

Defining an effective ECM strategy

Embarking on an ECM solution for your organisation can be daunting. Before jumping in the deep end, it's important to define the objectives and the strategy for achieving your goals. Astral offers Strategic Consulting Services that examine your specific business issues and define a roadmap for the future.

Where should I go?

Information Management Strategic Consulting

It's important to plan for the short, medium and long-term. We undertake a detailed analysis of your information management needs and will help you to develop a long-term strategy. We define a framework by which to manage your information and develop a plan of initiatives to implement the new structure.

Astral can advise on standards and best practice specific to your industry. We have extensive experience and perform detailed strategic consultation.

We will assess your current information management practices using our **ECM maturity model**; Astral developed this tool to evaluate your organisation's current information management processes in order to determine the most appropriate approach for introducing or extending the role of ECM in your business.

How do I get there?

ECM Strategic Consulting

If you have already decided to invest in ECM technology, this service is for you. It focuses on the feasibility of implementing an ECM system and identifies the best implementation approach to meet your objectives.

We can also help in the vendor selection process and business case preparation; we'll help you to choose the right product for your business.

To develop your ECM strategy, Astral will consider:

- ★ The culture of your organisation
- ★ Where your organisation currently fits in the ECM maturity model, and where you want to be.
- ★ The short and long term business objectives

We'll develop a roadmap and provide accurate and detailed estimates for all components of a proposed solution. These include external services, hardware, software and time commitment of your resources.



How can I make the journey easier?

ECM Business Consulting

The focus here is on the non-technical tasks of an ECM project. In Astral's experience, these 'business' activities are equally as important as getting the technology up and running; an ECMS is useless if nobody uses it.

Non-technical activities might include, but are not limited to:

- ★ **Business change management:** Practical guidance for how to manage changes to business processes and the impacts on end users.
- ★ **End user enablement:** We ensure ECM training needs are understood and delivered in the most appropriate medium to achieve the best outcomes.
- ★ **Solution design prototyping:** To make sure we get it right, first time. By prototyping we incorporate feedback of end users into the design. This also helps you to understand the impact on the current business processes.
- ★ **Content migration analysis:** Astral work with you to determine the best approach for performing content migration into the new system.

About Astral

Astral Consulting was founded in 2000 by a talented group of business and technical consultants. Today, Astral has over 25 consultants and is a leader in the Enterprise Content Management (ECM) and Business Process Management (BPM) space.

Astral's consultants are highly regarded for their knowledge, advice and independence. The technical and business skill-set of the Astral team is deemed 'best of breed' by prominent business partners and clients.

Astral Consulting is the trusted strategy partner of many leading corporations, across a wide range of industries in the Asia Pacific region. Astral has offices in Melbourne and Sydney.

Contact Astral today – we'll help build the right strategy for you.