

# Documentum Case Questions

1. What did Documentum learn from its experience with the first two customers?
2. Should Documentum accept the Marsh & McLennan deal? Why or why not?
3. What would a "horizontal" strategy for Documentum look like?
4. What would a "vertical" strategy for Documentum look like?
5. Which (horizontal/vertical) strategy would you recommend for Documentum - and why?
6. Select a strategy (horizontal, vertical, other) for Documentum to pursue and describe what it takes to implement it within Documentum.

## **Just to muse about for class discussion:**

- A. What do you think about the timing of the founding and funding of Documentum? With respect to the financial markets? With respect to the maturity of the ideas of the founders?
- B. What about Documentum's relationship with Xerox?
- C. Would you consider Documentum a successful software business?
- D. How is Documentum doing now?