

## **ECM STANDARD STEERING GROUP ANNOUNCED TODAY**

**- Industry associations and analysts, system integrators, technology vendors and end user organisations make up the Steering Group panel working with The Content Group and BSI British Standards to develop the first ever Publicly Available Specification (PAS) for Enterprise Content Management (ECM) -**

**Date:** The Content Group will lead the industry Steering Group (SG) panel, which was announced today, through the first SG meeting as it reviews together the first draft of the standard and comments made so far. The final publication of the standard is expected at the end of this year.

Making up the SG panel are: Doug Miles, Managing Director, AIIM; Alan Shipman, BSI Committee Chairman, IDT/1; Alan Pelz-Sharpe, Principal, CMS Watch; Bharat Mistry, Associate Analyst, Bloor Research; Marc Fresco, EDM & ERM Consulting Services Director, Serco; Adrian McGrath, Principal Solution Architect and Solution Manager for ECM, LogicaCMG; Richard Erskine, EMEA Strategy and Consulting Manager, EMC Documentum; Lee Shepstone, Chief Technology Officer, Vignette; Paul Finnis, Assistant Vice President Records and Information Management EMEA Region, Credit Suisse; Stuart Murray, Head of Finance & Information, KMI Plus and Roger Wyer, Information Systems Manager, Richmond upon Thames London Borough Council.

These organisations have been selected from a vast array of interested parties who registered their interest in being actively involved with the production of the standard which when published will provide a common understanding of ECM and best practice.

The final panel members of the SG are responsible for contributing relevant technical information and also take part in regular review meetings providing comment and consensus building. The panel members have been selected to provide a broad and comprehensive representation of the ECM industry.

The Content Group has been working actively with BSI British Standards (BSI) to produce the first draft following the announcement of the PAS on 27<sup>th</sup> September 2007 [editors please refer to <http://www.bsi-global.com/en/About-BSI/News-Room/BSI-News-Content/Disciplines/Information-Management/ECM-PAS/>]. The Content Group has also been in consultation with BSI during this time in establishing the final BSI SG panel for this work.

The industry knowledge of the steering group panelists and the varying organisations that they represent ensures that the PAS is fully representative of all aspects of ECM.

The standard will undergo a full review process by the SG before it is put out for public consensus later this year.

Ben Richmond, Founder and CEO of The Content Group comments, “Unless organisations take a step back from the technology and adopt a best practice approach to defining and implementing an ECM strategy, the potential of this powerful solution set will never be realised. There are four clear steps to achieving ECM success: understand what ECM is, develop a joined up ECM strategy, devise best practice for implementation of that strategy and define a blueprint to measure ongoing organisational ECM effectiveness. This standard will provide a clear frame of reference for those engaging in ECM initiatives”

The PAS is intended to be the first step moving towards an internationally agreed standard for ECM. Ben Richmond, Founder and CEO of The Content Group, is the lead author and heads up the team involved in producing the standard using a two-stage stakeholder consultation. New and existing best practice work in this area will also be considered in the PAS development. This process is designed to develop a credible, usable method through an open and consultative forum.

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