



Columbus DW lets you quickly capture, store, share, transform and analyze business documents and data from across the enterprise

## Enterprise content management

### Connecting information with people and processes

**Fast, multi-channel access to accurate business information is essential for digital communications and processes, but managing the vast range of documents and data involved can be a challenge. Columbus DW allows you to pool diverse enterprise content and share it through multiple channels with your customers, co-workers and business partners to raise service levels, drive up efficiency and accelerate digital transformation:**

- Improve service by creating a '360 degree' customer view, including all transactional documents and personal correspondence
- Make financial savings and productivity gains by switching from paper to digital processes
- Dynamically transform your existing documents and data into new formats for digital and print delivery
- Deliver enterprise content through your preferred communication channels, including the web, email, social media and messaging
- Ensure data protection and regulatory compliance by employing advanced data security and privacy features
- Reduce storage and retrieval costs by storing massive volumes of information on low-cost media, including cloud object storage

#### A digital content hub

Fast to implement and simple to use, Columbus DW delivers the performance and versatility you need from an enterprise content management solution.

Digital assets from any source, in any format, can be brought together in a single Columbus DW system and quickly organized, accessed and analyzed: everything from documents, data records and images to voice recordings, chat logs and video, along with high-volume print formats such as as AFP, Metacode and PCL, and content from legacy systems.

All information is compressed, enabling efficient storage of billions of assets, and held in its original format to enable long-term legal archiving.

Columbus DW manages and secures information throughout its lifecycle to meet your regulatory data retention requirements and ensure compliance with data protection rules such as the General Data Protection Regulation. Compliance features include data redaction and disguising, strong user authentication, and tamper-evident audit logging, both locally and on the blockchain.

Columbus DW accelerates digital transformation by digitally enabling your existing business content, without the need for changes to your core applications. Information stored in Columbus DW can be transformed instantly into suitable formats for customer and employee self-service or multi-channel delivery.

The Columbus suite, for enterprise information management:

**Columbus Central**  
Digital orchestration

**Columbus DoXite**  
Intelligent document composition

**Columbus DW**  
Enterprise content management

**Columbus OM**  
Enterprise output management

**Columbus Z**  
Output management on IBM zSystems

**Columbus Accounting**  
Embedded business intelligence

## Information lifecycle management and security

Integrated information lifecycle management allows you to configure rules for content classification, retention, and timely deletion at end of life. Document revision histories are maintained, with full version control. A tamper-evident audit log records events such as document updates and deletions. Events and content can also be published to blockchain networks. Granular security rules govern user access rights and can link to external authentication systems. Page content can be redacted, for example by replacing selected text with black boxes. Data encryption, in transit and at rest, adds further protection.

## Flexibility and ease of use

User training is rarely necessary thanks to Columbus DW's intuitive interfaces. These include a responsive browser interface, an app for mobile users, a customizable self-service portal that can be used on a standalone basis or embedded within your website, and 'pop up' document viewers for use with third-party applications. Interfaces are tailorable to match your target audience and corporate branding. Powerful search features guide users quickly to the information they need, while integrated workflow supports your business processes.

## Embedded business intelligence

Digital assets stored in Columbus DW can be explored and analyzed to generate actionable insights, or exported to other business intelligence systems and analytics engines. Additionally, Columbus Accounting, an embedded business intelligence framework, generates rich reports from your Columbus DW environment to help you drive continuous service improvement and assist you with everything from infrastructure optimization, forecasting and capacity planning to service level management and usage-based billing.

## Dynamic transformation

Stored content is automatically converted into industry-standard formats for online viewing, such as PDF, PDF/A, HTML and image formats. Additionally, XML transformation enables content to be exchanged directly with other business applications, while print transformations such as AFP to PCL or PostScript allow documents originally formatted for production printers to be printed locally, and vice versa.

## Application integration

Columbus DW integrates with your business applications to provide users with direct access to relevant enterprise content, using published APIs, web service interfaces, and web portal extensions. SAP®-certified interfaces for archiving (BC-AL) and information lifecycle management (BC-ILM) offer a seamless experience for SAP users.

## Enterprise architecture

Columbus DW is designed to store billions of digital assets and service millions of users. You can easily scale up, with high-end hardware, and scale out, with multiple distributed servers. The system has a segmented storage architecture which is highly storage efficient and straightforward to back up. Local disk, SANs, cloud object storage, hierarchical storage management systems and enterprise disk storage technologies are all supported. The software is low maintenance and quick to install, with no third-party installation pre-requisites. Columbus DW runs on Windows, IBM i, Linux (including Linux on IBM Z) and other major UNIX variants.

## Enterprise information management

Columbus DW integrates seamlessly with the wider Columbus suite, enabling you to manage content creation, communication workflows, online self-service, multi-channel delivery and compliant retention using a single enterprise information management system.

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