



## Obian SEA: Smart Enterprise Applications for Smart Knowledge Workers

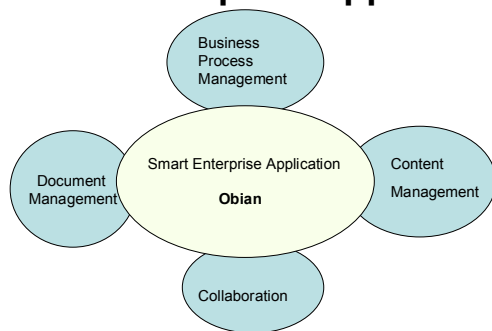
### Smart Enterprise Applications: The New, New for Organizational Productivity

The new, new in information technology to support knowledge workers is the ability to work with colleagues in the old, old way. The old, old was face-to-face meetings where knowledge workers:

- Exchanged ideas;
- Developed plans to take advantage of new opportunities and found solutions to emerging problems;
- Assigned tasks and operational processes to competent individuals to accomplish;
- Communicated clearly and continuously within the organizational work group, with trusted suppliers, and with customers.

The old, old relied on paper, whiteboards and telephone calls. The merely “old” is characterized by the extensive use of emails with attachments, and sometimes with the added capabilities of groupware to facilitate the sharing of documents and exchanging of short email-like messages.

### Smart Enterprise Application



But in the new, new of Smart Enterprise Applications, knowledge workers with diverse skill sets and working from widely dispersed locations will log into a common portal to access applications that allow them to:

- Find, access, process and share documents;
- Collaborate in a disciplined way;

- Launch and manage business processes;
- Communicate in broadcast mode using easy-to-publish Web site software.

The Smart Enterprise Application way of working allows knowledge workers to much more effectively use the intellectual assets of the organization to make better decisions faster and increase organizational productivity.

Just as PCs changed the way individuals worked, Smart Enterprise Applications are changing the way teams organize and achieve their objectives.

### Two Different Approaches to Smart Enterprise Applications

IT suppliers are taking two very different approaches to delivering Smart Enterprise Applications. The most common and expedient method, the Smart Enterprise Suite approach, is to bundle closely related, legacy, standalone, components under a common portal in order that users can see all these departmental groupware applications at one time and use the portal to exchange data among them.

The more advanced approach is to develop the components of the suite from the ground up. This approach allows the supplier to design an entire system with *only one repository* for exchanging data, to create a common look and feel at the portal and application levels, and to provide development tools that will allow IT professionals to quickly and effectively deploy organization-unique integrated applications that are based upon the innovative use of unstructured data.

This second approach is the Smart Enterprise Suite Application approach, and it is the one Obian followed in the design of Obian SEA.

## Obian SEA Design Center and Features

Gartner Group and others have been defining what a Smart Application Suite should be for the last two years. During this technology incubation period, definitions have changed to match the realities of what delivered products can and cannot do and as users find unexpected benefits from the technology that developers and market pundits did not anticipate.

Obian believes that the current definitions of Smart Application Suite do not accurately describe the benefits that CIOs are seeking. Potential users may be attracted to the convenience and cost benefits that are obtainable from placing multiple groupware applications under a common portal – *but this is not a significant enough reason to justify a major investment.*

The real benefits enterprise leaders are seeking is the ability to deploy sophisticated, innovative business process applications that rely on unstructured data, such as documents, images, spreadsheets, HTML files, audio, and emails. Such long-envisioned applications will arm their organizations with the next level of customer responsive and internal efficiency increasing enterprise-level applications. These will be Smart Enterprise Applications, not an aggregation of groupware platforms.

It should be no surprise that enterprise leaders anticipate significant organizational benefits from Smart Enterprise Applications. Numerous studies indicate that 80% of all enterprise information is in unstructured formats and that knowledge workers spend 20% of their time unproductively finding and re-filing this information. More to the point, enterprise leaders readily acknowledge the value they have already obtained from deploying systems to work with structured data for planning and decision making. Imagine the business advantages they could obtain by centralizing, organizing, and leveraging the 80% of data that is scattered throughout the enterprise and exists in multiple unstructured formats!

Obian believes that what CIOs and application development teams want is a stable, robust platform for developing Smart Enterprise Applications that can be quickly deployed and capably maintained on a global basis with minimal administrative and support costs.

To meet these requirements, Obian SEA has the following features:

- Comprehensive document and image management services, including integrated records management for keeping track of paper documents;
- Technology-leading Web content management that allows developers to create Web sites in 65% less time than using alternative technologies. And the resulting Web sites can easily be updated by non-programmers through integration with the document management services;
- Feature-rich business process management services that seamlessly integrate with both the document management and Web content management services;
- Industry-leading role-based, disciplined, issue resolution-oriented collaboration services;
- A single repository for all data contained in all applications;
- Sophisticated Full Text Retrieval, unique Image Retrieval services, and flexible reporting capabilities using the common repository;
- The ability to access all applications through industry-standard portals;
- Integration with Microsoft Office and leading Instant Messaging platforms;
- A comprehensive application development tool kit that can be used in conjunction with industry standard development tools to manipulate the systems open APIs to create the user interfaces and application logic organizations want and need;
- Security levels that can be set to match your organization's security policies;
- 100% J2EE compliant;
- Highly scalable multi-tier architecture that can support tens of millions of stored documents and thousands of concurrent users.

## Next Steps

Please contact [sales@obian.com](mailto:sales@obian.com) or call 781-270-6800 extension 22 for more information and to learn how Obian SEA can solve your organization's most difficult unstructured data application development problems.