



## Hummingbird Enterprise™ Workflow

“Content integration efforts requiring business process management and application integration technologies will be present in more than 70 percent of content management implementations by 2007. Process definition and monitoring are the heart of compliance.”

— Gartner, Inc.

Hummingbird Enterprise Workflow provides organizations with a comprehensive toolset to control the flow of work throughout the organization.

### Solution Highlights

#### For End Users

- > Initiate processes from within the Enterprise Webtop
- > Receive assigned tasks and related content in a choice of interfaces — via e-mail, browser, instant messaging alert, mobile device, or Webtop
- > Be alerted to overdue, incomplete and escalated tasks and delegate in one click if permitted to do so as part of their role in the process

#### For Administrators

- > Easily define graphical workflows by dragging and dropping steps, setting conditional branching logic, escalations, and business rules
- > Quickly simulate process successes and failures during the design stage
- > Monitor status at a glance with graphical snapshot views of all processes directly from a Web browser
- > Include partners, suppliers and other external participants without need for training
- > Make rapid adjustments or enhancements to business processes as demanded

#### For Organizations

- > Move content through creation, approval and publishing lifecycle stages more quickly and consistently
- > Maintain all information, content and metadata related to processes in a secure repository
- > React quickly to opportunities, customer requests and changing market conditions

### The Business Challenge

The ways in which the elements of modern business processes interact are increasingly complex. People, enterprise business systems, and content must work seamlessly together in order to deliver on the promises of optimal productivity, improved business relationships, and quicker decision-making timeframes. That said, organizations of all sizes across the full spectrum of industries struggle with developing automated workflows that are readily adaptable to change and take full advantage of available or required resources.

Many large organizations have invested in automating production workflows with tools that are rigid, hard to use, and designed for full-time technical business analysts. Small and medium sized organizations may have defined some key business processes, but overwhelmingly they remain manual, unenforceable, and unmonitored.

What most organizations have in common is that business process engineers and content owners lack a flexible, yet simple-to-use solution for defining and managing workflows throughout all stages of the content lifecycle.

The consequences of not being able to properly define, apply, and adjust business processes can be severe:

- **Hindered Regulatory Compliance** — with legal, governance and regulatory requirements is risked with inconsistent and irreproducible manual processes.
- **Decreased Productivity and Efficiency** — if content creators and owners find it difficult to manage and participate in approval and publishing processes, they will circumvent and often reinvent. Poor visibility of processes leads to time wasted on duplicated efforts.
- **Inferior Quality and Inconsistency** — if projects, ad-hoc collaborations and processes are done differently every time; best practices are not captured, there are no controls over consistency, and errors and omissions can go undetected.
- **Lack of Visibility** — without an automated workflow solution, it is nearly impossible for managers to gain a high level view of how content-related processes are progressing, in real-time or even after-the-fact.
- **Unresponsiveness** — delays caused by confusion on process status and next steps can cause serious delays and impact how quickly and reliably employees can respond to changing market conditions, customer demands, or with decision-making responsibilities.

### Hummingbird Enterprise Workflow

Workflow empowers business owners and content managers to easily define, apply and reuse business logic and processes providing them with the ability to generate cohesive interactions among people, business systems, and content — across the Hummingbird Enterprise™ content management system and beyond.

### *Create and Capture Critical Business Content and Processes*

Whether creating a report, document, or project, content creators can start a business process from within the application they commonly use like Microsoft® Word or Outlook. When content exists already, for example e-mail, electronic or scanned documents, a workflow can be triggered by simply dragging content to a folder related to the process in the centralized Hummingbird Enterprise repository. If a suitable workflow has not yet been designed, a non-technical user can easily model a process with both automated and manual steps using a highly intuitive drag-and-drop graphical interface.

### *Streamlined Management and Approval Processes*

ROI is often most easily measured when review and approval processes are automated. Reducing the time-to-market of a new drug or product, reducing the time contractors spend in manually administering complex projects, speeding up turn-around time on proposals even by a few days, all generate concrete cost reductions. Workflow manages escalations, delegations, and issues notifications and reminders, for example, to ensure business-critical processes are kept in motion and on track.

### *Track Content Distribution and Publishing Information*

Enterprise content can exist in many formats, each with its own lifecycle. Content is often published outside the enterprise and can be distributed to third-party applications, portals, and systems. Workflow also provides a Web-based workspace for managers and process participants, enabling full visibility at any point into how content is being used, published and distributed.

### *Store and Preserve Business Logic and Process Components for Reusability*

Business rules on how documents and records are stored, preserved and disposed of are best managed using corporately-agreed upon processes. In order to comply with the proliferating corporate compliance and governance regulations, organizations must be able to defend and assure processes were followed related to all corporate content assets, including e-mail, instant messaging discussions, documents, records, reports, and structured data. Workflow audits each step, including who or which system performed it and when.

#### Hummingbird Enterprise Workflow Checklist

- ✓ Attach structured and unstructured content from Hummingbird Enterprise repository or other repositories
- ✓ Easily graphically design workflow processes without the need for IT involvement
- ✓ Control, monitor and manage all instantiated workflow processes
- ✓ Securely track, audit, and store processes and the resulting documents, records and other content objects
- ✓ Choose from dozens of pre-defined steps to: lock/unlock, move, delete, publish, categorize, modify and update documents; schedule, run, refresh, and modify reports; escalate; branch parallel steps; set rendezvous; set notification and deadlines, etc.
- ✓ Include external participants outside the organization while maintaining control of the process
- ✓ Automatically trigger processes based on content lifecycle events like check-in, publish, dispose
- ✓ Extend Hummingbird Enterprise processes using standard-based integrations to third party applications and systems
- ✓ Assign, monitor and complete tasks and related content in a choice of interfaces — via e-mail, browser, instant messaging alert, mobile device, or portal size and sender



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