

Expanding your service revenues with migration-center

Even in a specialized area such as ECM you are competing with dozens or even hundreds of other service companies. As differentiation becomes difficult, you are faced with pressure on your consulting rates, especially when confronted with low cost off-shore competition. Breaking into new accounts is difficult; maintaining ongoing business in existing accounts represents a challenge.

We at fme propose you take a serious look at the quickly expanding document migration market and go at it with what we call a »leveraged service« offering. Using our software and our accompanying best practices methodologies will help you open new doors in major corporations, generate highly profitable service revenues even with the initial migration project, and at the same time develop strong customer ties, leading to ongoing repeat business.

Exploiting the developing migration market

The typical ECM installation today is being faced with questions such as: what to do with outdated DMS technologies that are becoming ever more expensive to maintain; what about the many different isolated data pools spread around the organization, many of them inherited over time through company acquisitions?

- Technology upgrade is becoming a pressing concern for many companies
- Consolidation of dispersed document stores into a central repository is an economic must
- Moving data in a secure and controlled manner from one type of system to another or simply upgrading from one version of ECM software to another can be best accomplished by using migration technology
- Legacy document classification is often out-of-date and no longer adequately reflecting the need of current business processes, requiring extensive reclassification

Certain industries have more of a need than others. Life sciences and medical engineering represent highly regulated environments with very exacting standards on document

control. Document intensive industries are banking and insurance, power generation, oil and gas exploration, aircraft construction and space technologies to name just a few. Companies in these fields are good candidates for employing migration technology to maintain their repositories at an adequate level.

Profitability through a leveraged service offering

Migration technology is clearly a natural door opener into new and lucrative accounts. Once proven your capability, you will be able to position your company as the indispensable partner for handling their growing migration needs on a regular basis.

Partnering with fme, your differentiation as a service provider will be the unique combination of:

- Your competent services as an ECM integrator
- Backed by our proven migration know-how, training and best practices experience
- fme's advanced tools and technologies at your fingertips

This winning package is designed to fully satisfy the exacting demands of your customers with great efficiency and at an affordable overall cost, thus allowing for highly competitive proposals. This is what we call »leveraged services«.

The value of partnering with fme

Migrating documents into an ECM repository requires more than just »dumping« them into a new target environment. Documents not only need to be found again by the end-user, but their storage structure and interrelationships need to support the vital operational processes of the business itself as well as any compliance rules and regulations. This requires classifying documents in accordance with a meaningful attribute model and exactly herein lies the challenge when tackling a migration project, but also the real value to the customer when implemented well.

A number of migration tools on the market do no more than transferring documents. Any attribute transformation usually requires to be individually programmed at prohibitive costs. Where attribute transformation functionality is being offered, this tends to be of a fairly rudimentary nature, thus severely limiting the scope of such projects.

- fme offers you the most sophisticated and state-of-the-art migration technology available today, with such rich and powerful features designed to handle any migration challenge with ease, flexibility and unsurpassed efficiency and performance. migration-center's open architecture allows connecting virtually any source to target system. (For more information, please refer to our technical data sheets.)
- Yet, as even the best instrument is nothing without the gifted musician to play it, your competence and integration services are needed to bring about successful migration projects. Due to a high degree of automation in the tool, your consultants are freed from mundane activities and can focus on those issues, which bring the most value to your customers: designing and implementing a repository storage structure and attribute model, which best support their business critical applications.
- Your success is ours. That is why we assist you all the way to achieve it. We pass our knowledge and experience of years of migration projects on to your staff, we train them, we provide firsthand advice and project support, we help with marketing and lead generation and assist you in closing business on site if required.
- Different from other vendors, we do not compete with our partners for the service side of the business.

Give us a call!

We will be glad to fill you in with more details and give you in-depth product demonstrations. Together with you, taking your local market into account, we work through your own parameters to make projections on the level of new business you may be able to attract.



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What we offer in detail

Marketing and sales support

- The efforts of our lead generation activities are passed on to partners
- You may register and »reserve« your accounts
- We produce industry specific marketing collateral (brochures, presentations, success stories etc.)
- We deliver content for your website
- In-depth training for your sales staff
- Onsite customer visits
- Interactive exchange with product marketing on product improvement issues

Technical and project support

- Technical product training and certification of your staff
- Technical project training (how to do migrations)
- Best practices white papers on different migration issues
- Planning guide for migration projects
- Implementation checklists
- Ongoing product related »how to« advice
- Dedicated product support

