

Enterprise Information and Content Management: The Example of a Defense Industry Organization in Turkey



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Outline

Introduction

ECM & ECM Components

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Introduction

Information needs of Enterprises,

Information and Records systems

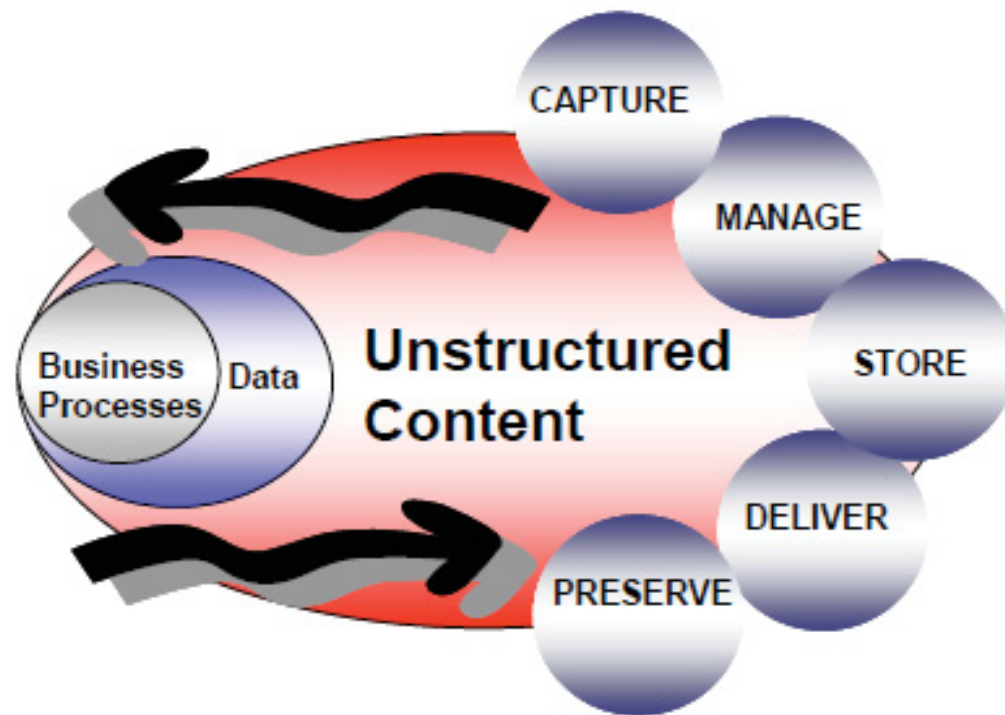
administrative and financial affairs,
systems for the management of personnel affairs,
customer relations,
in-house and external correspondence,
communication, records and archives

ECM

Pioneering efforts exerted on in-house information systems and web content management.

Solutions for the management of structured, semi-structured and unstructured enterprise information, source codes embedded in content and the components of metadata for publishing, storing, distributing and using the existing content for enterprise purposes.

ECM



ECM

The incorporation of the technologies for capturing, managing, storing, preserving and delivering the documents or content related to organizational processes.

Beyond the WCM,

Evolve into the management of the convergence of all front end applications and tools with the back end records/document management systems and databases

ECM

The concept of ECM has increasingly gone beyond technological solutions and evolved in such a manner to contain the strategies, tools, processes and skills that are required for the enterprises to manage their information assets in the life cycle.

Components of ECM

Content management applications are by and large composed of integrating the information systems created for various purposes

the systems used for the management of information assets in institutional operations might be basically classified under;

- Document Management systems,
- Web content management systems,
- Electronic mail management systems,
- Records management systems,
- Business process management systems,
- Digital asset management systems.

Basic Components of ECM

Document Management Systems (DMS),

These systems are composed of the procedures carried out during the process beginning with the creation of the documents within the organization

Their provision by other parties, and that continues until their long-term preservation and archiving

Their Functions;

search and navigation, check-in/check out processes, release management, visualization, information security and audit trials etc. (Kamppffmeyer, 2006; ARMS, 2011)

Basic Components of ECM

Web Content Management Systems (WCM),

Considered to be a component used for the presentation of the content stored by the organization

These systems constitute another component of enterprise content management ensuring the effective operation of the organization.

include the management of the websites and intranet systems of the organization

Their Functions;

authorization, editing and the distribution of information in line with the organizational principles and information security applications (Kamppffmeyer, 2006) .

Basic Components of ECM

Electronic Mail Management Systems (EM),

With the prevalence of communication realized in the electronic environment in the course of enterprise operations, electronic mailing systems have become one of the most important means of communication.

Suggested by the studies carried out in the related literature, electronic mails constitute official documents, which have, in turn, required the development of e-mail management applications, as is the case for other documents and records.

Basic Components of ECM

Records Management Systems (RMS),

Records management systems are developed for ensuring the life cycle of each component possessing the quality of records and created within the organization or provided by other parties (Kampfmeyer, 2006).

Applications of records management systems include the processes of classification, storage, preservation, disposition and disposal of the records in line with the filing plans in use (Records Management, 2011).

Methodology

- Action Research methodology,
- 7 questions for every basic components of ECM
 - Likert Scale
- Document management systems, Electronic mail systems, Web content management applications used for day-to-day activities and the Records systems used for official correspondence in an organization specialized in defence industry in Turkey.
- 337 users in 167 departments have participated in this study

Findings

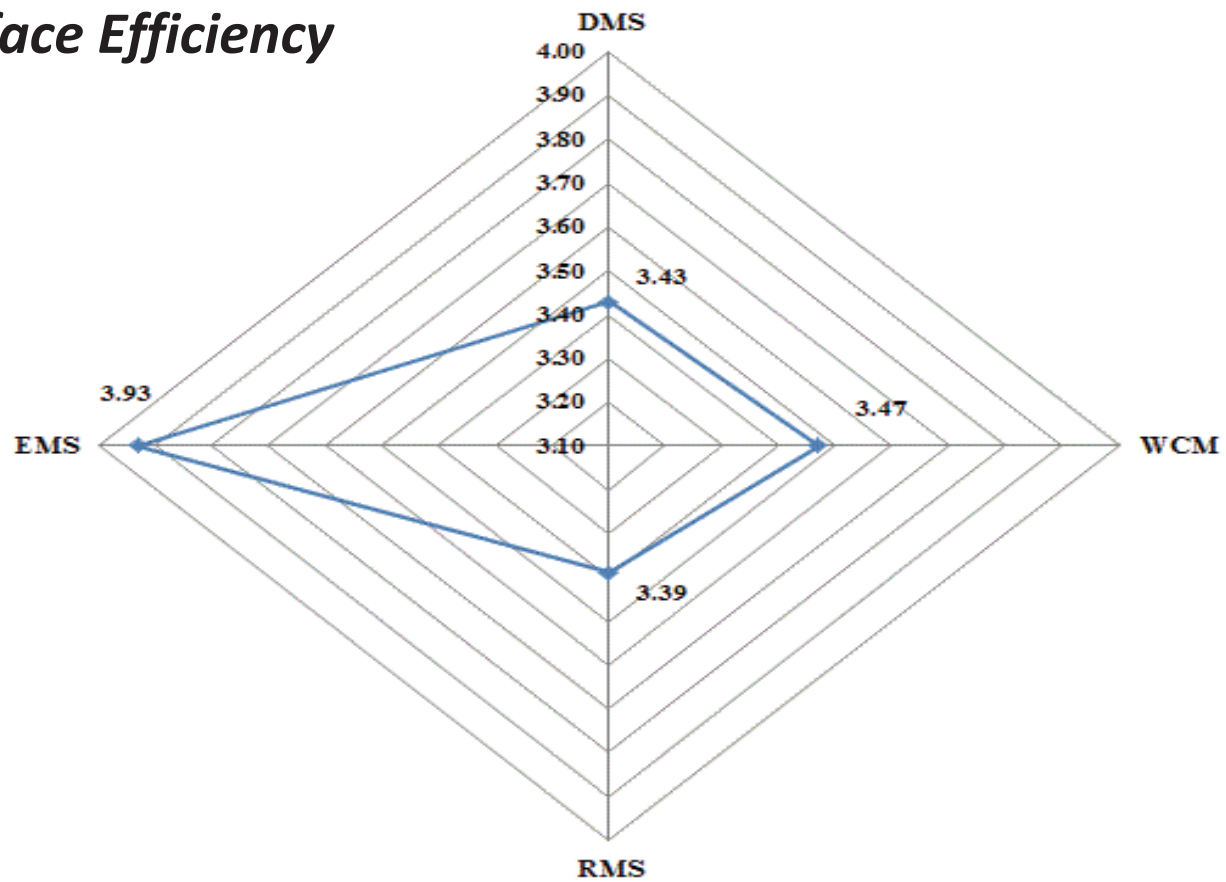
- *Interface Efficiency (Design)*

Table 1. Interface Efficiency (Design)

	N/A		Very Poor		Poor		Medium		Good		Very Good		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
DMS	12	3.6	15	4.5	32	9.5	122	36.2	109	32.3	47	13.9	337	100
WCM	1	0,3	15	4.5	49	14.5	91	27.0	124	36.8	57	16.9	337	100
RMS	44	13.1	6	1.8	35	10.4	118	35.0	106	31.5	28	8.3	337	100
EMS	11	3.3	6	1.8	13	3.9	75	22.3	137	40.7	95	28.2	337	100

Findings

- *Interface Efficiency*



Findings

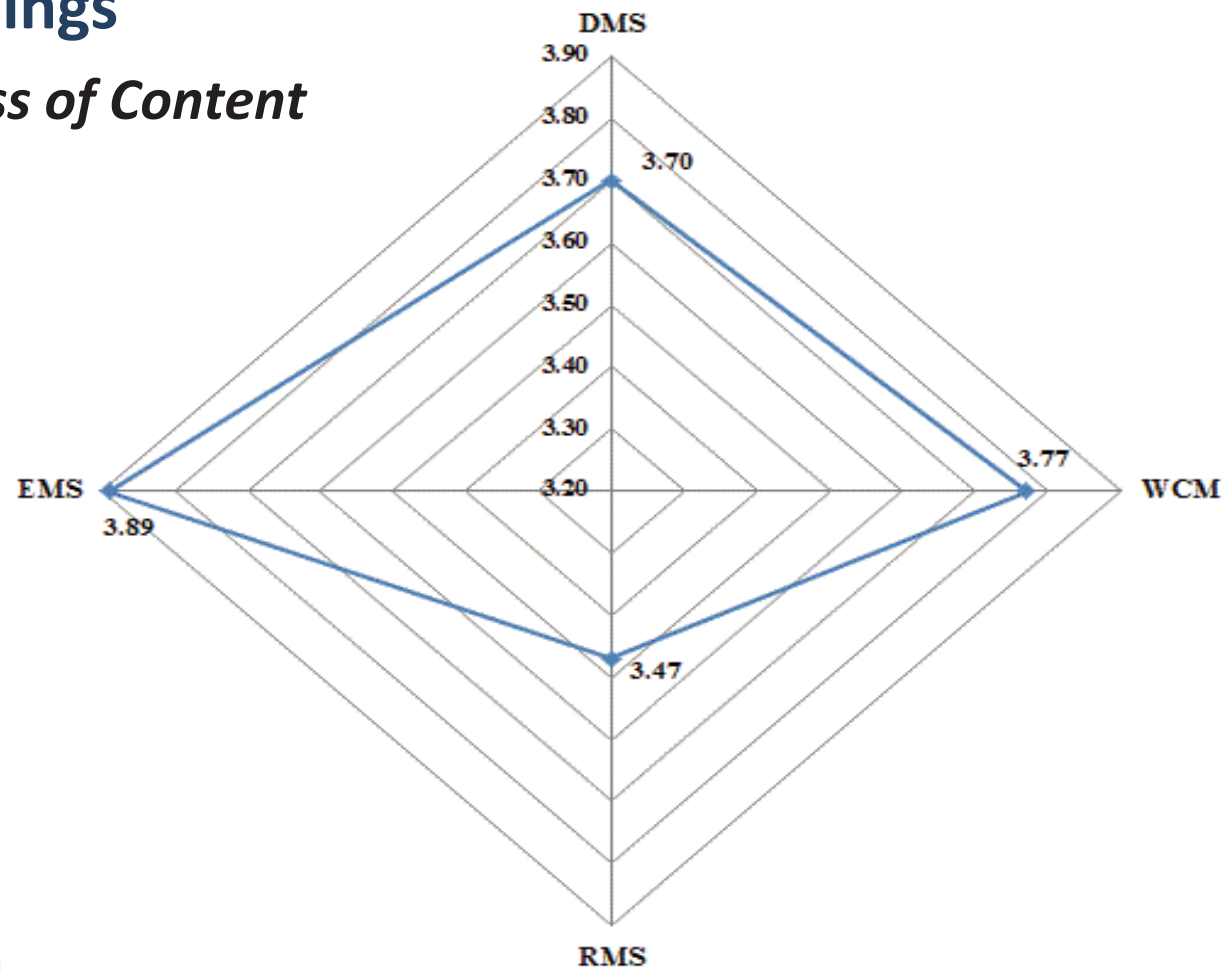
- ***Richness of Content***

Table 2. Richness of Content

	N/A		Very Poor		Poor		Medium		Good		Very Good		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
DMS	9	2.7	8	2.4	18	5.3	100	29.7	141	41.8	61	18.1	337	100
WCM	1	0,3	2	0,6	28	8.3	88	26.1	145	43.0	73	21.7	337	100
RMS	44	13.1	4	1.2	30	8.9	115	34.1	111	32.9	33	9.8	337	100
EMS	19	5.6	6	1.8	18	5.3	74	22.0	128	38.0	92	27.3	337	100

Findings

- *Richness of Content*



Findings

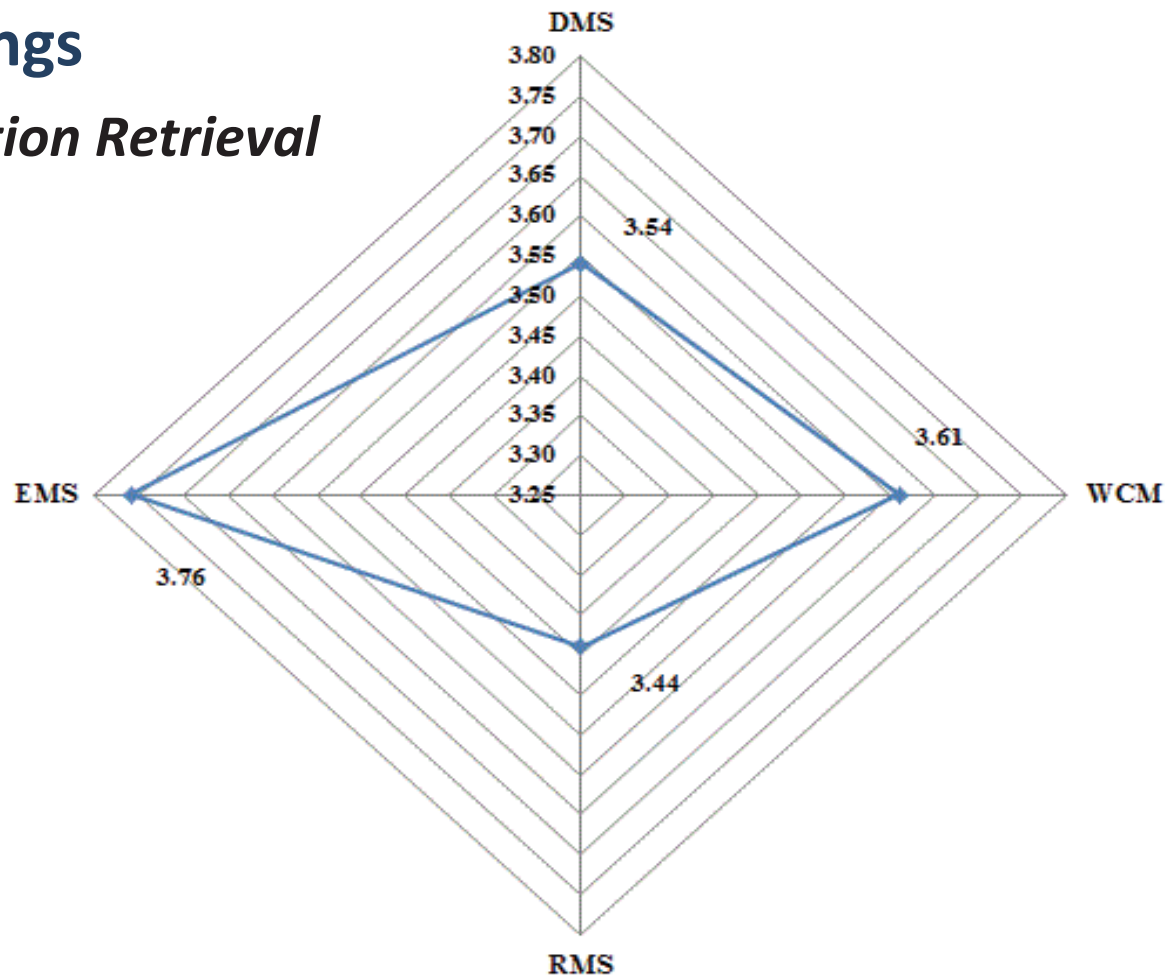
- *Information Retrieval*

Table 3. Information Retrieval

	N/A		Very Poor		Poor		Medium		Good		Very Good		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
DMS	12	3.6	12	3.6	26	7.7	111	32.9	127	37.7	49	14.5	337	100
WCM	1	0,3	15	4.5	24	7.1	99	29.4	137	40.7	61	18.1	337	100
RMS	40	11.9	11	3.3	29	8.6	113	33.5	106	31.5	38	11.3	337	100
EMS	8	2.4	10	3.0	29	8.6	77	22.8	128	38.0	85	25.2	337	100

Findings

- *Information Retrieval*



Findings

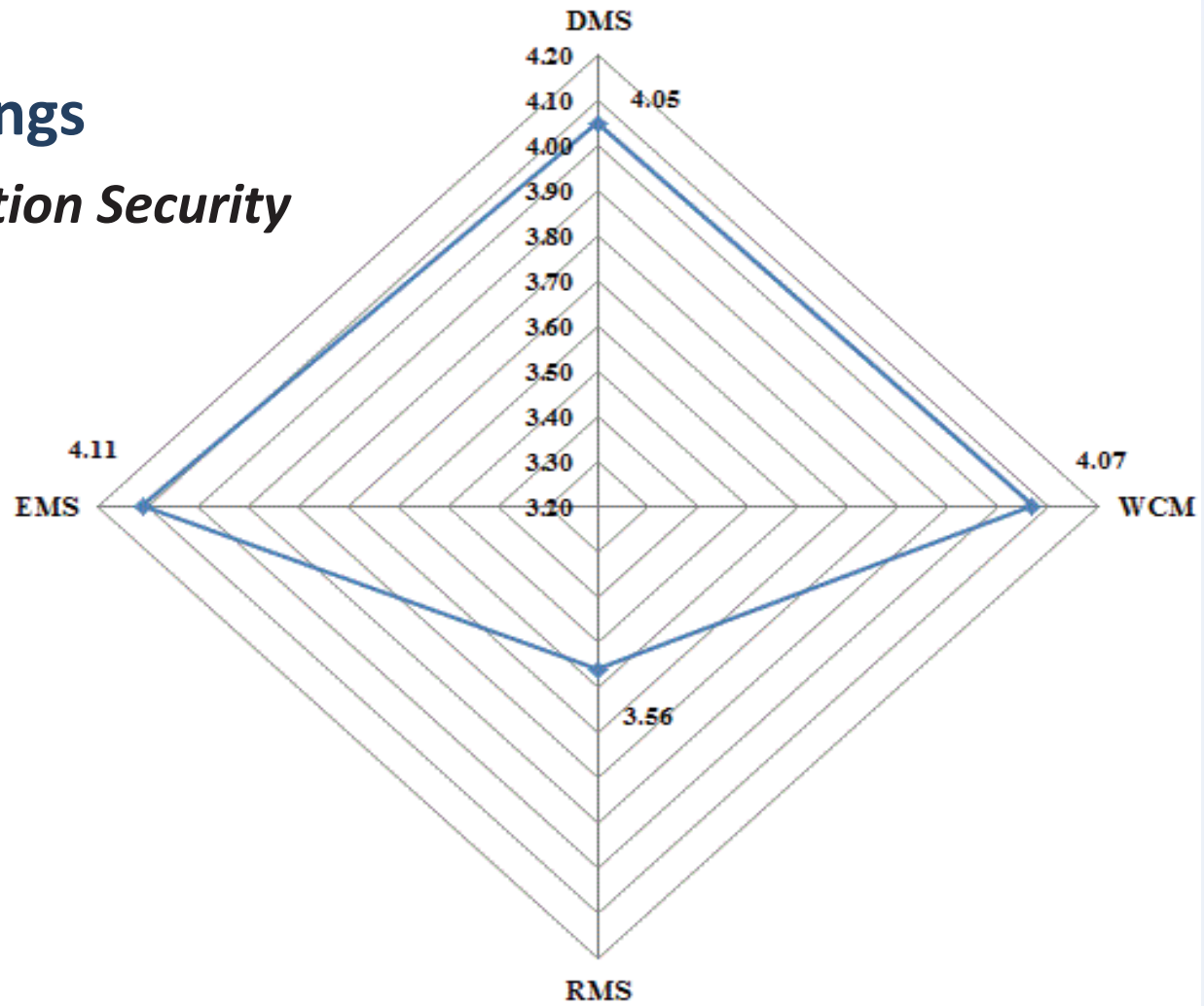
- Information Security***

Table 4. Information Security

	N/A		Very Poor		Poor		Medium		Good		Very Good		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
DMS	22	6.5	4	1.2	10	3.0	65	19.3	124	36.8	112	33.2	337	100
WCM	17	5.0	1	0,3	8	2.4	65	19.3	140	41.5	106	31.5	337	100
RMS	44	13.1	12	3.6	27	8.0	93	27.6	107	31.8	54	16.0	337	100
EMS	8	2.4	2	0.6	8	2.4	60	17.8	140	41.5	119	35.3	337	100

Findings

- *Information Security*



Findings

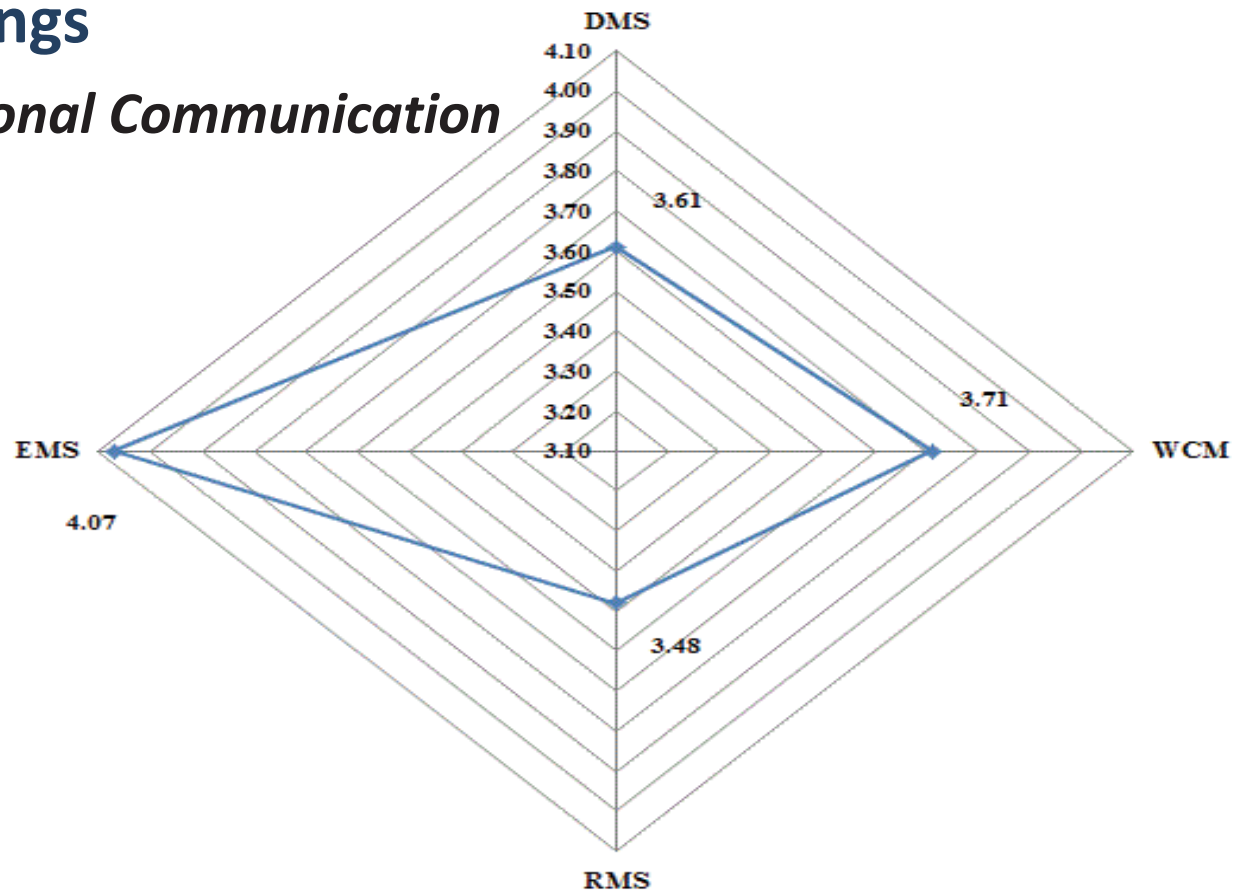
- Institutional Communication***

Table 5. Institutional Communication

	N/A		Very Poor		Poor		Medium		Good		Very Good		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
DMS	17	5.0	10	3.0	20	5.9	108	32.0	130	38.6	52	15.4	337	100
WCM	4	1.2	6	1.8	20	5.9	101	30.0	142	42.1	64	19.0	337	100
RMS	40	11.9	7	2.1	27	8.0	115	34.1	111	32.9	37	11.0	337	100
EMS	6	1.8	5	1.5	9	2.7	63	18.7	135	40.1	119	35.3	337	100

Findings

- *Institutional Communication*



Findings

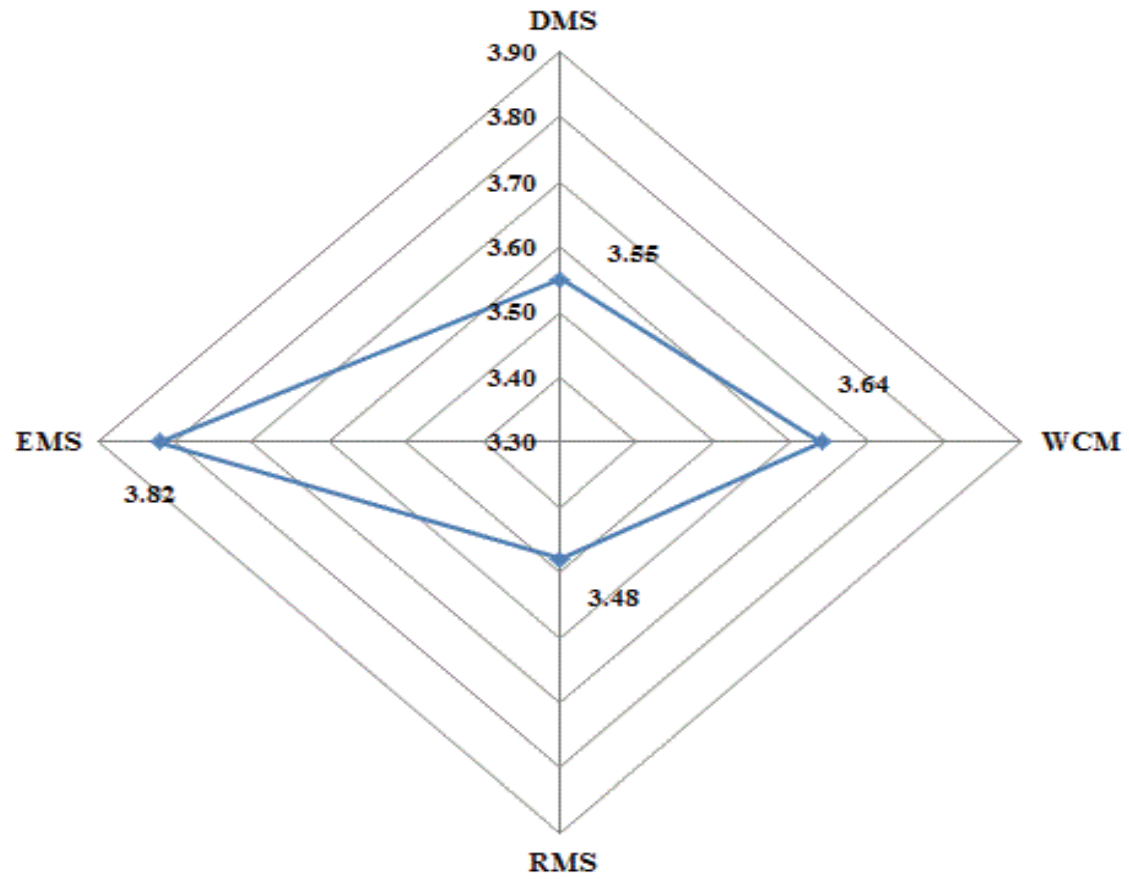
- *Policies*

Table 6. Policies

	N/A		Very Poor		Poor		Medium		Good		Very Good		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
DMS	20	5.9	10	3.0	24	7.1	116	34.4	116	34.4	51	15.1	337	100
WCM	9	2.7	7	2.1	19	5.6	107	31.8	146	43.3	49	14.5	337	100
RMS	43	12.8	9	2.7	28	8.3	108	32.0	112	33.2	37	11.0	337	100
EMS	15	4.5	10	3.0	21	6.2	70	20.8	137	40.7	84	24.9	337	100

Findings

- *Policies*



Findings

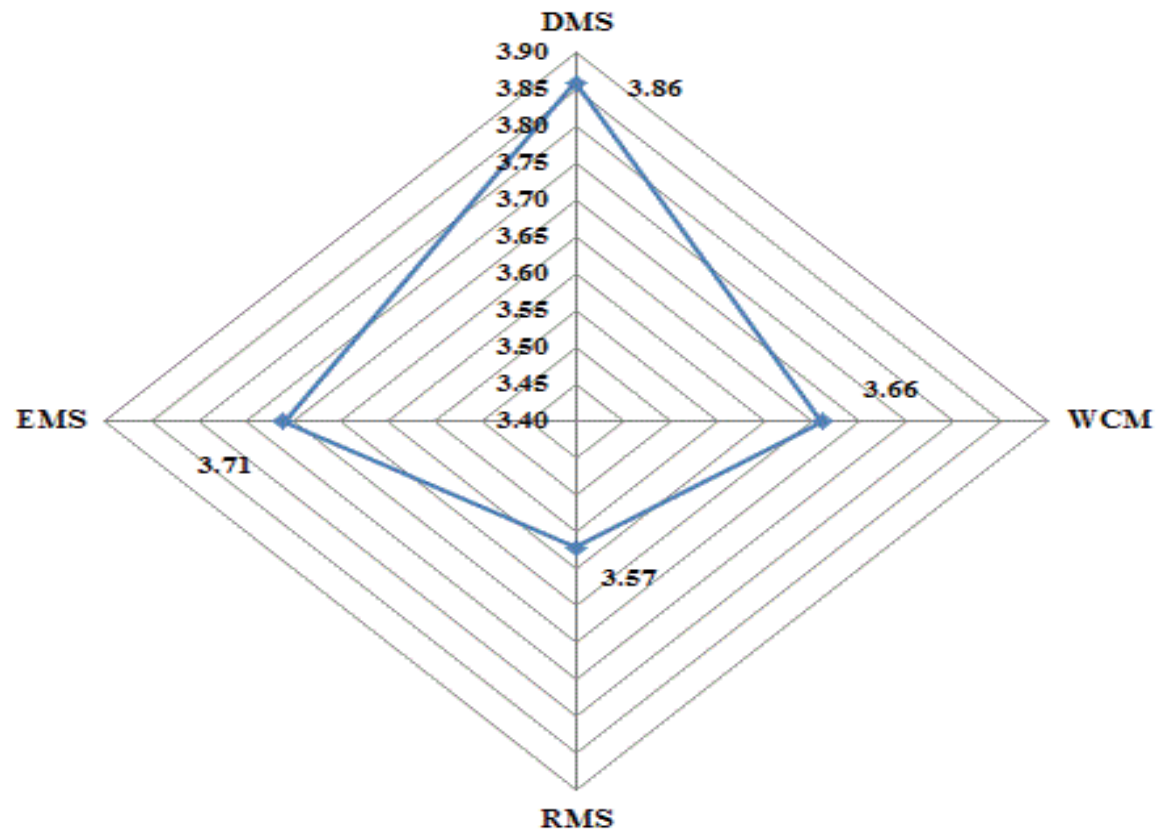
- *Archiving and Long-Term Preservation*

Table 7. Archiving and Long-Term Preservation

	N/A		Very Poor		Poor		Medium		Good		Very Good		Total	
	N	%	N	%	N	%	N	%	N	%	N	%	N	%
DMS	15	4.5	7	2.1	14	4.2	87	25.8	124	36.8	90	26.7	337	100
WCM	15	4.5	5	1.5	29	8.6	96	28.5	131	38.9	61	18.1	337	100
RMS	41	12.2	7	2.1	27	8.0	103	30.6	109	32.3	50	14.8	337	100
EMS	5	1.5	16	4.7	37	11.0	66	19.6	122	36.2	91	27.0	337	100

Findings

- *Archiving and Long-Term Preservation*



Results

- It has been revealed by this study that the most efficient systems within the organization in terms of design, richness of information, institutional communication, information security, information retrieval and content management policies are the electronic mail systems, which has also been clearly demonstrated in the findings. Document management systems, on the other hand, has a higher value of efficiency as compared to the other systems in terms of archiving and long-term preservation.

Results

- Considering the systems as a whole, all of the evaluations other than the ones on information security range between “medium” and “good”, and the efficiency levels of the systems are by and large close to the level of “good”. In addition, the fact that records management systems have lower values than the other systems in every aspect analyzed in this study is a result that attracts attention.

Results

- According to the analyses, it might be stated that the electronic mail systems are at a higher level as compared to the other systems and that the records management systems require the greatest amount of development for this particular organization. In this regard, development of the systems with integrated system approaches and taking the seven factors analyzed in this study into consideration during the development process will ensure an easier retrieval of the information needed by the users in organizational processes, easier execution of daily business processes and functioning of the systems within the framework of a standard operation.

Results

- The records management systems, on the other hand, are the most significant components of enterprise content management requiring the attention of the organization in this respect. Raising the awareness of the organization about primarily the records management as a part of the organizational processes, improving the life cycle of the records and adopting a structure which is in compliance with the standards of records management applications, such as TS 13298 and ISO 15489 will be effective in enabling the records processes and records management systems to reach the level of the other systems in the organization.

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