

Opportunities to innovate

The advantages of Logica's ECM on-demand delivery model are many. For example, running an application from day-to-day – testing and installing patches, managing upgrades, monitoring performance and so on – is handled externally and then delivered on demand, slashing your costs and allowing your IT department to focus on high-value activities.

A well-structured cloud-computing solution can greatly improve your colleagues access to the most up-to-date and relevant information for better decision-making.

Logica's ECM in the Cloud can integrate all your (SaaS or non-SaaS) applications within your organization and also beyond. Content is digitized and managed electronically and stored securely in legacy systems. Since content and applications are dispersed throughout your organization on demand, and available to interested parties via a common user interface, opportunities to innovate grow and satisfaction among your staff and customers rises. And the information fulfills compliance with public sector information storage regulations.

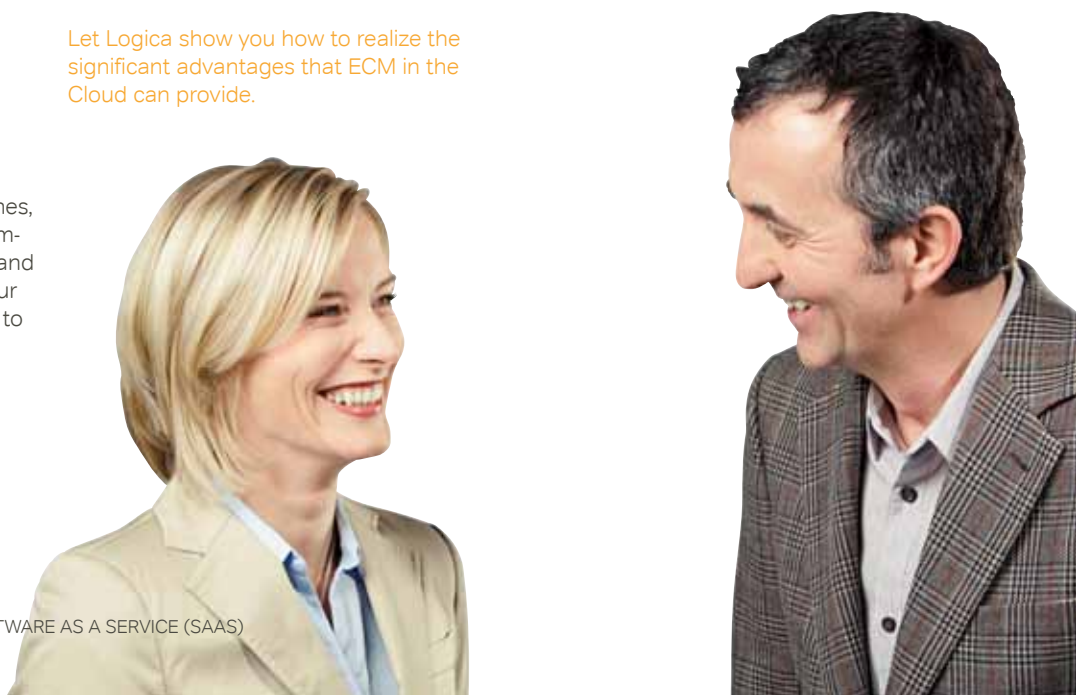
Lower IT costs are an important advantage. Instead of the normally high upfront capital expenditures, price is based on usage and monthly invoicing – significantly less than the conventional approach.

Choose the right partner

Many vendors are already claiming expertise in this new, sometimes overly hyped concept. But do they have what it takes to actually build the bridge between your cloud service providers, your applications and your end users? Ensure end-to-end business process continuity across the cloud and internal systems? Or design and deliver modern, cloud-enabled IT solutions that benefit your staff and your partners in measurable ways?

Let Logica show you how to realize the significant advantages that ECM in the Cloud can provide.

- Cost reductions through process streamlining and quicker deployment
- Risk management and regulatory compliance ensured by reliable information management
- Customer satisfaction increased with the right information, right time and place
- Business agility through faster deployment of continually updated software
- Capital expenditures slashed by the "virtualization" of IT services and pay-as-you-go subscription model
- Agility and innovation enhanced with access to ideas and information via a web portal.



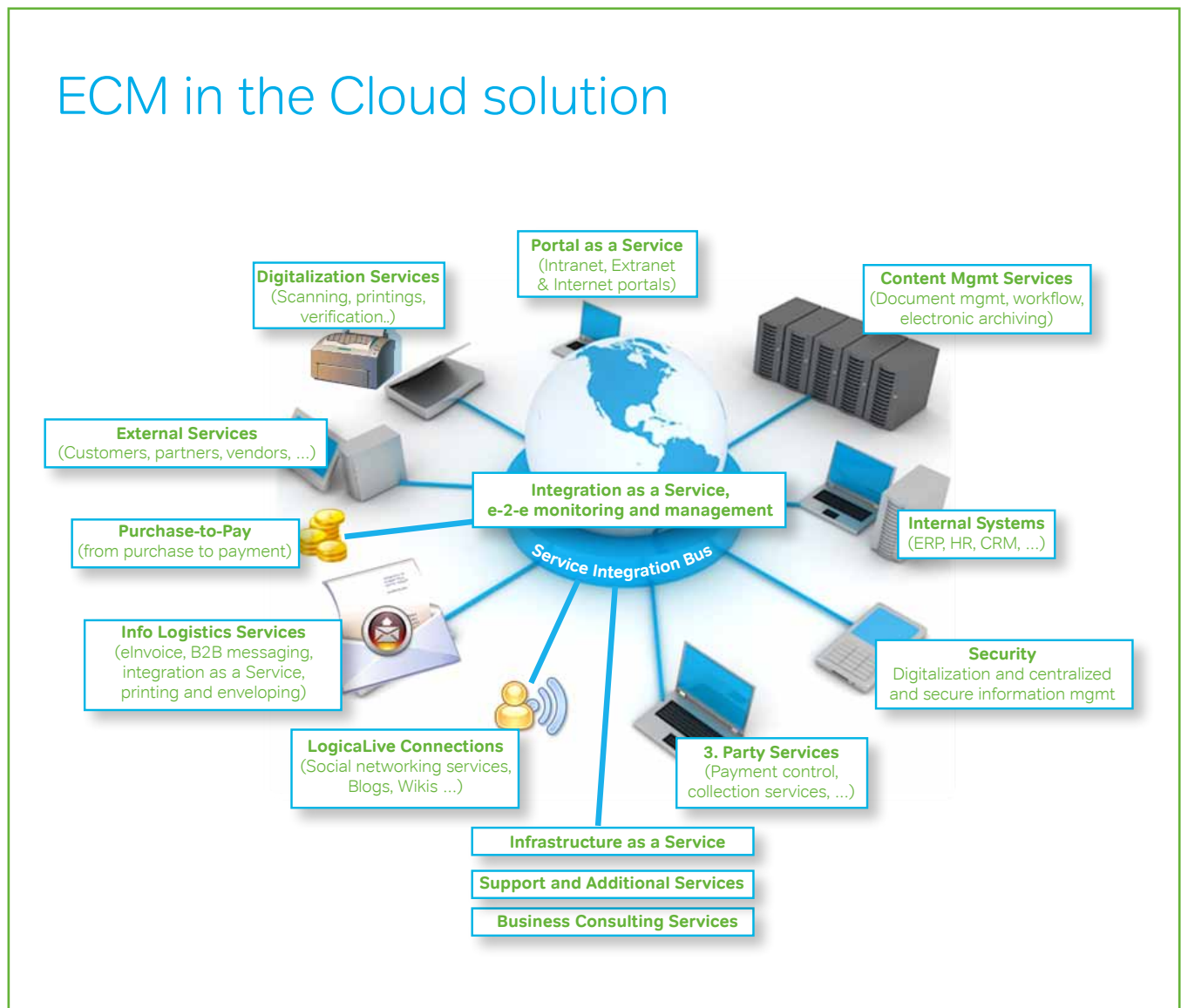
The offer: A rainbow of applications

Do you need just a single stand-alone module or a comprehensive solution? Which of your SaaS applications should be controlled internally? Externally? And who should handle the centralized management, measuring, monitoring and reporting?

The answer, of course, depends on your needs. From extensive experience, Logica's position has always been that a fully integrated solution will help you realize, for example, the benefits of streamlined processes and more efficient communications.

Let's take a look at the key modules of this ECM in the Cloud solution.

ECM in the Cloud solution



Services in the Cloud

Portal as a Service

Enterprise portals deliver a broad array of Internet, Extranet and Intranet services to their users, dynamically provided via the Internet and dimensioned according to company size requirements. Key components include customization, personalization, authentication and workflow.

For the end user, Portal as a Service gains significant value when it is integrated with ECM (see below) and social networking.

Enterprise Content Management

Logica combines the traditional aspects of ECM—digitalization, document management and electronic archiving – with cloud-based ECM, or Cloud Content Management (CCM), an emerging category of SaaS.

Logica ECM in the Cloud provides companies with an Internet-based delivery model to dynamically access, collaborate and share all types of business content both within and beyond an organization. For example, when unstructured content is checked in and out of the ECM system, each use can potentially enrich the content's profile, to some extent automatically, so that the system might gradually acquire or “learn” new routing, filtering and search pathways, which in turn assist in making better retention-rule decisions, determining which records or documents to keep, which to discard and when.

Collaboration: Logicalive Connections

Logicalive Connections is a Web 2.0 social software application that empowers employers to be more innovative and execute more quickly by using dynamic networks of people, information and applications. Blogs, communities, Wikis, profiles and so on can be created to share information, collaborate and create. Imagine the synergies when integrated with other applications within ECM in the Cloud.

Purchase to pay

Logica's Purchase to Pay solution automates and streamlines the purchasing process by providing a cost-effective way to manage and control the requisition management, approval and ordering. Optimal for indirect categories such as office supplies maintenance and repair services, IT, travel, insurance, marketing, security and cleaning.

As part of its comprehensive integrated offer, ECM in the Cloud provides Integration as Service and Infrastructure as a Service – both solutions for companies that want to outsource these services. It also provides support services and business consulting.

When choosing Logica as an external vendor for your solution, we will ensure the quality of your services with Service Level Agreements (SLAs) that govern the quality, availability and support commitments that we will provide you.



The cloud in action: some examples

The city of Helsinki has integrated nine different ERP systems into one invoicing channel. A leading Swedish bank introduced a social networking application that is transforming the ability of their colleagues to work more collaboratively and effectively. And a major Finnish travel agency re-launched a web service that provided a more effective, customer-oriented service.

These are just a few of the many examples of the benefits of Logica's ECM in the Cloud, a dynamic, flexible and scalable way of utilizing mission-critical applications as a service over the Internet.

Let's take a brief look at a few of Logica's, ECM in the Cloud scenarios:

Travel less, collaborate more

A major luxury goods company wants to decrease the travel costs of its sales personnel. But how to communicate the latest products and the values associated with them? After all, these are sophisticated products purchased by demanding, sophisticated customers.

The solution: Instead of flying sales staffs from various worldwide locations to headquarters in Paris, LogicaLive Connections enables real-time seminars in which all information is communicated in a highly effective manner. Follow-up blogs, message boards, wikis and so on further enriches the knowledge gained and shared.

Result: Pay per use of communication, content and collaboration tools resulted in significantly lower costs.

Pay-per-use CRM system

A leading drug company had several CRM systems that were managed separately and were sometimes working at cross-purposes. The company wanted to fold all CRM systems into one, simplifying administration and reducing costs.

The solution: All CRM systems were integrated into a single system, implemented throughout the organization and then based costs on a pay-per-use.

Result: As an application on demand, the single CRM system reduced cost dramatically less while at the same time it was sufficiently integrated with the company's own IT environment for the company to maintain control.

Streamline the messaging process

A major insurance company wanted to improve messaging toward its insurance brokers, an important distribution channel, especially in the b-2-b sector. The challenge was to reduce the enormous costs and manual work involved in hundreds of thousands of documents sent in paper format by mail, including RFPs, invoices, agreements, incident applications and so on.

The solution: Instead of sending documents by mail, a digitized content managed system was introduced.

Result: Documents are available in digital form, eliminating mail and printing costs and cutting paperwork. Since the system was provided as a service (a monthly fee based on usage), implementation was quick and capital investment avoided.

Next step: Integration between the insurance company and brokers' systems will be introduced, further improving the process and reducing costs.

ECM in the Cloud has the potential to transform your business too.





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Logica is a business and technology service company, providing business consulting, outsourcing, systems integration, and professional services. Its value for clients lies in successfully integrating people, business and technology and delivering in a cost-effective manner. It is committed to long term collaboration, applying insight to create innovative answers to clients' business needs.

Logica's 39,000 people work with around 10,000 clients around the world, including many of Europe's largest businesses.

Logica is listed on both the London Stock Exchange and Euronext (Amsterdam) (LSE: LOG; Euronext: LOG).

More information is available at www.logica.com

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