



# Training

## Enterprise Content Management

*Learn how to leverage your business content assets to drive value and competitive advantage in the social, mobile, and cloud computing era.*

### Course Benefits and Objectives

Enterprise Content Management combines analytics, collaboration, governance and processes with anywhere, anytime access to deliver value to your customers, partners, and employees. When used effectively, even complex content becomes your greatest business asset.

AIIM's Enterprise Content Management course has provided over 20,000 information professionals with a systematic approach to manage their content across the enterprise. The course information is applicable across all industries, and is independent of any particular technology or vendor solution.

### Your Learning Options

The ECM course is comprised of multiple topics leading to one or all of three levels of designation that are earned upon successful passing of an online exam: Practitioner, Specialist, and Master. Once purchased, the course presentations, supporting materials, and exams are accessible online and on demand from AIIM's training portal for 6 months.

### This course is ideal for...

IT, business analysts, consultants, business unit managers, and other professionals who are tasked with managing your organization's content. Acquire the necessary skills to:

- Understand the ECM technology components including document collaboration and management, records management, workflow, imaging, and web content management
- Create corporate models for taxonomies, metadata, and security
- Acquire interoperability and integration techniques
- Consider the impact of cloud computing, mobile, social media, and big data on content
- Determine who owns information governance and apply controls



**The ECM Practitioner** course provides a firm foundation in the technologies, business drivers, and implementation strategy of managing content; including the key roles of information architecture, metadata, and taxonomy.

**The ECM Specialist** course deepens the knowledge gained in the Practitioner program and details best practices for the planning and implementation of your ECM solution.

**The ECM Master** program provides a thorough understanding of enterprise content management. The course combines Practitioner and Specialist topics with a practical case study exercise.

Occasionally, all levels of this course are also offered in a live, instructor-led classroom format—as a “virtual” web-cast, or in physical classrooms in select cities around the world. Our enrolment page at [aiim.org/training](http://aiim.org/training) will indicate when/if such classes have been scheduled.

## The Course Topics

### ECM Practitioner

#### ■ How to Get Started with ECM

Identify key ECM concepts; describe business drivers for ECM; and, identify business benefits of ECM.

#### ■ How to Organize Enterprise Content

Identify the benefits of formal classification; compare and contrast different classification schemes; and, describe key steps required to create classification schemes.

#### ■ How to Ensure Digital Preservation

Identify preservation risk factors; describe approaches to digital preservation; and, describe steps required to perform a migration.

#### ■ How to Manage ECM throughout Content Lifecycle

Describe how to manage content through the various steps in the content lifecycle; and, describe how to dispose of content at the end of the lifecycle.

#### ■ How to Improve Collaboration on Enterprise Content

Identify the need to improve document collaboration; compare and contrast different types of collaboration solutions; and, describe the benefits and impact of social business.

#### ■ How to Improve Access to Enterprise Content

Identify and describe key search-related concepts; describe approaches to searching for enterprise content; and, explain how to improve findability of enterprise content.

#### ■ How to Secure Enterprise Content

Describe controls required for effective security; understand redaction and identify redaction-related issues for enterprise content; and, identify the significance of audit trails, encryption, and digital rights management.

#### ■ How to Capture Enterprise Content

Describe different sources of content to be captured; compare and contrast different types of content and the issues they present to a capture process; and, describe how to capture paper-based documents through scanning and image processing.

#### ■ How to Create and Manage Metadata

Explain what metadata is and its uses; identify sources of metadata; and, describe methods for collecting and applying metadata.

#### ■ How to Improve Content-Centric Processes

Identify key business process management (BPM) and workflow concepts; understand key business analysis concepts including flowcharting and process modeling; and, compare and contrast BPM and ECM capabilities and limitations.

## ECM Specialist

### ■ How to Conduct a Business and Technical Assessment

Understand the importance of a business and technical assessment for ECM; and, conduct a business and technical assessment for ECM.

### ■ How to Design an ECM System

Describe the steps to design content management-related processes; understand the steps to design the ECM technology solution; and, describe the steps to design support processes.

### ■ How to Develop a Governance Framework for ECM

Describe a framework for governance; and, identify the roles and tools required for effective governance.

### ■ How to Develop an ECM Strategy

Develop an ECM program strategy; conduct a business assessment; and, develop a concept of operations.

### ■ How to Develop Requirements for an ECM Solution

Identify what requirements are and describe their importance; describe how to define requirements; and, identify specific requirements for the ECM solution.

### ■ How to Develop the Business Case for ECM

Describe the purpose of a business case; identify and describe the elements of a business case; and, understand how to develop the business case.

### ■ How to Manage Change During an ECM Initiative

Describe the drivers and issues associated with change; understand how to develop a change management strategy; and, describe the elements of an engagement plan.

### ■ How to Measure ECM Effectiveness

Identify the importance of metrics; describe how to calculate the ROI and total cost of ownership of an ECM initiative; and, understand the methods to capture metrics data.

## What Our Students Say:

"I participated in the 4-day AIIM ECM Master Class and as a result, I'm ahead of my colleagues in understanding the key concepts of ECM. I now can identify, investigate and come up with solutions on ECM projects and the issues they hold. I suddenly understand the broader picture and can act upon it, which has resulted several times in new project orders; very valuable to me and my organization."

- Jefta Knoppers, ADante Business Information

"Strong foundation in ECM concepts and methods."

- Darren Davins, CapGemini

"Because of AIIM's training, I was able to advise on the importance of setting up a model company to test the ECM solution before full-scale implementation. As a result, I am to be considered for participation in the project. Further, I was able to show another state agency how beneficial an ECM environment can be, so much so that there is buy-in across the board. The project has now been initiated."

- Rachael Guzman DeVlugt, Ministry of Social Development in Trinidad and Tobago

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