

**Datum: DRM technology radar**

Datum International's KnowledgeWorker product is a modular ECM solution that offers document and records management capabilities in conjunction with BPM and workflow, enterprise search and collaboration features. Datum offers a rounded set of DRM features, scoring on par with the market average across the document management and records management categories. Although it has comprehensive records management functionality, KnowledgeWorker lacks robust integration with Microsoft SharePoint, and is seen as only partially suitable for formal deployment in tightly regulated industries. Its document management capabilities, on the other hand, are very strong and offer a high degree of scalability.

Datum's DRM solution leads the market in the categorization, search and retrieval category, outscoring both IBM and Open Text. It also performs above average in the BPM and workflow category, scoring a notch above EMC. Overall, Datum performs well on almost all of the technology criteria, except the strategy and execution dimension. Having released its first ECM solution in 2001, Datum has a relatively small market profile, and its score on strategy and execution is expected to be in line with the average in the next two years.



As Datum's market profile evolves and it strengthens its formal records management capabilities, Datamonitor expects Datum to move into the explore category at some stage over the course of the coming year. With its unique offering that includes contacts management functionality as a module alongside DRM, Datum has the potential to carve out a niche in this increasingly flat market. Its execution and strategy, however, will need to improve before it becomes a major challenger in the market.