

# Helping you think differently about your business

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## Enterprise Content Management

Enterprise Content Management helps you manage enterprise data with easy-to-use tools and the simplicity of a unified platform.

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These industry specific solutions can:

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Capture

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Activate

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Share

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Analyse

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Govern

unstructured data to lower costs and risk while improving efficiency.

As the volume of content continues to rise, organisations struggle to use it effectively. 73% of CEOs are making significant investments in their organisations' ability to draw meaningful customer insights from available data.

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IBM Enterprise Content Management provides a way to discover content, recognise its value, and act on it for better business insight and outcomes.

The market leader in terms of ECM software revenue, IBM's focus, with its broad portfolio of ECM tools, is on supporting higher-value use cases, particularly for transactional content and social content management.

Key product strategies center on embracing the intersection of social, mobile and content management, as well as the role of analytics and content management in industry solutions such as banking/insurance and fraud investigation.