



## This course is ideal for...

IT, business analysts, consultants, business unit managers, and other professionals who are tasked with managing your organization's content. You'll 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

# Enterprise Content Management

Improve customer and staff engagement, ensure compliance, and automate business processes.

## 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 all of their content. The course information is applicable across all industries, and is independent of any particular technology or vendor solution.

## Your Learning Options

The ECM course covers multiple topics with two possible levels of designation - earned by passing an online exam (Specialist level) or passing an exam and a case study paper (Master). The course presentations, supporting materials, and exams are accessible online and on demand from AIIM's training portal for 6 months.

The **ECM Specialist** 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 Master** program provides a thorough understanding of enterprise content management and deepens the knowledge gained in the Specialist course. It also includes a practical case study exercise.

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

We can also deliver these as private courses for individual organizations, and even customize course content to focus on particular areas. Contact us [at profdev@aiim.org](mailto:profdev@aiim.org) for more information on private and custom training.

## Feedback:

*"After 10 years of ECM experience using a wide range of superior ECM technologies, AIIM courses aligned my ECM knowledge and polished my consultancy background. Now, I am much more confident and capable. Thank you, AIIM for the friendly website and informative classes."*

- Ibrahim Alawneh, Al Hosn Gas

## ECM Specialist

### The ECM Specialist covers the following topics:

- Business drivers for improving information management processes.
- How to create and capture content from a variety of sources including Office documents, images, and email.
- How to collaborate effectively.
- How to create, apply, and leverage metadata to improve content management.
- How to organize enterprise content to ensure access and improve findability.
- How to streamline and automate document-centric business processes.
- Tools and strategies for ensuring enterprise content is secure.
- How to manage enterprise content throughout the information lifecycle.
- How to ensure long-term access to enterprise content.

## ECM Master

### The ECM Master Class consists of the ECM Specialist course, AIIM Implementation Specialist course and the Master Class Case Study.

### The Implementation Specialist program includes the following topics:

- How to develop an ECM program strategy.
- How to conduct a business and technical assessment.
- Making the business case for effective information management.
- How to develop business and functional requirements for an ECM solution.
- How to develop and implement an effective information governance framework.
- How to design and develop all of the elements of an ECM program including people, processes, and technologies.
- The steps required to implement an effective ECM program.
- Change management, communications, and training.
- How to measure the benefits of an ECM initiative.

*Student also complete a series of in-depth classroom case studies to allow to apply the knowledge gained in class them.*

## Register for online, virtual, or in-person training today.

Details and enrollment are a click away. [Visit aiim.org/training](http://aiim.org/training)

### Our education counselors are standing by:

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