

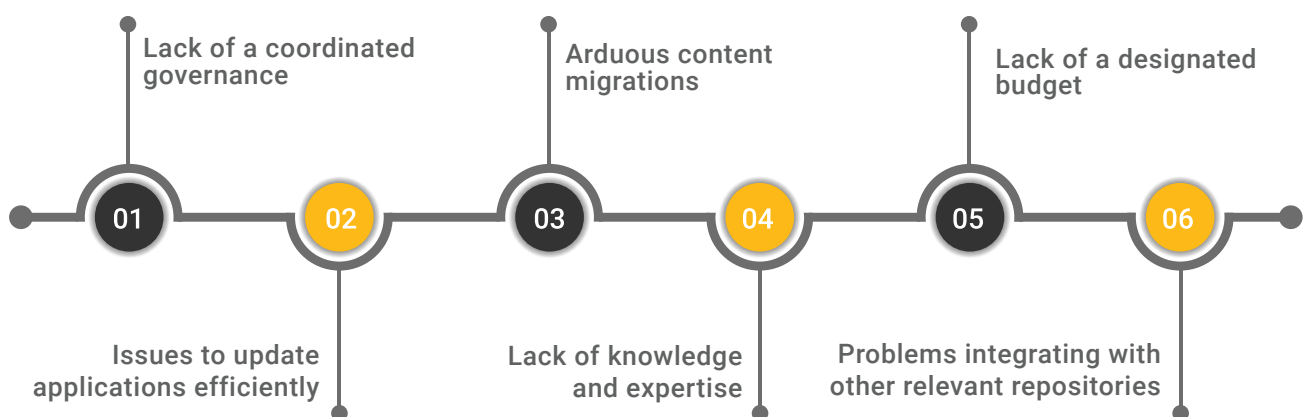
A background image showing a person's hands typing on a laptop keyboard. Overlaid on the image are various digital graphics: a network diagram with nodes and lines on the left, a hand holding a smartphone on the right, and a semi-transparent circular interface in the center. Faint text like "Network Connect" and "Key of success" is visible in the background.

Augmenting *digital* *transformation* with ECM

How enterprise content management solutions help to augment digital transformation

When it comes to content practices of today, there seems to be a gaping need to cater to the emerging needs of organisations. It's an undeniable fact that content is a strategic asset for any organisation, be it in the form of documents, records, messages, images, or even related metadata. This is why organisations of today are increasingly developing more advanced digital solutions to unlock its maximum potential. And with each passing day, the relevance of content is rising. A Forrester report has shown that while 41% strongly agreed that it was "easy to share content and collaborate on updates with our trusted external partners" last year, just 33% feel the same today.

However, as we start accepting the rising value of content, we identified the cracks that are evident in the entire ecosystem and to what extent the processes are deficient. And the gaps to drive in relevant content decisions and the much-needed strategy boil down to:



However, the greatest obstacles come up when it comes to integrating with repositories of critical content. hidden. To succeed in this, organisations need to devise ways so that they can bring out critical information amidst the underlying complexity. This is how the relevance of content services in a digital format becomes all the more predominant.

Organisations of today need technologies that are agile, flexible, cloud-friendly, and can operate in the competitive landscape. This explains the switch to a reality known as Enterprise Content Management, ECM, which is optimally suited for the content needs of today and all the allied digital ambitions.

How content services help in accelerating digital transformation

Content services are able to support the move to next-generation platforms when it comes to meeting the needs of fast-paced digital businesses.

In fact, most leaders in the last couple of years have increasingly stressed the importance of undergoing an ECM-to-content services transition as a crucial step to transform digitally.



Content Services Enable Initiatives That Are Vital to Digital Success:



Making the most of cloud platforms, applications and services:

As data and collaboration tools are moved to the cloud, content services provide increased information-sharing options that are more agile and flexible. They also facilitate in managing multiple repositories that in the long-run help to overcome integration issues.



Turning data into insights to boost operational effectiveness:

Content services can also help to extract data, which are locked up in documents and then can deliver it to the much broader insight platforms effortlessly. Metadata services are becoming increasingly vital to content and are enabling analysis and process automation of documents at a large scale.



Bringing down technology risks and security threats:

Security is the foremost objective that drives content management plans. As enterprise technology ecosystems become complex, a one-stop approach is essential to combat security issues and boost retention so that privacy policies become more relevant.

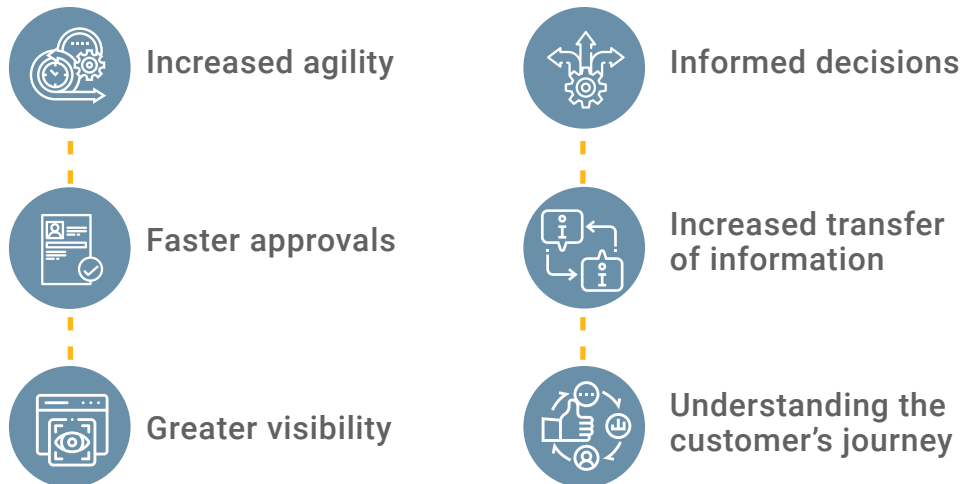
Content Services Boosting Customer And Employee Experiences

Everything in today's world is competitive and companies often devise diverse imagination patterns when it comes to meeting customer expectations. Success is more about understanding customer needs and delivering accordingly. And this can be achieved by providing employees with the right technology backup to access useful and critical information as per their requirement.

Leaving a positive impression on customers is also important and in this too, content services can certainly make an impact with:

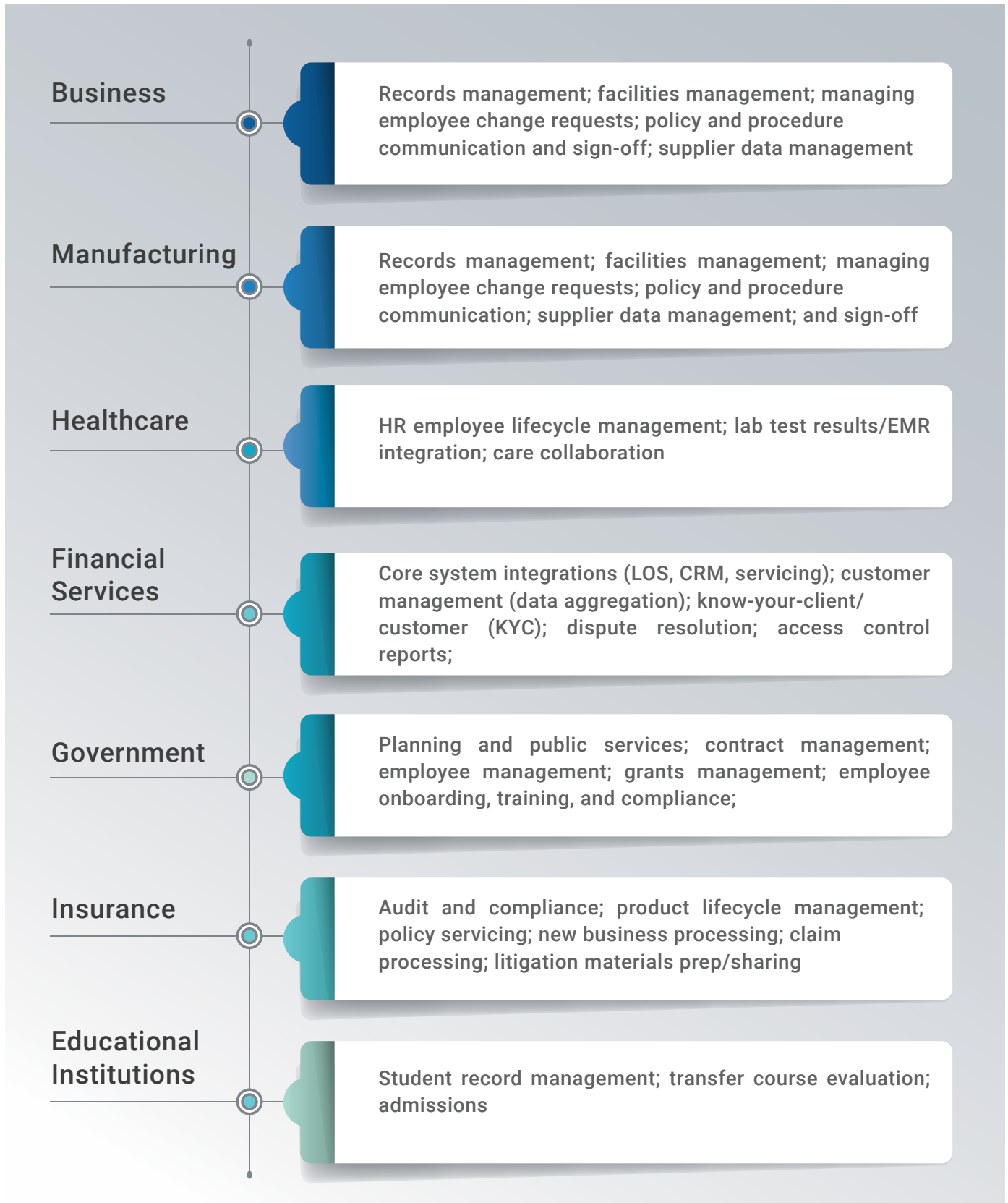
- More personalised experiences
- Faster claim processing
- Improved collaboration
- Shared workspaces

This way, content services provide employees:



A Forrester report says, content services offer employees with increased agility to make informed decisions (49%), quicker approval processing (49%), seamless information transfers (48%), and a greater visibility and clarity in understanding the customer's journey (48%).

Benefits from content management systems as per the requirements of specific industries:



There are several benefits of an enterprise content management platform that can be categorised as:

Easier adaptivity: These platforms pick up technology faster and is agile that way to begin with. When implemented in an organisation, it gives greater freedom to respond and adjust processes thereby meeting customer demands and business needs seamlessly.



Smart automation: Intelligent structure, robust workflow, and learning abilities to understand and anticipate user/customer needs and leading to smarter processes, help the organisation to be productive and efficient.

Customised solutions: The solutions offered are specific to individual customer needs.



Reimagined business models: Smart technology application that will enable innovative business processes, offerings, and products.

Addressing multiple needs: The processes have been designed in a way that multiple purposes can be looked into and solved.



Rising demands

In this technology-driven industry, the need for content services has risen increasingly. The investment plans of organisations for content services have increased by 38% from an average of \$1.97M in the year 2019 to \$2.72M in 2020. The decision-makers are resorting to invest in these content services so as to future-proof their organisations, expectations, and needs – both for the capabilities that are offered in a content services platform and the vendors that they partner with.

Key Recommendations

Content is one of the key elements of the digital transformation journey of the organisations since it can drive in critical business processes. Organisations that are lax in upgrading their content management technology investments will not be able to shell out outstanding customer and employee experiences. Modern content platforms have been designed to deliver more flexible and granular capabilities to tackle business challenges of the coming era, and more so with COVID-19 altering all the existing working patterns. It's an undeniable fact that organisations require data when it comes to improved decision-making, and the necessity to bring documents into such analytics that newer initiatives continue to grow.

This is why organisations of today are putting in modern content services platforms on their roadmap. Companies that are aligning their technology roadmaps to the top customer and employee experience improvement goals, are aware that content is an essential component. The flexibility of deployment models, automation, and faster delivery of useful content apps are challenging and difficult with older ECM architectures.

This is why it is of primary importance to assess your content's path to the cloud. Cloud models are mostly not one-size-fits-all, and it is not important for all organisations to rush into large-scale migrations so that they can benefit from content services innovation. However, just any one migration strategy works for all enterprises. Hybrid, phased, or migration on-demand are all plausible options for companies that have essential content-rich applications on-premises.

It is important to ensure that your information governance strategy can reflect improved privacy and security obligations. The regulatory landscape of today continues to evolve across many jurisdictions. Along with the shift of content to cloud platforms, risks of different kinds might come up along with barriers to modernisation. It's time to revitalise the governance stakeholder team by including legal, security, line-of-business, technology decision-makers, and privacy experts.

Organisations that demonstrate high content management maturity are the ones who value the power of integration. Content cannot be created in a vacuum. It's an essential ingredient when it comes to multiple critical business processes. Surfacing that content into some key enterprise applications and tailoring the necessary deployments with apps, custom modules, or interfaces help streamline productivity and adoption.

It's time to prepare for tomorrow's era of intelligent content services. Machine learning, AI, and other advanced analytics are the future of content and process-rich applications. Smart systems will help to mitigate the burden of manual work by automating categorisation and offering relevant recommendations with the necessary timely interventions.