Get smart about content management.

Faxes. Emails. Recorded media. Applications, forms, and everyday documents in Adobe PDF or Microsoft Word. Photos and videos. Every organization deals with content. The challenge is to effectively manage increasing volumes and types of content for a variety of users across multiple locations. In customer-facing processes, content security, accessibility and context are essential to delivering an exceptional customer experience.

Interaction Content Manager™ (ICM) ensures the right content is available to the right person, at the right time, in the right context.

Key Benefits

**Enhance the customer and user experience.**
Intelligent content delivery enables real-time access to content throughout an interaction or business process regardless of user or content location. And intuitive, configurable interfaces bring together content from multiple repositories (systems that may not normally communicate with each other) in a single, unified view.

**Reduce costs and get faster deployment.**
Available web services and public API ensure ease of integration with existing systems for improved access to information stored in legacy and line-of-business systems.

**Protect your investment.**
Architected for scalability and high availability across distributed environments, ICM grows with an organization without loss of performance to strengthen long-term investment protection. “Communications-grade” failover reduces the potential for loss of content, changes, access, or audit trail.

**Improve management and control.**
Flexible administrative control with complete audit tracking reduces IT burden, increases speed of deployment, and facilitates better user acceptance.

**Gain flexible deployment and content storage options.**
Choose from cloud, on-premises, or a hybrid combination with the ability to migrate from one model to another – enabling organizations to quickly and easily adapt to changing business needs.

---

**KEY FEATURES**

**Capture.** Automated efficiency puts content into ICM with full-featured high-speed scanning. Information extracted from scanned pages (such as text, barcodes, or document type) is easily imported into ICM, placed in the correct location, and even queued in batch indexing for further data entry and classification.

**Index.** For environments where scanning and indexing operations are performed by different departments or teams, ICM enables users to open and index batches of content. Users can also index as they create or upload content.

**Store.** Configure locations that ICM can use to securely store content, including Amazon S3 cloud storage. ICM can support as many storage locations as required.

**Search.** Locate content quickly by searching metadata based on available security permissions.

**Access.** Interact with content in many different ways through rich and web clients with configurable views.
- Import content via browse or drag and drop
- Delete a specific folder or content
- Move folders or content into a different folder
- Edit metadata associated with folders or content
- Preview content (Helpful if the user is not sure what content they need to view)
- Print
- Email
- Export

**Manage.** Delegate appropriate functions (such as user maintenance and permissions, content and metadata design) to the business and reduce demands on IT.

Configure profiles used to determine security levels and rights – then assign profiles to users or groups by specific ICM applications (Administrative, API, Desktop Client, and Web Client).

Maintain a complete audit trail for every client action – administrative changes or user-based actions on a content item. Grant authorized users permission to view an item’s audit history.
What’s in it for…

…the Customer?
An exceptional customer experience. Customer service personnel can access relevant documents, photos, and other rich media on demand with the context of the interaction or transaction. This enables them to provide actual service instead of callbacks and complaint logging.

…the Business?
Content management for the way you work. Configure the file structure that meets your requirements. Organize files and categorize content for various departments, locations, products, or types of business. Index files and content items with metadata elements you define for fast search and retrieval. Once content is stored and organized, give users permission-based access to perform actions on content, such as adding and modifying subfolders, moving content between folders and subfolders, emailing, and importing content.

…the User?
Simplicity and ease of use. Get a unified view of content stored in multiple systems. No more jumping between applications or cutting-and-pasting. Configure client views to quickly access multiple files and folders for painless sort and search.

…IT?
Peace of mind. Ensure content is secure in transit and at rest. Get immediate access to a full audit trail for improved compliance. Delegate select administrative functions to the business while maintaining system control.

…Management?
A better alternative. For content management, choose a better option than ad hoc, manual, risk-prone methods – or complex portfolios with lengthy deployment cycles and multiple custom integrations.