



## Elsevier

### Elsevier Manages Over 40 Million Documents Using EMC Documentum

**Profile:** Elsevier is a world-leading publisher of scientific, technical and medical information products and services. The company has 7,000 employees in 71 offices worldwide and publishes 20,000 products every year including more than 2,000 journals and 2,200 new books. Elsevier is responsible for the production of a number of leading products including *The Lancet*, the world's leading independent general medical journal, and *MDConsult*, a service providing clinical content resources for physicians and other health care professionals. Elsevier is part of Reed Elsevier Group plc, a leading international publisher and information provider, operating in the scientific and medical, legal, educational and business-to-business industry sectors.

**Challenge:** Faced with the challenge of creating, editing and publishing localised web content, images, automated news feeds and multimedia, Elsevier uncovered the need for a web content management solution. To help it manage its corporate website effectively ([www.elsevier.com](http://www.elsevier.com)), the system needed to provide a world class search capability and also eliminate its historic dependence on developers. However, Elsevier recognised that content management could improve their business in other areas including invoicing, collaboration and document management and so looked to for a comprehensive enterprise content management platform.

**Business Value:** Elsevier is using an EMC Documentum solution to achieve the following benefits:

- Single content management platform for managing the corporate website and other information assets across the business
- Management of around 40 million invoices, 10,000 news feeds a year and 5,000 pieces of locally-authored content
- EMC Documentum eRoom is providing a collaborative environment for 1,000 senior editors to communicate and share ideas thereby improving customer service
- Extending EMC Documentum solutions to other parts of the business quickly and easily to ensure improved front- and back-office functions



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#### Solution Snapshot

Elsevier has deployed EMC Documentum 5 for web content and document management, and EMC Documentum eRoom for enhanced global collaboration for 1,000 senior editors.

#### EMC Documentum products:

eRoom, Web Publisher, Content Server and Media Services

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## Content Generator

Elsevier is a world-leading publisher of scientific, technical and medical information products and services. The company has 7,000 employees in 71 offices worldwide publishing more than 2,000 journals and 2,200 new books per year. In addition, Elsevier produces a number of leading products such as *The Lancet*, the world's leading independent general medical journal, and *MDConsult*, which is read by over 280,000 users and licensed by over 1,700 healthcare organisations world-wide, including nearly 95% of U.S. medical schools. Elsevier produces content, a lot of content.

Elsevier was faced with the challenge of creating, editing and publishing web content, images and multimedia, while moving the management task to the editors rather than the technical developers. Content needed to be accessible and re-usable, not hidden in a complicated archive. Moreover, Elsevier wanted to reduce the high volume of fragmented information sent to multiple websites via a high number of legacy systems.



“Implementation of the EMC Documentum platform provides manageable central storage in line with our XML content repository strategy. It enables us to integrate with existing applications, and serve the demands of multiple websites. By choosing EMC Documentum, we are equipped with the room to support our business growth.”

—Paul Leland, Enterprise Content Management (ECM) programme director, Elsevier.

At the same time, Elsevier saw the potential of a single consolidated solution for its enterprise content needs. Despite being initially considered for web content management, EMC Documentum grew to become Elsevier's de facto enterprise content management solution for front- and back-office needs and providing the capabilities to meet the changing requirements of the business. The company soon extended the solutions reach to include invoicing, collaboration and document management, demonstrating the value that a single, integrated enterprise content management system could provide the business.

## Buying Into ECM

Following a strategic review of content management vendors, Elsevier narrowed its selection to Interwoven, Stellent and EMC Documentum. After an exhaustive evaluation process including detailed product demonstrations, EMC Documentum was selected due the depth and breadth of the suite, its XML capabilities, strong product roadmap and strategy.

The single solution was critical to providing manageable central storage, in line with Elsevier's XML content repository strategy. It also helped enable content reuse, workflows and working practices, while providing easy group collaboration and communication. As a result, the company has been able to converge its back-office solutions, including global order scanning, accounts payable, receivable invoices and global contracts.

Paul Leland, Enterprise Content Management (ECM) programme director, Elsevier, said, “Implementation of the EMC Documentum platform provides manageable central storage in line with our XML content repository strategy. It enables us to integrate with existing applications, and serve the demands of multiple websites. By choosing EMC Documentum, we are equipped with the room to support our business growth.”

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## Benefits of an ECM platform

Since the deployment and go-live of the content management platform, Elsevier has seen significant business benefits. The EMC Documentum solution can be replicated across the business to help standardise business processes and make it more efficient for editors to manage content. This element is vital given that the solution now manages around 40 million invoices, 5,000 locally-generated pieces of content and 10,000 Reuters news stories a year. It also helps the financial services team process 360,000 paper invoices (approximately 1.8 million pages) each year, turn them into Adobe PDFs, load them to the system and complete cross indexing with Oracle Financials.

By establishing best practice templates for quicker content development, approval and delivery, EMC Documentum's content management capabilities have streamlined the editorial processes. This level of standardisation is generating significant results and is in the process of being replicated across the business. One example of its application is the imminent go-live of the EMC Documentum web content management solution at Elsevier's leading health science platform, *MDConsult*.



“We are looking at how EMC Documentum can support our business in a variety of ways such as putting taxonomies to the content and our elearning initiatives. We are also looking at how we can move towards EMC Documentum 5.3 because it is functionally a good fit for our business and will provide us with additional tools to manage our business.”

—Paul Leland, Enterprise Content Management (ECM) programme director, Elsevier.

“The EMC Documentum platform has been of tremendous benefit and we are delighted to own a system that can be easily replicated across our operations. We are handling a huge volume of global content. EMC Documentum simplifies its management to the point where we know what, when, where and how it is being managed,” explained Leland.

Moreover, Elsevier has rolled out EMC Documentum eRoom to around 1,000 senior editors across the globe to provide a central area of collaboration and communication. eRoom will act as an important information-sharing resource and will play a major role in Elsevier's commitment to providing the best possible customer service.

Overall, EMC Documentum is helping Elsevier generate benefits in its back-office functions with invoicing, commercial success through quicker, standardised content production processes, and greater productivity through the collaboration tool, eRoom.

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## Next Steps With ECM

Leland reported at Momentum 2005 (EMC Documentum's user event in Barcelona), that the company is now planning to roll-out the system to other parts of the business and is considering using it to replace its legacy paper-based storage process to electronically document global contracts. Elsevier has recognised the value of enterprise content management and is continually seeking new ways to utilise the functionality to manage its business more effectively.

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