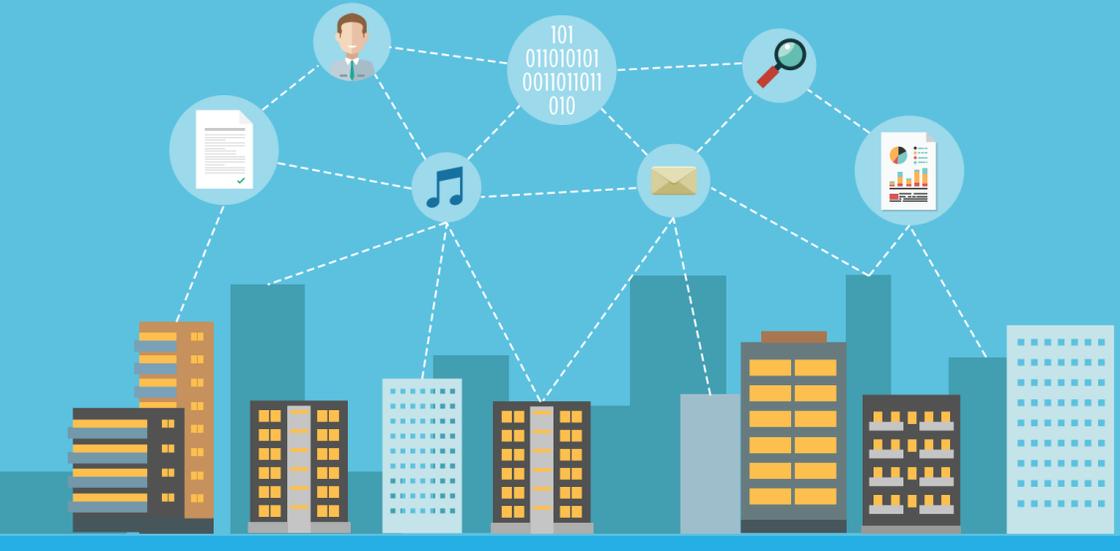
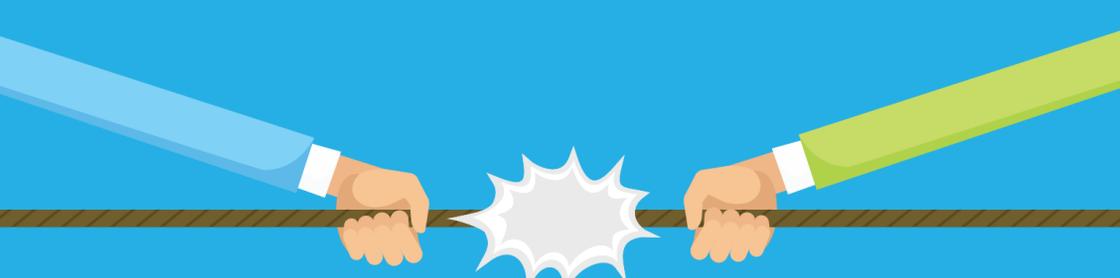


# PROVIDING CONTENT IN CONTEXT: INTEGRATING ECM WITH CORE BUSINESS SYSTEMS



Individually, large business applications provide tremendous value.

Unfortunately, they don't always play well together.



Data ends up being siloed—as information isn't shared across applications—requiring staff to toggle between applications.



## INTEGRATION SOLVES THE PROBLEM OF DATA SILOS

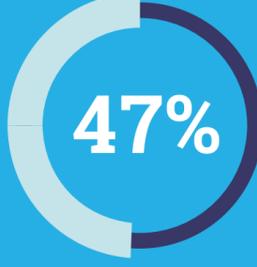
Integration allows companies to take full advantage of their software investment.



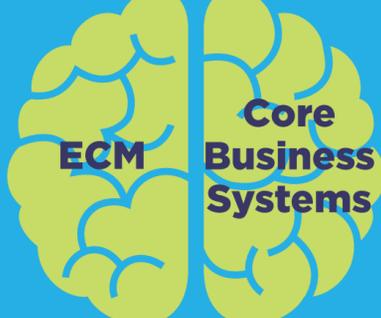
# 47%

of organizations are looking to provide integration links between their ECM and other enterprise systems. (Source: AIIM, Realizing the True Value of ECM)

Integration between ECM and core business systems allows organizations to establish contextual relevance among their information assets. This leads to better decision making.



47% of organizations have plans to combine content and data into a unified information management program. (Source: Forrester, Global Business Technographics Survey 2015)

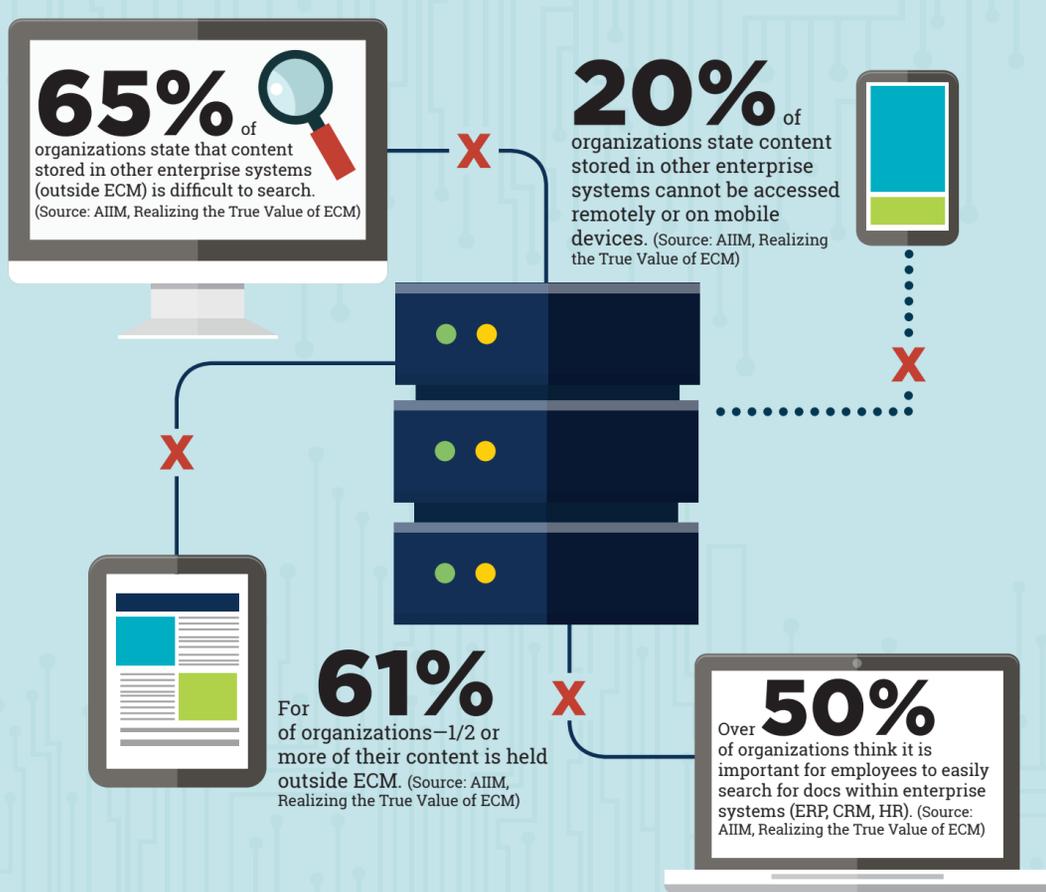


Almost 60% of organizations do not have linkages between ERP, other financial systems and ECM. (Source: AIIM, ECM Decisions: The Driving Force)

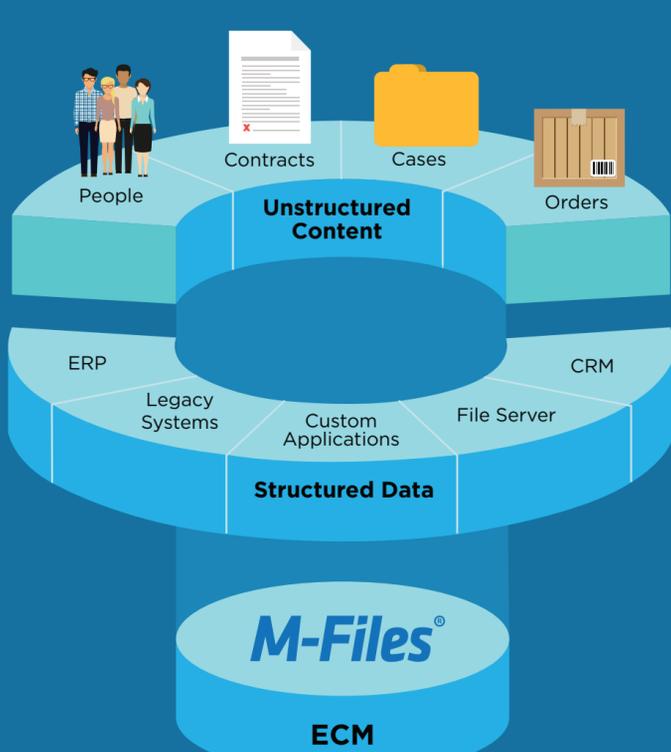


Only 13% of organizations have linkages between CRM and ECM. (Source: AIIM Industry Watch-Connecting and Optimizing SharePoint)

One of the main benefits of integrating ECM with core business systems is that users can quickly find the correct and most current content asset.



Integrating ECM solutions with existing business systems delivers contextual relevance and faster access to information, which results in improved decision making and gives organizations the power to respond to shifts in markets and opportunities.



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1 (972) 516-4210

+358 3 3138 7500