Enterprise Data Management: Business Intelligence, Analytics, and Data Discovery

Description: The world is transforming into a data economy characterized by both real and digital goods and services optimized through the capture and analysis of business and customer data. Accordingly, companies are spending billions of dollars to better understand their customers and their own business operations with a mind towards optimizing product and service delivery as well as cutting costs.

Enterprise companies are placing big bets on Big Data, Analytics, Business Intelligence and Data Discovery technologies and solutions to allow them to tap into otherwise unrealized revenues and cost reduction strategies. It is anticipated that leading companies will leverage their data for improved operations of existing products and services as well as new B2B and B2C offerings.

This research is the most comprehensive available focused on the technologies, companies and solutions for optimized enterprise data management.

Target Audience:
- CMO, CTO, and Chief Data Officers
- Business intelligence services providers
- Big Data and analytics service providers
- Management consultants and strategy advisors
- Enterprise application and business service providers

Contents:

1 Introduction
  1.1 Executive Summary
  1.2 Target Audience
  1.3 Companies Mentioned
  1.4 Table Of Contents

2 Enterprise Data Management
  2.1 Enterprise Application Integration
  2.2 Enterprise Data Management
  2.3 Evolution Of Edm
  2.4 Data Governance
  2.5 EDM Components And Capabilities
    2.5.1 Pre-Requisite Components
    2.5.1.1 Data Management Vision
    2.5.1.2 Data Management Goals
    2.5.1.3 Governance Model
    2.5.1.4 Issues Management And Resolution
    2.5.1.5 Monitoring And Control
    2.5.2 EDM Capabilities
      2.5.2.1 Critical Data Inventory
      2.5.2.2 Data Integration
      2.5.2.3 Data Profiling
      2.5.2.4 Data Quality
      2.5.2.5 Metadata Management
      2.5.2.6 Master Data Management
      2.5.2.7 Reference Data Management
      2.5.2.8 Data Privacy
    2.5.3 EDM Strategy
  2.6 EDM Strategy
  2.7 Benefits Of An Edm Program
    2.7.1 Portfolio Management And Operations
    2.7.2 Risk Management
    2.7.3 Finance And Accounting
    2.7.4 Data Integrity And Consistency
2.7.5 Sales And Marketing

3 Challenges Of Data Management
3.1 Increased Regulation
3.2 Fragmented Sources
3.3 The Emerging Data Library
3.4 Accessibility Concerns
3.5 Going Off-Site

4 Enterprise Content Management
4.1 Content Management System
4.2 Definition Of Enterprise Content Management
4.3 What Is A Document?
4.4 Ecm Capabilities
4.4.1 Content At Work
4.4.2 Compliance
4.4.3 Collaboration
4.4.4 Cost
4.4.5 Continuity
4.4.6 Business Process Management/Workflow
4.4.7 Content And Documents
4.4.8 Scanning
4.4.9 Document Imaging

5 Cloud Computing Overview
5.1 Cloud Computing Characteristics
5.1.1 On-Demand Self-Service
5.1.2 Ubiquitous Network Access
5.1.3 Resource Pooling
5.1.4 Rapid Elasticity
5.1.5 Measured Service
5.2 Cloud Computing Service Models
5.2.1 Software As A Service (Saas)
5.2.2 Platform As A Service (Paas)
5.2.3 Infrastructure As A Service (Iaas)
5.3 Cloud Deployment Models
5.3.1 Public Cloud
5.3.2 Private Cloud
5.3.3 Community Cloud
5.3.4 Hybrid Cloud
5.4 Benefits Of Cloud Computing
5.4.1 More Focus On Business
5.4.2 Faster Application Development
5.4.3 Operational Tasks Automation Through Api
5.4.4 Cloud Computing Is Scalable
5.4.5 Better Finance
5.4.6 Expanding Business
5.5 Downside Of Cloud Computing
5.5.1 Shared Infrastructure Performance
5.5.2 Security
5.5.3 Reliability

6 Cloud Collaboration
6.1 Advantages Of Cloud Collaboration
6.1.1 Pay-as-users-Go
6.1.2 Faster Returns
6.1.3 Scalability
6.1.4 Fewer Barriers and Obstacles
6.1.5 More Frequent Updates
6.1.6 More Secure
6.1.7 Anywhere, Anytime Access

7 Enterprise Content Management Companies And Solutions
7.1 Content Management
7.1.1 Accordent Technologies, Inc.
7.1.1.1 Accordent Media Management System
7.1.2 Acquia
7.1.2.1 Acquia Drupal
7.1.3 AI2
7.1.3.1 bSource
7.1.4 AlaMark Technologies
7.1.4.1 Content Connect
7.1.4.2 eBusinessConnect(TM)
7.1.5 Alfresco Software
7.1.5.1 Alfresco Enterprise Network
7.1.6 Allen Systems Group, Inc
7.1.6.1 Content Management
7.1.7 Anchiva Systems
7.1.7.1 Anchiva-0X
7.1.8 Arnica Software Corporation
7.1.8.1 Arnica WebPortal
7.1.9 Atom Ltd.
7.1.9.1 WSCraft
7.2 DOCUMENT IMAGING
7.2.1 Tallege Software
7.2.1.1 AnyDoc®CAPTUREit(TM)
7.2.1.2 AnyDoc®CLAIM(TM)
7.2.1.3 AnyDoc®CLASSIFY(TM)
7.2.1.4 AnyDoc®EXCHANGEit(TM)
7.2.1.5 AnyDoc®INVOICE(TM)
7.2.1.6 AnyDoc®MORTGAGE(TM)
7.2.1.7 AnyDoc®Patient Records(TM)
7.2.1.8 AnyDoc®REMIT(TM)
7.2.1.9 CAPSYS CAPTURE
7.2.2 NovoDynamics, Inc.
7.2.2.1 VERUS(TM) Professional
7.2.2.2 VERUS(TM) Standard
7.2.3 etfile
7.2.3.1 etfile Integrated Electronic Document Management Solutions
7.2.4 Optical Image Technology, Inc.
7.2.4.1 DocFinity Core
7.2.5 Square 9 Softworks
7.2.5.1 SmartSearch
7.3 Content Monitoring
7.3.1 Merge, Inc
7.3.1.1 Merge iSite: Web Content Management
7.3.2 Noemtics
7.3.2.1 Noemtics REFLEXION
7.3.3 Omnivex Digital Signage
7.3.3.1 Moxie
7.3.4 RedDot Solutions
7.3.4.1 Enterprise Content Management
7.3.5 Square 9 Softworks
7.3.5.1 SmartSearch
7.4 Document Management
7.4.1 Amagno Gmbh & Co. Kg
7.4.1.1 Amagno Enterprise
7.4.1.2 Amagno Small Business
7.4.2 CIGNEX
7.4.2.1 CIGNEX DMS
7.4.2.2 Document and Records Management
7.4.3 Context Media
7.4.3.1 Enterprise Content Integration
7.4.4 CORENA USA Inc.
7.4.4.1 CORENA IPC Module
7.4.4.2 CORENA iSpec
7.4.3 CORENA PAGE Module
7.4.5 CyberTeams
7.4.5.1 WebSite Director Advanced
7.4.5.2 Website Director Express
7.4.5.3 WebSite Director Pro
7.4.5.4 WSD-DM Express
7.4.5.5 WSD-DM Pro
7.4.6 Daeva Image Systems Ltd
7.4.6.1 ViewONE Pro
7.4.7 DocuEdit
7.4.7.1 Copy Editing
7.4.7.2 Copywriting
7.4.7.3 Re-writing
7.4.8 DocuLex, Inc.
7.4.8.1 Archive Studio
7.4.8.2 Document and Content Management
7.4.8.3 Goby Capture
7.4.8.4 Office Capture
7.4.8.5 Professional Capture
7.4.8.6 WebSearch Business Process Management
7.4.8.7 WebSearch Email Archiving and Control

8 Cloud Collaboration Companies And Solutions
8.1 Barracuda Networks
8.1.1 Barracuda Web Security Flex(TM)
8.2 Clouditalia
8.2.1 Clouditalia Brokerage Services
8.2.1.1 Integration Services
8.3 Cloudmore
8.3.1 Cloudmore Brokerage Services
8.4 Cloudshare
8.4.1 Cloudshare Proplus
8.4.2 Cloudshare Technology
8.5 Computer Sciences Corporation
8.5.1 Cloud Computing Services: Cloud Mail & Collaboration Services
8.6 E2Open, Inc
8.6.1 Cloud-Based Platform
8.7 Gooddata
8.7.1 Gooddata Cloud Analytics Platform
8.8 Ibm
8.9 Iron Mountain Company
8.9.1 Nearpoint Grid Architecture

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