



# Social Media C4 (SMC4)

FileNet Social Media Capture, Control, Communication & Compliance



## SMC4 AT A GLANCE

IBM FileNet Content Manager Social Media C4 (SMC4) seamlessly captures and releases social media and email communications into IBM FileNet workflows and workbaskets, including communications from Facebook, Twitter, LinkedIn, Google+ and other social media applications. SMC4 automatically reads, translates, classifies and routes communications, such as customer complaints processing, claims, and service requests, ensuring real time capture and control of social media communication.

## Social Media Compliance - Do you have a solution?

Integratie are signing up Business Partners to sell SMC4, which drives wider Software and Service sales of IBM FileNet, CMOD, IBM Content Analytics, IBM Records Manager and SMC4.

## Harness the Social Media Explosion

### Market Opportunity

- Unlock new FileNet revenues with existing clients
- Sell to new industries, (Banking, Insurance, Telco, Government, Health)
- Legal and regulatory drivers make it easy to sell
- Safeguard existing customers from competitors
- Expanded solution stack using existing staff and skills
- SAAS offering scalable from one user to unlimited

### Partnership Opportunity

- Excellent Reseller Margins
- OEM / White label solution
- IBM endorsed
- Sell new Services & consultancy
- Territory mapping
- Joint marketing
- Sales & technical enablement
- NDA and contractual terms

### Key Benefits

- Enables compliant use of Social Media regulatory requirements for Financial Services, Insurance, Government and Health
- Brand protection, enabling safe outward and incoming social engagement
- Seamlessly integrated with FileNet and IBM CMOD
- Brings Social Media in-house, enabling protection, best practice and control
- Automation drives down customer costs and improves quality of service
- Automated capture, indexing and long term archiving of social media

## Product and Solution Drag

Lifecycle record management, case management, BPM, information governance, e-discovery

### More Information

[www.smcapture.com](http://www.smcapture.com)

Search 'SMC4' on IBM.COM

### Follow us

[facebook.com/smcapture4](https://facebook.com/smcapture4)

[twitter.com/SMCapture4](https://twitter.com/SMCapture4)

### Contact

Ian Paton  
Global Channel Manger  
[ian\\_paton@integritie.com](mailto:ian_paton@integritie.com)

