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The Forrester Wave™: ECM Transactional Content Services, Q3 2015

Our Evaluation Of 10 ECM Vendors And How They Stack Up

by Craig Le Clair
July 15, 2015

Why Read This Report

In Forrester's 26-criteria evaluation of enterprise content management (ECM) transactional content services vendors, we identified the 10 most significant software providers — EMC, HP, IBM, Laserfiche, Lexmark Enterprise Software, M-Files, Newgen Software, OnBase by Hyland, OpenText, and Unisys — in the category of transactional content management. This Forrester Wave™ evaluation details our findings about how well the vendors fulfill our criteria and where they stand in relation to each other to help enterprise architecture (EA) professionals select the right partner to manage their firm's transactional content.

Key Takeaways

IBM, OpenText, Lexmark Enterprise Software, EMC, And OnBase By Hyland Lead

Forrester's research uncovered a market in which IBM, OpenText, EMC, Lexmark Enterprise Software, and OnBase by Hyland lead the pack. Newgen Software, M-Files, Laserfiche, and HP offer competitive options. Unisys lags behind.

Content Search And Content Analytics Are Key Differentiators In The Market

As traditional capabilities of ECM become outdated and less effective, improved content search and content analytics will dictate which providers meet your needs. Vendors with a strong independent enterprise search tool and text analytics capabilities packaged within the ECM environment can help customers leverage all types of data from multiple repositories to solve business problems.

Access The Forrester Wave Model For Deeper Insight

Use the detailed Forrester Wave model to view every piece of data used to evaluate participating vendors and create a custom vendor shortlist. Access the report online and download the Excel tool using the link in the right-hand column under "Tools & Templates." Alter Forrester's weightings to tailor the Forrester Wave model to your specifications.

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by Craig Le Clair
with Leslie Owens, Cheryl McKinnon, Elizabeth Cullen, and Diane Lynch
July 15, 2015

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Notes & Resources

Forrester conducted demonstrations and executive strategy briefings with 10 vendors in March 2015: EMC, HP, IBM, Laserfiche, Lexmark Enterprise Software, M-Files, Newgen Software, OnBase by Hyland, OpenText, and Unisys.

Related Research Documents

Cultivate The Right Mix Of Skills To Execute On An ECM Program: Map Roles To Key Processes

ECM Requires Investment: The Five Key Elements To Include In Your Business Case

TechRadar™: Digitizing Operational Processes, Q2 2015

Providers Address Old Headaches And Exciting New Opportunities

Forrester defines the enterprise content management market according to how the content is put to use. Business content helps workers complete tasks and share ideas. It may originate internally or be received from partners, prospects, or clients. Business content includes familiar formats, such as office documents, presentations, spreadsheets, and rich media. Transactional content generally originates outside of the enterprise from third parties, such as customers and partners, and relies on complex workflows or business process management (BPM) to drive processes. Many companies are mining customer interactions to find patterns and trends in what clients say to predict how they might behave in the future.

The ECM Market Addresses Age-Old Challenges

Transactional content services, as a market, has evolved steadily since the early 1990s, with strongest market growth when the paper channel dominated. EA pros are still fighting the headwinds of poor user adoption, customized one-off solutions, heavyweight and difficult-to-maintain systems, and over-budget projects. But the current crop of providers moves forward with:

› **Deep experience in key transactional applications.** Account opening, invoice processing, loan origination, and employee or customer onboarding are typical transactional content use cases. These take in external content from customers, extract needed information, and integrate well with core systems. Our vendor surveys revealed that the providers we've evaluated have thousands of customers in each of these areas. Experience matters.

› **Improved search and content sharing.** ECM decision-makers name finding and sharing content as a top requirement. In previous ECM assessments, solutions depended more on complex, hierarchical folder interfaces that did not serve the needs of information workers. Today, our evaluation shows advancement in enterprise search and federated capabilities and better use of richer metadata for access.

› **A stronger emphasis on consolidation and repository integration.** Our reviews highlighted content integration. Why? Given the distinct business needs that ECM can serve, many enterprises have installed ECM solutions tactically — resulting in a collection of dissimilar platforms. In fact, migration now appears as one of the top challenges faced by ECM program leaders.[1] Most providers we reviewed showed specific migration tools and have formed professional service groups to help.

› **Lighter on-premises solutions with enhanced architectures.** Enterprise content management's long history has resulted in heavy architectures that are slow to change. That's why we asked customers to rate the overall product architecture: how recently it was refreshed, the extent of RESTful application programming interfaces (APIs), web clients, lightweight payload formats (e.g., JavaScript object notation [JSON]), in-memory databases, and lightweight process communication.

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Cloud vendors have architectures that are more modern and agile and will increasingly give on-premises suites competition. The more traditional vendors reviewed have started recognizing possible disruption and are beginning to catch up.

› **Improved implementation time and integration.** Simpler design, development, and deployment of applications — now decoupled from repositories — allow designers, subject matter experts, and business analysts to take a greater role in implementation. The products in this evaluation showed improved implementation features, and customers reported faster time-to-value. We also saw enhanced interoperability standards, such as the content management interoperability services (CMIS) standard.

ECM Providers Also Address Emerging Opportunities

The transactional ECM segment manages content for core business processes that tend to be structured, with predictable, high-volume tasks that use transactional content and have a strong need to integrate with other systems and processes. These core processes present a great opportunity for ECM to provide more direct customer and revenue value. Advancement in analytics, integration with emerging cloud solutions, enterprise search and federated access, open APIs, and mobile content support now offer new life to the market. In particular, we saw providers:

› **Ramping analytics to drive insight and reduce administrative burden.** Analytics are changing the way content and data are used, and while all the ECM products we reviewed offer reporting capabilities and some level of administrative dashboards, only a few have bundled interactive analytics into core offerings. Insights from big data initiatives, combined with historical text-based content, will ultimately pay off. Yet today, analytics is most used for retention and disposal policies, automated capture, or classification. Over time, big data initiatives and traditional content and records management practices are on a collision course.

› **Accelerating their move to cloud.** The providers we reviewed are launching a range of managed services and software-as-a-service (SaaS) offerings. New competitive threats loom from both enterprise-grade file sync and share tools and SaaS archiving platforms. As a result, all the reviewed companies, including EMC, HP, OnBase by Hyland, IBM, OpenText, and Lexmark Enterprise Software, have made substantial investments in data centers and cloud infrastructure. Vendors will need to overcome the lingering privacy, security, and compliance fears that organizations still have about using cloud services to manage and store their enterprise content and business records.

› **Moving quickly to fill gaps in their mobile road maps.** Client-facing professionals are authoring and editing documents jointly with their customers, often with tablets. People create documents, spreadsheets, and presentations — the nuts and bolts of enterprise content — on mobile devices. It's no surprise that since our 2013 ECM Forrester Wave, vendors have launched, acquired, or retooled their mobile interfaces and apps.[2] We surveyed the participating vendors' customers and asked them to rate the overall mobile readiness of the provider's ECM product based on the

interface for smartphones and tablets; the ECM capabilities exposed via mobile; mobile interaction with workflow; and mobile capture. For the majority of these vendors, Forrester would like to see a more unified approach to mobile across ECM access points.

› **Using stronger and more open APIs that spur innovation.** ECM vendors have wrapped their own APIs in web services to advance interoperability. APIs specific to a single vendor repository limit the ability of partners, systems integrators (SIs), and customers to develop content applications and cultivate developer expertise. Lack of programmer skills inhibits continuous improvement of content applications. Customized suites become more difficult to upgrade, and architects find it harder to keep pace with new content creation tools adopted by their business users. Overall, we found an improvement in APIs and integration capability. Integrations with transactional systems (e.g., Oracle and SAP) have matured, deployment of CMIS 1.0 has advanced for most, and representational state transfer (REST) APIs are supported by all. Some providers have introduced point-and-click configuration tools for consuming external devices and data to avoid writing "look ups."

› **Improving process support for potentially embedding smart process apps.** This development would usher in a fresh approach to solving specific problems that heavy-footprint systems of record — such as ECM or enterprise resource management suites — struggle to fill. Business activities that are people-intensive, highly variable, structured loosely, and subject to change can be addressed by new types of application-building platforms. Providers in this research with combined strengths in capture, ECM, case management, and e-signature are early leaders in this emerging technology market.

Focused ECM Players Expand Their Core Competence

In this Forrester Wave, we evaluated transactional ECM providers that cover broad use cases, industries, and geographies and are primarily enterprise software companies. Box, Everteam, and SpringCM focus on business content requirements but may be a good fit for transactional use cases involving collaboration and internally generated content.[3] Other providers not included in this evaluation may meet your business needs as well. For example, iDatix, an ECM vendor focused in the US, targets transactional-content-centric applications. Cloud-only ECM vendors, (e.g., DataServ, SpringCM, and Veeva Systems) give smaller organizations access to enterprise ECM features. Nuxeo continues to extend open source capability to cloud offerings and has enhanced its transactional packaging. Significant providers to consider for transactional use cases include:

› **Alfresco Software.** For companies that need an open transactional platform, Alfresco Software shouldn't be discounted. The vendor recently celebrated its 10-year anniversary with $70 million in subscription revenue and 1,800 customers. The Alfresco Activiti BPM solution, with an open source and fully supported enterprise edition, commitment to open standards, and APIs, is a strong platform for solution providers to use for a range of transactional solutions. The vendor's strategic acquisition of solution provider WeWebU Software has strengthened its offerings in the transactional segment.

› **Xerox.** Where business service and domain expertise is critical, Xerox DocuShare leverages content management technologies strategically to differentiate business process outsourcing (BPO), office technology, and managed print services offerings. Transactional applications are a sweet spot, with on-premises and cloud-based business processes that emphasize capture, analytics, ECM, and BPO services. Scalability and integration with office devices such as printers, scanners, and multifunction peripherals (MFPs) are its core strength.

A Transactional ECM Evaluation Overview

To assess the state of the ECM transactional content services market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top vendors in the space.

The Transactional ECM Research Assessment

After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We evaluated vendors against twenty-six criteria, which we grouped into three high-level buckets:

› **Current offering.** To assess the breadth and depth of each vendor's product set, we evaluated each solution's architectural and operational functionality

› **Strategy.** We reviewed each vendor's strategy to assess how each vendor plans to evolve its solution to meet emerging customer demands. We also evaluated each vendor's go-to-market approach, commitment, and direction strategies.

› **Market presence.** To establish each product's market presence, we evaluated each solution provider's company financials, adoption, and partnerships.

Selected Vendors Meet The Transactional ECM Requirements Of Demanding Enterprises

Forrester included 10 vendors in the assessment: EMC, HP, IBM, Laserfiche, Lexmark Enterprise Software, M-Files, Newgen Software, OnBase by Hyland, OpenText, and Unisys. Each of these vendors has (see Figure 1):

› **Functionality breadth.** Each evaluated vendor's ECM offering includes specific and robust functionality for transactional content services. Offerings must include most or all of the following: document management, multichannel capture, e-signature, enterprise report management, content analytics, integration with line-of-business applications, and packaged offerings for primary transactional workflows.

› **A significant number of enterprise transactional use cases.** This evaluation emphasizes experience in ECM applications that support core transactional systems. These include invoice processing, financial services application, customer onboarding, and government citizen support. Selected providers need strong support across transactional use cases.

› **Leadership in information management.** Selected vendors are leading providers of information management technology, and many provide relational database management systems, business intelligence (BI), portal, and collaboration capabilities. Vendors have shared with Forrester their strategic road maps addressing investments in transactional content services functionality.

› **A proven enterprise-level track record.** Included vendors have a solid existing consumer base among customers, with proven scalability.

› **Interest from Forrester clients.** Forrester clients have asked about the evaluated products within the context of inquiry, advisory, and/or consulting. Many clients have already implemented these solutions to support their information management agendas.

FIGURE 1 Evaluated Vendors: Product Information And Selection Criteria

Vendor	Product	Version (if only one product)
EMC	Documentum Platform (7.2) Captiva (7.1) InfoArchive (3.1) Documentum xCP (2.1) Documentum D2 (4.2) My Documentum for Microsoft Outlook (7.1) Archive Services for SAP (7.0) EMC Documentum Records Management Suite (6.7) Document Science xPression (4.5) Syncplicity Enterprise Edition Connectors • Documentum Connector for Microsoft SharePoint (7.1) • Syncplicity Connector for Documentum (1.1)	
HP	HP ECM	9
IBM	IBM Content Manager Enterprise Edition	v. 8.5
Laserfiche	Laserfiche Rio	9
Lexmark Enterprise Software (Lexmark International)	Perceptive Content (7.0) Perceptive Intelligent Capture (5.6) Perceptive Search (10.3) Perceptive Connect (multiple ERP Connector products) Perceptive Document Filters (11.2) Perceptive Software Document Composition (6.0) Perceptive Acuo VNA (6.0.1) Perceptive Saperion In Place Migration Services Accounts Payable Automation (5.8) Perceptivee Process (7.3) Processit (7.4) ReadSoft Online	

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FIGURE 1 Evaluated Vendors: Product Information And Selection Criteria (Cont.)

Vendor	Product	Version (if only one product)
M-Files	M-Files	10
Newgen Software	OmniDocs Enterprise Content Management Suite	8.1
OnBase by Hyland	OnBase	14
OpenText	OpenText Content Suite Platform (10.5 SP1) OpenText Content Intelligence [includes ActiveView and WebReports] (10.5) OpenText ECM Everywhere (10.5.2) OpenText Tempo Box (10.5.2) OpenText Electronic Signatures (10.5) OpenText eForms Management (10.5) OpenText Remote Cache (10.5 SP1) OpenText Process Suite (10.7) OpenText Contract Center (1.0) OpenText Discovery Suite (10.5. SP1) OpenText Auto-Classification (1.4) OpenText Semantic Navigation (1.2.1) OpenText Federated Query Search (10.0) OpenText Extended ECM for SAP Solutions (10.5 SP1) OpenText Microsoft SharePoint Services for Extended ECM for SAP Solutions (10.7 SP1) OpenText Vendor Information Management for SAP Solutions (7.5 SP4) OpenText Travel Receipts Management for SAP Solutions (3.5) OpenText Accounts Payable for SAP Solutions (9.8) OpenText Employee File Management for SAP Solutions (4.0 SP2) OpenText Archiving and Document Access for SAP Solutions (10.5 SP1) OpenText Application Governance and Archiving for Microsoft SharePoint (10.7 SP1) OpenText Extended ECM for Oracle E-Business Suite (10.5 SP1) OpenText Capture Center (10.6) OpenText AppWorks Gateway (1.2) OpenText System Center (1.0)	
Unisys	InfoImage	9

FIGURE 1 Evaluated Vendors: Product Information And Selection Criteria (Cont.)

Inclusion criteria

Functionality breadth. Each evaluated vendor's ECM offering includes specific and robust functionality for transactional content services. Offerings must include most or all of the following: document management, multichannel capture, e-signature, enterprise report management, content analytics, integration with line-of-business applications, and packaged offerings for primary transactional workflows.

A significant number of enterprise transactional use cases. This evaluation emphasizes experience in ECM applications that support core transactional systems. These include invoice processing, financial services application, customer onboarding, and government citizen support. Selected providers need strong support across transactional use cases.

Leadership in information management. Selected vendors are leading providers of information management technology, and many provide relational database management systems, business intelligence (BI), portal, and collaboration capabilities. Vendors have shared with Forrester their strategic road maps addressing investments in transactional content services functionality.

A proven enterprise-level track record. Included vendors have a solid existing consumer base among customers with proven scalability.

Interest from Forrester clients. Forrester clients have asked about the evaluated products within the context of inquiry, advisory, and/or consulting. Many clients have already implemented these solutions to support their information management agendas.

Broad Integration And Partnerships Differentiate The Market Leaders

The evaluation uncovered a market in which longstanding vendors continue to excel (see Figure 2). Large installed bases for leaders allow continuous investment and product improvement. We see a market where:

› **IBM, OpenText, Lexmark Enterprise Software, EMC, and OnBase by Hyland lead.** Our Leaders all offer mature and, more importantly, complete suites. Leaders excel in content analytics, strength of architecture, scale, and experience in transactional use cases. In addition, each has differentiated in some critical area, such as integration, with a broader portfolio or has provided an established partner marketplace. The end result in each case is a robust core product offering that extends the value through a broad ecosystem.

› **Newgen Software, M-Files, and Laserfiche follow closely.** Our Strong Performers each stand out in multiple areas of the evaluation but are not as strong across the board as the Leaders. For some vendors, notably Laserfiche and M-Files, their standings in this evolution are more reflective of their heritage as focused content solution providers than of function limitations. Use the Forrester Wave controls in our Excel-based vendor comparison tool to adjust the weightings and identify the options that best serve that narrower set of needs.

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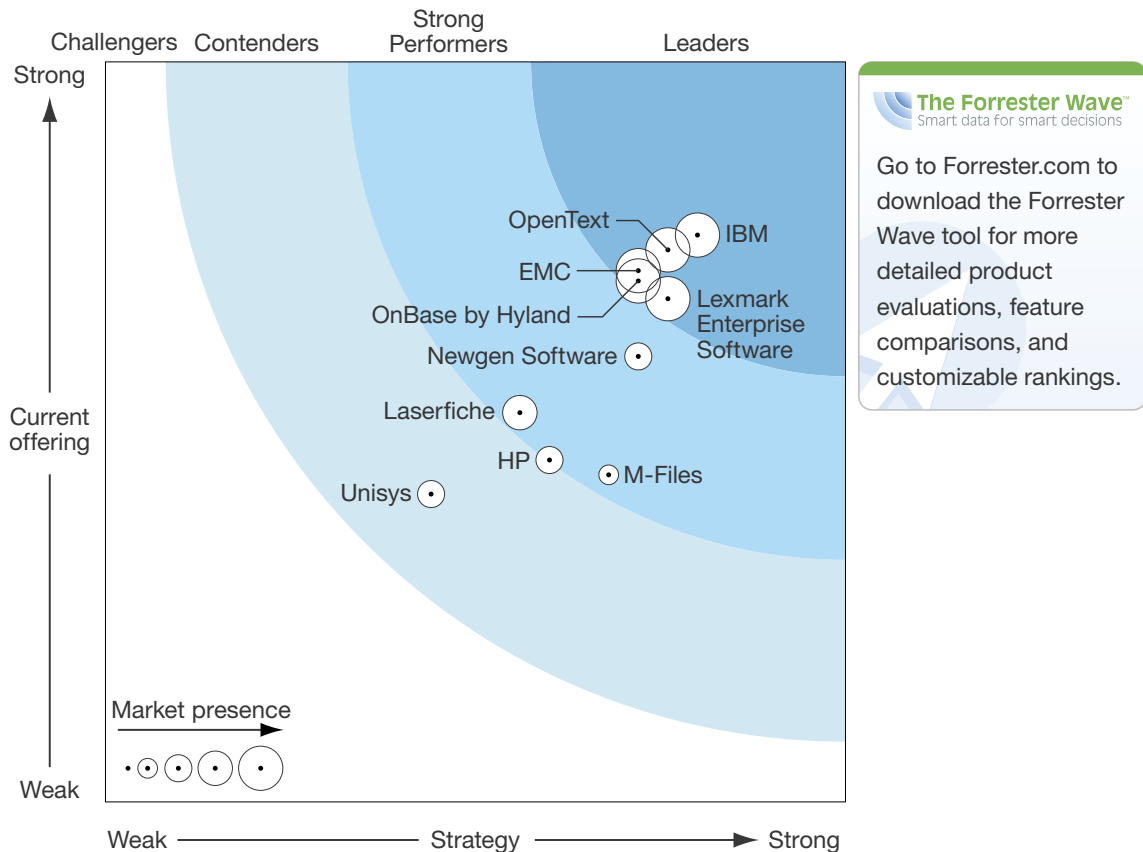Our Evaluation Of 10 ECM Vendors And How They Stack Up

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› **Unisys focuses on professional services backed by strong product capability.** With the exception of Unisys, covered providers lead with their software. Unisys leads with services that include strategy, planning, project management, customization, and implementation. This approach is just right for clients with limited internal skills and experience or that want to strategically apply resources elsewhere.

This evaluation of the ECM transactional content service market is intended to be a starting point only. We encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool.

Providers in this Forrester Wave evaluation fall into the categories of Leaders, Strong Performers, and Contenders. Each has unique strengths as well as vulnerabilities that will determine the best fit for your ECM needs. This section highlights strengths and weaknesses, with advice to help you decide which vendor to shortlist for what scenario.

FIGURE 2 Forrester Wave™: ECM Transactional Content Services, Q3 '15

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FIGURE 2 Forrester Wave™: ECM Transactional Content Services, Q3 '15 (Cont.)

	Forrester's Weighting	EMC	HP	IBM	Laserfiche	Lexmark Enterprise Software	M-Files	Newgen Software	OnBase by Hyland	OpenText	Unisys
CURRENT OFFERING	50%	3.59	2.31	3.83	2.63	3.40	2.21	3.01	3.52	3.73	2.08
System capabilities	33%	4.30	2.50	4.05	2.20	2.85	2.35	3.20	3.35	3.70	2.55
Solution capabilities	33%	3.22	2.69	3.70	2.70	3.85	2.78	3.32	3.20	4.00	1.95
Vertical applications	33%	3.25	1.75	3.75	3.00	3.50	1.50	2.50	4.00	3.50	1.75
STRATEGY	50%	3.60	3.00	4.00	2.80	3.80	3.40	3.60	3.60	3.80	2.20
Product strategy	100%	3.60	3.00	4.00	2.80	3.80	3.40	3.60	3.60	3.80	2.20
MARKET PRESENCE	0%	4.53	2.63	4.55	3.38	4.50	1.98	2.08	4.38	4.98	2.13
Revenue	50%	4.05	2.15	5.00	2.05	5.00	1.05	1.05	3.95	4.95	2.15
Customers and markets	50%	5.00	3.10	4.10	4.70	4.00	2.90	3.10	4.80	5.00	2.10

All scores are based on a scale of 0 (weak) to 5 (strong).

Vendor Profiles

Leaders Make The Most Of Installed Base And Product Breadth

IBM, OpenText, Lexmark Enterprise Software, EMC, and OnBase by Hyland are our Leaders. They offer mature and, more importantly, complete offerings across content analytics, strength of architecture, scale, and experience in transactional use cases. The value of the robust core product offering extends through a broader ecosystem. We found that:

› **IBM Content Navigator unifies the portfolio.** IBM has the broadest and deepest offering in the transactional content field, combined with deep experience in common use cases. Content consolidation is a strong trend over the past few years, and IBM is winning more than its fair share of customers, migrating older repositories to the IBM Content Manager OnDemand (CMOD) and IBM FileNet P8. The solution is getting lighter and more open, with Content Navigator serving as the glue.[4] Not all components are enabled for Content Navigator, but those important for transactional content management are. IBM can now demonstrate an improved user interface (UI) development environment for capture, case manager, and mobile. Capture is well integrated with case management. Aggressive direction for the cloud is evident, with SaaS options for Content

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Navigator and CMOD coming within 12 months. IBM is a strong selection for its existing customers to consolidate older repositories and upgrade to meet changing case management needs and for new customers with compliance- and security-driven project requirements.

› **OpenText has the broadest ECM backbone for enterprise applications.** SAP ERP and CRM software, as well as Oracle E-Business Suite, are the home court for OpenText. Specifically, it's best for embedding ECM within the lead (tier 1) application, such as the sales order entry process for SAP ERP. We also like OpenText's vision for the "connected workspace," which organizes unstructured information, folders, tasks, and milestones. This allows transactional workers to swarm a customer exception with social, collaboration, and ECM capabilities. OpenText Process Suite leads with the Cordys acquisition, supported by a process component library. Yet don't be surprised, given the range of OpenText's acquisitions, to find a different process engine underneath each transactional application. The vendor is a strong selection for government agencies, the oil and gas industry, and manufacturing due to the required level of integration with leading transactional process applications.

› **Lexmark's addition of Kofax, ReadSoft, and Saperion make it a formidable player.** Lexmark International's historic mergers and acquisitions (M&A) activity is impressive: Saperion expanded the vendor's geographical reach into Europe, and ReadSoft (which itself grew through efficient embedding of ECM in core apps and industry solutions) added transactional content depth to Lexmark Enterprise Software's product. The recently completed acquisition of Kofax brings components that fit well with Lexmark Enterprise Software's market ambition to help enterprises move to a digital business. The Kofax TotalAgility platform adds a true case platform to Perceptive Process' document-focused workflow and industry-leading content capture capabilities; SignDoc is a top e-signature product; and Aia Software adds a popular customer communication management solution. Lexmark International will face similar challenges to those faced by OpenText, including difficulty integrating products and managing a portfolio with a mix of growing and mature products. Despite the potential complications, its accumulation of a set of best-of-breed solutions will open many enterprise doors.[5]

› **EMC leads with security and a broad portfolio.** EMC relies on alignment and integration among its products to drive new value streams. This integration includes providing continuous communication of transaction progress via ECM Document Sciences xPression Enterprise Edition; multichannel capture; document collaboration with Syncplicity; security enhancements with IRM; and comprehensive information management with InfoArchive. Stronger integration and packaging directed at specific transactional processes will better bring this value to the surface. Existing Documentum customers will benefit from planned portfolio expansion, including improved dynamic case management and stronger document collaboration. Potential clients should shortlist EMC if strength in multichannel capture, security, and customer communication management are top priorities. EMC remains strong for transactional use cases in life sciences, energy and engineering, and healthcare management.

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› **OnBase by Hyland adds to a customer base of 13,000 through vertical strategy.** Most OnBase by Hyland customers are focused on ECM capabilities for transactional services. Implemented by industry-focused partners, OnBase has a shared data environment for processes, with components well defined, easily distributed, and scaled. It also has the potential for a low-code rapid development platform with strong rendering for UI and mobile. While many customers use the embedded document workflow routing capabilities, a relatively small percentage use emerging business process management/dynamic case management capabilities (i.e., WorkView, which helps track information and interaction surrounding a business case). Hyland has invested in data centers to host client applications, with more than 500 SaaS ECM installs, but has few multitenant and related capabilities. Event-triggered integrations with Epic Systems and Guidewire are recent examples from the successful playbook. OnBase remains a practical and cost-effective choice with industry expertise, especially in education and healthcare.

Strong Performers Are A Mix Of Emerging And Established Providers

The Strong Performers each stand out in multiple areas of the evaluation but are not as strong across the board as our Leaders. For some vendors, notably Laserfiche and M-Files, standings in this Forrester Wave are primarily reflections of their heritage as focused content solution or midmarket providers. We found that:

› **Newgen Software combines platform breadth, low-cost labor, and agile method.** Newgen Software's technologies were organically developed from the same code base, and it now has a complete suite for transactional use cases. This product suite includes multichannel capture, collaboration, master data management, business process management, case management, customer communication management, portal, social, digital asset management, email archive, and even web content management. While Newgen Software offers one of the broadest sets of ECM capabilities, the functionality is not very deep in some areas (e.g., capture and content analytics). These gaps are filled with open source tools and efficient professional services. The vendor already has significant experience and is investing additional R&D in mobile development. Newgen Software scores continue to improve over previous Forrester Wave evaluations. Potential clients, particularly large distributed global banks, should shortlist this vendor.

› **M-Files shows strong revenue growth and is inching toward enterprise solutions.** A Finnish company with most of its customers in Europe, M-Files reports 70% growth in cloud deployments. Data is classified and managed by metadata that understands the content rather than by where it is stored within a repository. M-Files sports a modern architecture with deep Microsoft Windows integration that is free of the limitations of folder structures and site collection structures. Clients should put this provider on the list for use cases that require ease of use for part-time ECM participants. Highly regulated industries like pharmaceutical and automotive are current sweet spots.

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› **Laserfiche takes a less-is-more approach.** Laserfiche focuses on being easy to use and affordable. The key to success is responsive support and taking care of the little things that help ECM adoption. For example, Laserfiche's code library has hundreds of utilities that handle often-overlooked but critical tasks. It is still largely thick-client-based; its forthcoming release will be a public cloud solution based on Amazon Web Services, with a revamped architecture. In the past, this provider has tended toward content centricity and been lighter in BPM and workflow, but it has now replaced Windows Workflow Foundation and improved process support. Clients looking for packaged solutions to quickly adopt ECM should strongly consider Laserfiche. In particular, it's a certain shortlist candidate for local government, with 57 templated solutions.

› **HP ECM leads with federation, analytics, and enterprise search.** HP's ECM business is now part of the multibillion-dollar software segment housed within enterprise services. The portfolio includes records management, e-forms, capture, enterprise search, email archiving, and structured data archiving. HP has a strong architecture for the future, as it is less repository-centric than other options, with a catchy tag line: "ECM without Borders." The key to this vision? Top search, content analytics, and federated records management. The portfolio would benefit from stronger BPM and case components but should be strongly considered for businesses with a fragmented and distributed multivendor ECM environment.

Contenders Round Out The Field

Our lone Contender is Unisys, which markets an ECM application as an integral component of line-of-business apps. Unisys is:

› **A mix of ECM and platform, with strong focus in government and financial services.** Unisys emphasizes ECM services at a time when skilled ECM professionals are in short supply. In the current year, 60% to 80% of its ECM-related revenue is services. Relative to the field, this provider has a small number of very loyal and blue-chip customers but falls short in many product categories. Unisys' road map includes continue enhancement to the Intel-based architecture, specifically for HTML5, and moving from file-based to a databased architecture. Potential clients should consider Unisys if they require implementation services and/or managed services for ECM.

Supplemental Material

Online Resource

The online version of Figure 2 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

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Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution:

› **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls to gather details of vendor qualifications.

› **Product demos.** We asked vendors to conduct demonstrations of their product's functionality. We used findings from these product demos to validate details of each vendor's product capabilities.

› **Customer reference surveys.** To validate product and vendor qualifications, Forrester also fielded an online survey to eight customers of each vendor.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we then narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave document — and then score the vendors based on a clearly defined scale. These default weightings are intended only as a starting point, and we encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. For more information on the methodology that every Forrester Wave follows, go to http://www.forrester.com/marketing/policies/forrester-wave-methodology.html.

Integrity Policy

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FOR ENTERPRISE ARCHITECTURE PROFESSIONALS

July 15, 2015

The Forrester Wave™: ECM Transactional Content Services, Q3 2015
Our Evaluation Of 10 ECM Vendors And How They Stack Up

Survey Methodology

Forrester's July 2014 Global Enterprise Content Management And Archiving Online Survey was fielded to 143 technology management professionals. Forrester fielded this survey from June to July 2014. Respondent incentives included a summary of the survey results. Exact sample sizes are provided in this report on a question-by-question basis. This survey used a self-selected group of respondents, Forrester contacts interested in enterprise architecture and content management, and is therefore not random. This data is not guaranteed to be representative of the population, and, unless otherwise noted, statistical data is intended to be used for descriptive and not inferential purposes. While nonrandom, the survey is still a valuable tool for understanding where users are today and where the industry is headed.

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Endnotes

[1] In an online survey, when asked, "What are the biggest challenges facing ECM in your organization today?" 58% of respondents replied, "Migrating content for old systems or storage locations." Source: Forrester's July 2014 Global Enterprise Content Management And Archiving Online Survey.

[2] In Forrester's 48-criteria evaluation of ECM vendors, we assessed the offerings of 13 influential providers: Alfresco Software, EMC, HP OnBase by Hyland, IBM, M-Files, Microsoft, Newgen Software, OpenText, Oracle, Perceptive Software [now Lexmark Enterprise Software], Unisys, and Xerox. This Forrester Wave evaluation details our findings on how well each vendor fulfills our criteria and helps companies select the right vendor for enterprise content management. See the "The Forrester Wave™: Enterprise Content Management, Q3 2013" Forrester report.

[3] Business content generally supports less structured work activity and manages familiar formats, such as office documents, presentations, spreadsheets, and rich media.

[4] IBM Content Navigator unifies the experience for mobile, Web, and desktop across the IBM Enterprise Content Management (ECM) portfolio. It includes features to create, share, manage, and collaborate on content to simplify and accelerate development of custom user experiences.

[5] Lexmark International has a mix of growing (smart process applications, dynamic case management, e-signature, and interactive customer communication management) and mature (production capture and transactional ECM) products in its portfolio. To understand the different growth stages of these technologies, see the "TechRadar™: Digitizing Operational Processes, Q2 2015" Forrester report.

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