Business Intelligence & Data · BI27

Enterprise Content Management

Geneva · 7 - 11 Dec 2026

Date	Venue	Duration
7 - 11 Dec 2026	**Geneva**	**1 Week**
Fee	Ref	Language
£5,250 GBP	**BI27**	**English**

Introduction

As companies strive to work in a paperless environment, and information is the true intellectual property of an organization, they typically focus on implementing Enterprise Content Management (ECM) solutions, which can either be successful and propel the company or organization far ahead of their peers, or unsuccessful and cause a problem and even a pullback system for the organization.

The main difference between successful ECM projects and disasters is either a difference in people's behavior (acceptance, training, and involvement) or a problem with planning.

It is common for business users to request an ECM solution and then expect IT departments to implement it, not realizing that the solution is company-wide rather than department-wide.

However, simply managing the content is insufficient; the content must also be managed in accordance with legal and auditing requirements, as well as provide for the safety and security of enterprise data.

As a result, managing the documents in accordance with international standards is critical.

This training course will highlight the elements, principles, and implementation paths for any organization's successful ECM solution, in accordance with key ISO standards such as ISO9001, ISO15489 (Records Management), and ISO27001 (Information Security).

This Training Course will highlight:

- Enterprise Content Management (ECM) strategy in conjunction with records management and information security
- Enterprise Content Management (ECM) architecture
- Procedures and standards including ISO15489, ISO9001, and ISO27001
- Records management business tools like electronic file plan, retention and disposal rules, security rules, archiving, confidentiality and privacy
- The link between the hardcopy and electronic documentation systems and records management

systems
- Metadata creation and importance
- Enterprise Content Management (ECM) resource requirements
- Enterprise Content Management (ECM) and GDPR

Course Objectives of Enterprise Content Management

Delegates will:

- Understand Content Management legal requirements, standards and best practice
- Create information and documentation policies, procedures and requirements
- Understand the ECM structures, architecture and team organization
- Learn how to use metadata, business classification scheme for ECM implementation
- Learn the requirements of ISO 15489 Records Management and ISO 27001 Information Security
- Recognize the requirements of GDPR in relation to ECM
- Prepare for ECM implementation in relation to content lifecycle
- Understand the use of eDiscovery
- Develop content maturity model for their enterprise
- Acquire the insight into available ECM software
- Prepare for ECM change management as well as the implementation of future trends

Course Methodology of Enterprise Content Management

Hands-on training rather than theoretical learning (examples based on real-life cases). Interactive training, using the video materials, and examples of ECM success stories.

The delegates will be presented with real-life cases and implementation issues, as well as the best-case scenarios implemented in different industries.

Organizational Impact of Enterprise Content Management

The organization will acquire a structured and effective method to implement ECM solutions, satisfy stakeholders and legal requirements, as well as manage to cut costs and improve their organization workflow through the proper application of ECM systems and software.

- Benefiting from clarifying and summarizing the complex information
- Train the workforce to adopt an effective and concise method for retaining information
- Adopt an organized and planned way of metadata creation
- Reveal the document relations and structure for general use
- Improve the comprehension of the complex document creation and retention
- Improve its operational processes, policies, and workflows
- Apply ISO 15489 Records Management and ISO 27001 Information Security
- Reduce operational risks, meet compliance and regulations, reduce costs and improve overall efficiency
- Implement cost-effective, efficient and sustainable ECM solutions
- Comply with the data protection laws and regulations, domestic and international (GDPR)
- Maintain or improve their public image

Personal Impact of Enterprise Content Management

The personal impacts for all participants are to gain a deep and solid

understanding and practical experience in the application and operation of ECM systems through:

- Learn how to organize the documents
- Develop a clear metadata creation process
- Learn the steps of implementing ECM solutions
- Learn how to protect the data
- Learn how to eliminate the personal data and comply with GDPR
- Use modern solutions like Cloud computing and Intent-Based Networking

Target Audience of Enterprise Content Management

This is a training course for all involved in data analysis, presentation, and graphic design, but will be especially beneficial for:

- Document Controllers
- Secretaries
- Administrators
- People Supporting Management and/or working in project teams
- Marketing Specialist
- Project Managers
- Public Relations Specialists
- Marketing Managers
- Campaign Managers
- Business Development Managers

Course Outlines of Enterprise Content Management

DAY 1

Enterprise Content Management Project Cycle

- Enterprise Content Management (ECM) Definition
- ECM Cost / Benefit Analysis
- ECM Storage and Delivery
- ECM Audit
- The Need for the ECM

DAY 2

ECM Related Standards

- ISO 15489
- ISO 27000
- ISO 9000
- Scanning and Legal Issues
- Archiving and Retention Requirements
- Digital Signatures and Digital Rights Management

DAY 3

ECM Project Planning

- Developing an ECM Business Case

- ECM Project Plan
- ECM Management of Change
- Determining Tangible and Intangible ECM Benefits
- Developing an ECM Road Map
- ECM Team

DAY 4

ECM Content Control

- Content Management
  - Security
  - Repository
  - Document vs. Record
  - Document Management
  - Record Management
- Content Consistency
- Browsing and Navigation through ECM
- The viewing, Editing, Updating
- Preservation of Content

DAY 5

ECM Present and the Future

- Cloud Computing, Big Data, IoT and AI
- Intent-Based Networking
- Compliance, Controls, and Security
- Legislation, Standards, and Regulation
- Business Classification Scheme and Taxonomy

Register or ask about this course online

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