

2017

 **aiim Industry Watch**

Delivering the priorities and opinions of AIIM's 193,000 community

# STATE OF INFORMATION MANAGEMENT:

**Are Businesses Digitally Transforming  
or Stuck in Neutral?**

[EXECUTIVE SUMMARY]



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In Partnership with



## About the Research

As the non-profit association dedicated to nurturing, growing and supporting the information management community, AIIM is proud to provide this research at no charge to our members. In this way, the entire community can leverage the education, thought leadership and direction provided by our work. We would like these research findings to be as widely distributed as possible. Feel free to use individual elements of this research in presentations and publications with the attribution – “© AIIM 2017, [www.aiim.org](http://www.aiim.org)”. Permission is not given for other aggregators to host this report on their own website.

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# TABLE OF CONTENTS



ABOUT THE RESEARCH .....	2
PROCESS USED AND SURVEY DEMOGRAPHICS .....	4
<i>ABOUT THE AUTHOR</i> .....	4
<i>ABOUT AIIM</i> .....	4
INTRODUCTION .....	5
<i>KEY FINDINGS</i> .....	5
DISCUSSING DIGITAL TRANSFORMATION .....	8
<i>IN GENERAL</i> .....	8
<i>PUTTING THE PIECES TOGETHER</i> .....	12
INFORMATION MANAGEMENT PRACTICES .....	12
<i>PUTTING THE PIECES TOGETHER</i> .....	16
INFRASTRUCTURE .....	16
<i>PUTTING THE PIECES TOGETHER</i> .....	20
PROCESS .....	20
<i>PUTTING THE PIECES TOGETHER</i> .....	24
SOCIAL, CLOUD, AND ANALYTICS .....	24
<i>PUTTING THE PIECES TOGETHER</i> .....	26
OPINIONS AND SPEND .....	26
<i>PUTTING THE PIECES TOGETHER</i> .....	29
CONCLUSIONS & RECOMMENDATIONS .....	29
<i>RECOMMENDATIONS</i> .....	30
APPENDIX 1: SURVEY DEMOGRAPHICS .....	32
APPENDIX 2: OPEN-ENDED COMMENTS .....	34
DEVELOPED IN PARTNERSHIP WITH .....	35

## AIIM Market Intelligence Research

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## Process Used and Survey Demographics

While we appreciate the support of these sponsors, we also greatly value our objectivity and independence as a non-profit industry association. The results of the survey and the market commentary made in this report are independent of any bias from the vendor community.

The survey was taken using a web-based tool collecting responses from 686 individual members of the AIIM community during the month of January of 2017. Invitations to take the survey were sent via e-mail to a selection of the 195,000+ AIIM community members and through various social media outlets. Survey demographics can be found in Appendix 1.

## About AIIM



AIIM has been an advocate and supporter of information professionals for over 70 years. The association mission is to ensure that information professionals understand the current and future challenges of managing information assets in an era of social, mobile, cloud and big data. AIIM builds on a strong heritage of research and member service. Today, AIIM is a global, non-profit organization that provides independent research, education and certification programs to information professionals. AIIM represents the entire information management community: practitioners, technology suppliers, integrators and consultants.



## About the author

**Bob Larrivee**

*Vice President and Chief Analyst  
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Bob Larrivee is Vice President and Chief Analyst of AIIM Market Intelligence. Internationally recognized as a subject matter expert and thought leader with over thirty years of experience in the fields of information and process management, Bob is an avid techie with a focus on process improvement, and applying advanced technologies to solve business problems, improve business processes, and automate business operations.

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## Introduction

As private and public organizations move to adopt and implement the latest technologies to build out their information management ecosystems and digitally transform their operational processes, there are challenges to be overcome in extending the capabilities—once confined to the desktop—beyond the corporate walls to comprehensive transactional processes.

When considering progress toward digitally transforming business organizations, fifty-five percent of the folks we polled seem to be bound by cost and productivity as a key driver, indicating that, though these are valid reasons, they are more tactical than strategic. Conversely, fifty-three percent of respondents appear to be more forward thinking in their digital transformation efforts, citing better ways to improve their information sharing and collaboration capabilities as a key driver. This could be viewed as a dividing line between the Trailblazers who typically look ahead even in times when tactical efforts are required, and those who are Citizens in a sort of neutral position, or Outlanders who are really lagging behind in their digital transformation efforts.

It is important to remember that “digital transformation” involves more than just technology. The people and process elements are also vital to successful digital transformation. Our survey bears this out, with seventy-one percent of respondents indicating that governance has an important role in digital transformation, especially where cloud use is concerned. They contend that, without governance of some sort, cloud use would become a chaotic mess as workers are left to their own devices. We also found that the human factor remains the most challenging element for project success.

Respondees were asked to assess their digital transformation status against several factors: being paperless, using multi-channel inbound capture, and the impact digital transformation will have on individuals, business organizations, and operational processes. What we found is that there is progressive movement, albeit not the hockey stick inclination hoped for, but movement nonetheless.

Some of the terms used in this report include:

<b>IM:</b> Information Management	<b>IG:</b> Information Governance
<b>ECM:</b> Enterprise Content Management	<b>DM:</b> Document Management
<b>ERM:</b> Electronic Records Management	<b>CA:</b> Content Analytics
<b>DAM:</b> Digital Asset Management	<b>DT:</b> Digital Transformation

Persona used include:

- **Trailblazer** – Exceptional capabilities; ahead of the pack in respective market space or among peer groups
- **Citizen** – Average capabilities; on an equal level compared to competition and peer groups
- **Outlander** – Below average capabilities; behind the times, typically waiting until the last minute to implement change

## Key Findings

### In General

- **Twenty-four percent of respondents report that many of their processes are completely digital.** Twenty-six percent are integrating projects across departments.
- **Fifty-five percent of respondents cite costs and productivity as their biggest driver for Digital Transformation.** Fifty-three cite improved information sharing and collaboration.
- **Twenty-nine percent of respondents are formulating Information Governance (IG) policies for decision making with 27% indicating they make decisions based upon their established IG policies.** Twenty-eight percent say they have no accepted IG policies.
- **Chaos is the description used by 23% of respondents in relation to governance and management of multi-channel inbound information.** For 24%, they see themselves as having well defined practices with 23% indicating they use a value-based approach to selective archiving.
- **Outlander is the label 29% of respondents placed upon themselves in relation to cloud migration.** When it comes to implementing new systems and processes, 25% call themselves Trailblazers, as do 23% with regard to mobile and remote access improvements.

# KEY FINDINGS

## Infrastructure

- **Enhanced automated processes and workflows are in place among 18% of respondents with an additional 42% citing they are in the process of doing so.** When looking at cloud deployment, 25% say they have done so to a degree, while 30% say they are in the process of cloud deployment.
- **When asked about mobile use for information access, business applications, and process interactions, 39% of respondents see themselves as Trailblazers in their personal lives and 31% in their business lives.** Regarding businesses, 31% see their businesses as Outlanders company-wide and 24% at the departmental level.
- **When it comes to mobile device capabilities, 21% say they are Trailblazers in process approvals on mobile.** Looking at digital signing on mobile devices, 52% see themselves as Outlanders.

## Process

- **When considering use of automated recognition and routing, 43% of respondents position themselves as Outlanders.** Twenty-two percent see themselves as Trailblazers in capturing data closer to the customer with 23% saying they are ahead of the pack – Trailblazers - regarding paper-free process.
- **Focusing on multi-point capture and workflow, 19% consider themselves as Trailblazers in this area.** When it comes to mobile capture, 34% see themselves as Outlanders.
- **Not everyone is dependent upon information management systems according to a mere 27% who say 100% of their office/knowledge workers are.** Collaboration tool dependence is the case for 16%, while 12% rely heavily on workflow systems.
- **Serious disruption in business would occur within 15 minutes if a major outage were to happen with their content application according to 12% of respondents.** Expanding this to a one-hour period, this number increases to 33% of respondents.

## Social, Cloud, and Analytics

- **When looking at cloud use in an organization, 68% of respondents are personally using cloud for business.** Interestingly, 38% indicate there is no cloud across the enterprise and 33% say no cloud departmentally.
- **Turning our attention to cloud deployment within an organization, 21% say they are still experimenting with various options.** 17% say they are using a hybrid approach between small cloud (12%) and large cloud (5%) deployments.
- **Regarding hosting or deployment methods, 21% indicate preferences to private cloud hosted within their data center.** Fifteen percent say they prefer an outsourced private cloud with 13% indicating a multi-tenant public cloud preference if provided by their current ECM provider.

## Opinions and Spend

- **Forty-three percent agree that the term ECM no longer applies and is limiting.** Seventy-one percent say no information governance for cloud will replicate current file-share chaos and that email is still their biggest problem.
- **The human factor seems to remain the biggest challenge to project success followed by costs and budgets.** Only 20% plan to spend more in the next 12 months on external training.
- **Analytics seems to have the greatest focus over the next 12 months with an indicated increase of spending by 46% of respondents.** This is followed by cloud with 33% indicating spend increases and 29% showing planned spend increases for workflow and auto-classification tools.

**The entire report is available at no cost to AIIM Professional Members.**

**For only \$169, you can become an AIIM Professional Member and access this report plus many other valuable resources.**

Please visit [www.aiim.org](http://www.aiim.org)





## AI Foundry

AI Foundry, a Kodak Alaris business unit, transforms enterprise operations by integrating information, people and processes to enable increased insight and improved decision-making. Our Actionable Intelligence Management solutions help organizations streamline and automate manual processes, seize new business opportunities and manage compliance, all while driving bottom-line performance.

Our team provides both the solutions and expertise to accelerate an organization's digital transformation journey. We are inspired by the belief that people and departments can find better ways to work with data and make their data "actionable." This results in organizations being better positioned to compete in our new-age digital economy. Our Actionable Intelligence Management solutions enhance data and documents organizations receive day in and day out, while extracting business value from historical documents, which contain dark data. We help transform this unknown information into Actionable Intelligence to fuel digital transformation, which enables organizations to align business processes with measurable outcomes.

AI Foundry provides a new generation of machine-learning software that significantly increases the automation within enterprises by integrating information, people and processes. The company's digital transformation solutions are built on a robust platform of capabilities. Its functionality is delivered as an integrated, holistic solution that aligns with the realities of how organizations work, rather than as a disparate set of point products for narrow niches.

The AI Foundry platform encompasses six core functions relating to the creation of actionable intelligence out of the vast sea of documents built on unstructured and dark data:

- Advanced Document Capture
- Document Classification
- Data Extraction
- Workflow/Business Process Management
- Enterprise Content Management
- Intelligent Search
- Secure Collaboration

For more information on how to prepare your organization for digital transformation that yields actionable intelligence, please visit:

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



technologies™

## ASG Technologies

ASG Technologies brings peace of mind to every enterprise with information access, management and control within legacy and leading-edge environments. ASG provides 70% of Fortune 500 companies with solutions that satisfy their business needs.

Enable your business with ASG's content solutions, providing unified and simplified content management regardless of file type, size or platform, as well as customized document processing and output management.

ASG Content Solutions work with your existing IT environments and business processes, so you don't have to throw out decades of investment to make room. Additionally, ASG is robust enough to support cloud, on-premise and hybrid installations to support your content solution from anywhere on any device. We address content aggregation and integration issues, map to information governance requirements, and provide customized document processing and output management while streamlining your operations.

For more information please visit:

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





## BOX

Box (NYSE:BOX) is the Cloud Content Management company that empowers enterprises to revolutionize how they work by securely connecting their people, information and applications.

Founded in 2005, Box powers more than 71,000 businesses globally, including AstraZeneca, General Electric, P&G, and The GAP. Box is headquartered in Redwood City, CA, with offices across the United States, Europe and Asia.

To learn more about Box, visit  
[www.box.com/](http://www.box.com/)



## OnBase by Hyland

OnBase is a single enterprise information platform for managing content, processes and cases that provides a complete view of the right information for the right people, when and where they need it.

Deployed via mobile, on-premises or in the Hyland Cloud, OnBase provides enterprise content management (ECM), case management, business process management (BPM), records management and capture all on a single platform. OnBase transforms organizations around the globe by empowering them to become more agile, efficient and effective. Enterprise cloud-based file-sharing capability for the OnBase platform is available with our complementary offering, ShareBase by Hyland.

To learn more about how more than 15,500 organizations are digitizing their workplaces to transform their business operations, please visit:

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



## K2

K2 turns complex work into powerful business process applications. With K2, organizations can use visual designers to rapidly build and deploy low code business applications that are agile, scalable and reusable, resulting in modern processes that quickly and easily connect people, data, decisions and systems. K2 delivers information to the right people at the right time, empowering them to accelerate their work and become more efficient online, offline and from any device.

Our technology strengths can be broadly defined by our ability to empower tech savvy users to build, run and future-Proof business processes.

K2 was founded on the basis of automating business processes to help the business move faster, reduce errors, eliminate redundancies and improve IT efficiencies that ultimately enable people to work smarter. With K2, you can:

- Reach across siloed systems and people to create comprehensive workflows with little or no coding: from small, departmental approval workflows to complex mission-critical applications that span your entire organization, on premises or in the cloud
- Assemble apps with an extensive list of out-of-the-box events and tasks
- Save your workflow steps and common functions as a template for sharing and reuse across many applications and departments

K2's business process apps platform offers improved agility and business acceleration, increased efficiency, automation and productivity, by bringing together people, systems and information. K2 empowers customers with mobilization of the workforce, freedom of deployment (cloud or onprem), insights for continuous process improvement and analysis, all with the foundation of working with a customer's existing infrastructure (no rip-and-replace needed) and ability to support futuristic demands.

For more information please visit:  
[www.transform.k2.com](http://www.transform.k2.com)



## OpenText

OpenText ECM solutions are designed to help organizations take full advantage of the opportunities offered through Digital Transformation.

By creating a centralized, unified information grid, OpenText ECM solutions connect information from across the enterprise with the people and systems that need it, driving Personal Productivity with simple, intuitive tools and user experiences, Process Productivity through full integration with lead applications such as SAP and Microsoft, and Control with legendary OpenText governance and security functionality.

Utilized by the largest and most innovative companies and governments in the world to enhance competitive advantage and customer relations, OpenText solutions are available on premise, as a subscription in our cloud, or as a managed service.

Learn more about OpenText ECM solutions.  
[www.opentext.com](http://www.opentext.com)



systemware

## Systemware

Our goal is simple. Empower you and your business with the right information while simplifying your job.

We have designed a fierce intelligent content network, Content Cloud that curates and connects you with your information to help your businesses become better, faster and smarter; regardless of where your information might live.

For more information please visit:  
[www.systemware.com](http://www.systemware.com)

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