aiim

State of the Industry —

Content Services

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.

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PROCESS USED AND SURVEY DEMOGRAPHICS

About AIIM

Here at AIIM, we believe that information is your most important asset and we want to teach you the skills to manage it. We've felt this way since 1943, back when this community was founded.

Sure, the technology has come a long way since then and the variety of information we're managing has changed a lot, but one tenet has remained constant — we've always focused on the intersection of people, processes, and information. We help organizations put information to work.

AIIM is a non-profit organization that provides independent research, training, and certification for information professionals. Visit us at www.aiim.org.

About the author

John Mancini

John Mancini is a Past President of AIIM. He is a well-known author and speaker on information management and digital transformation.

As a frequent keynote speaker, John offers his expertise on Digital Transformation and the struggle to overcome Information Chaos. He blogs under the title Digital Landfill (http://info.aiim.org/digital-landfill), has more than 11,000 Twitter followers, 6,000 Linkedin followers, and can be found on most social media as @jmancini77. He has published more than 25 e-books, the most recent being:

- GDPR After the Deadline
- Automating Compliance and Governance
- How does the Office 365 Revolution Impact Governance and Process Automation?
- Enhancing Your RPA Implementation with Intelligent Information
- The State of Intelligent Information Management: Getting Ahead of the Digital Transformation Curve

About AIIM's Industry Watch Research

Over two years ago, AIIM introduced the concept of Intelligent Information Management, or IIM, and began researching the connections between IIM and Digital Transformation.

In our 2019 Industry Watch research program we will look at the impact of the rising tide of information chaos, its impact on the effectiveness of Transformation initiatives, and the adoption rates of core IIM technology building blocks. AIIM Industry Watch reports examine core IIM building blocks as well as the key issues that surround them:

- **The key drivers motivating potential customers;**
- **Buying intentions and key purchase drivers during the next 12 months;**
- **Obstacles faced during the acquisition and implementation process; and**
- **Business results achieved through IIM technologies.**

Our focus areas this year (with forecast release dates in parentheses) are:

- **State of Industry — Content Services (March)**
- **Key Issues — Building an Effective Strategy for Content Migration and Integration (April)**
- **Key Issues — Empowering the Digital Workplace (May)**
- **Key Issues — The Role of Intelligent Capture in Battling Information Chaos (June)**
- **State of the Industry — Process Services (July)**
- **Key Issues — Integrating Content into Your RPA/ Intelligent Automation Strategy (September)**
- **Key Issues — Understanding the Office 365 Revolution (October)**
- **State of the Industry — Analytics Services (November)**

ABOUT THIS SURVEY

We 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 in mid February 2019.

The survey sample was a mix of respondents from the AIIM population (in the AIIM database, but not necessarily AIIM members — about 40% of the total) and a sample of respondents completely independent of AIIM (about 60%). The respondents in the non-AIIM sample were directors, managers, and other decision maker respondents whose field of expertise was in Technology Implementation, Technology Development Hardware (not only IT), Technology Development Software (not only IT), and Executive Leadership.

A total of 307 individuals participated in the survey.

The core areas of responsibility for the survey participants were:

- 48% information technology/IT; 13% line of business; 7% compliance, security, legal; and 23% DM, CM, RM.

- 78% of participants were from organizations with > 100 employees; 42% from organizations with > 1000 employees. Organizations with less than 10 employees were excluded.

- 45% of the participants were from outside North America.

The largest industry segments represented in the survey were:

1) Technology;

2) Government (all levels); and

3) Financial Services.

Which is the best description of the department in which you work?
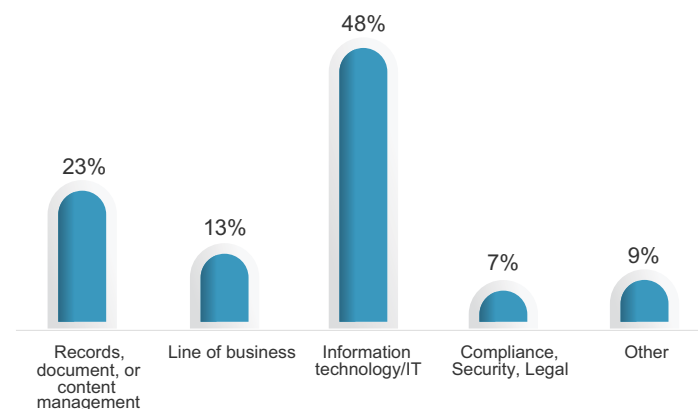
Approximately how many employees are there in your organization?

Where is your organization headquartered?

- North America 55%
- UK and EMEA 24%
- Asia/Pacific/India 12%
- Australia/New Zealand 3%
- Central/South America 5%

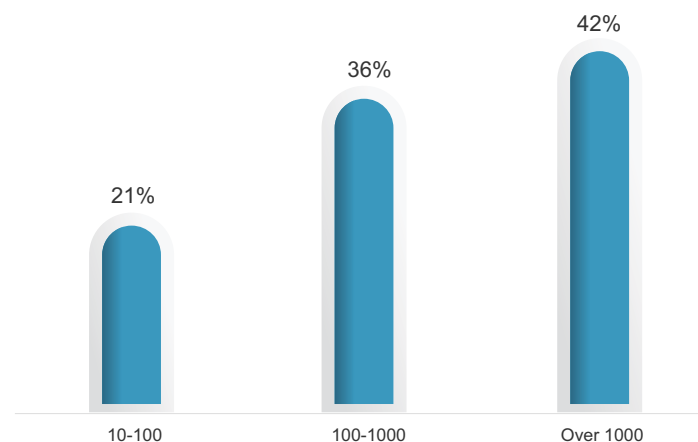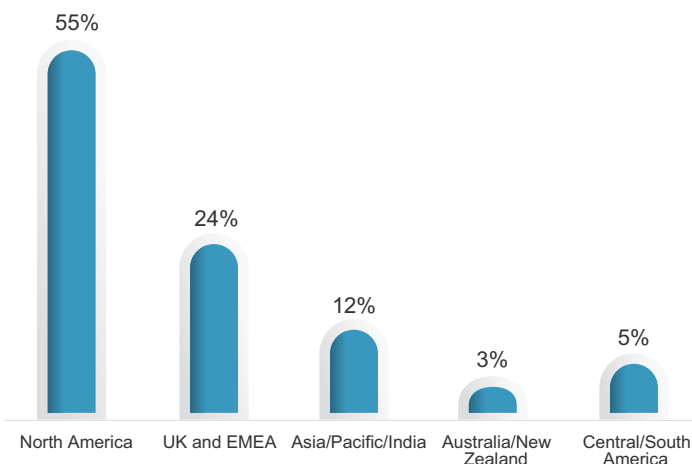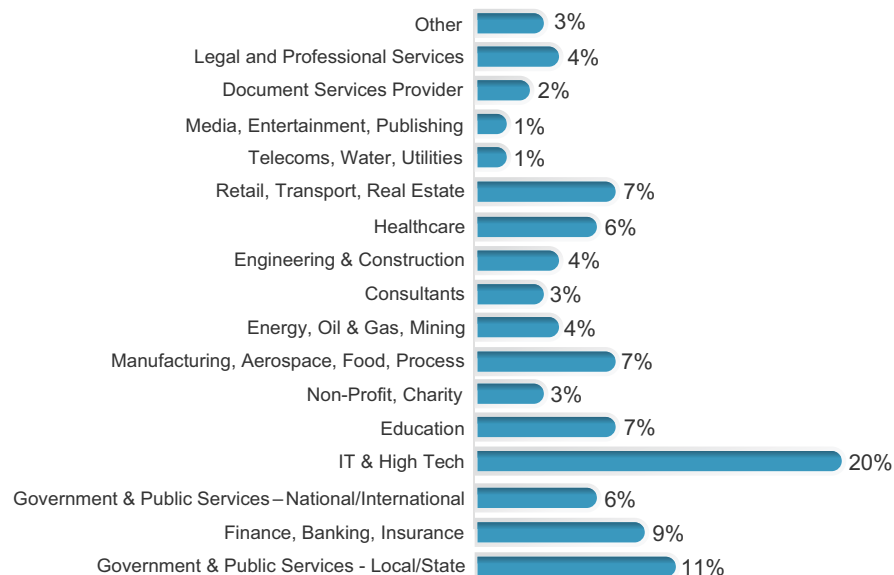In addition, during the survey, we asked respondents to self-assess the performance of their organization ("profitability" for companies; "effectiveness" for non-profits and governmental agencies) relative to other organizations in their peer group and score their performance as either "above average" (26%), "average" (66%), or "below average" (8%). Throughout this eBook, we have broken out some of the responses by these categories to establish the link between organizational performance and profitability and IIM maturity and effectiveness.

In the report we have also highlighted free-form comments by survey participants. In each case, we've noted the role and industry of the person in parentheses.

Which of the following best describes the primary business of your organization?

- Other 3%
- Legal and Professional Services 4%
- Document Services Provider 2%
- Media, Entertainment, Publishing 1%
- Telecoms, Water, Utilities 1%
- Retail, Transport, Real Estate 7%
- Healthcare 6%
- Engineering & Construction 4%
- Consultants 3%
- Energy, Oil & Gas, Mining 4%
- Manufacturing, Aerospace, Food, Process 7%
- Non-Profit, Charity 3%
- Education 7%
- IT & High Tech 20%
- Government & Public Services – National/International 6%
- Finance, Banking, Insurance 9%
- Government & Public Services - Local/State 11%

Understanding the Connection Between Digital Transformation and Intelligent Information Management

Every organization is on — or should be on — a Digital Transformation journey.

At the heart of this Transformation journey is the drive toward 1) understanding, anticipating, and redefining internal and external customer experiences. This primary driver depends on other key transformative aspirations such as 2) business agility/innovation, 3) operational excellence, and 4) automated compliance/governance.

79% of organizations realize that they must transform into a true digital business in order to survive. **As the currency that fuels and funds the journey, information is an organization's most valuable asset.**

How important is DIGITAL TRANSFORMATION to your organization?
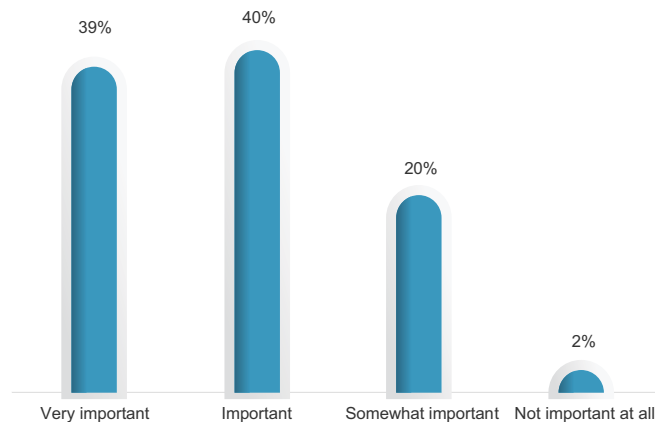
Deloitte's Digital Maturity model highlights five components of a digital transformation strategy. We used a five-point scale to measure relative maturity of the five components. As illustrated in the results below, the core requirements for true transformation extend far beyond merely acquiring the latest technology. True transformation requires a multi-faceted strategy that includes strategy, customer focus, operational excellence, and a change in organizational culture in addition to technology.

Deloitte's Digital Maturity Model highlights 5 key components of a digital transformation strategy. On a scale from 5 (mature) to 1 (immature), how would you score?
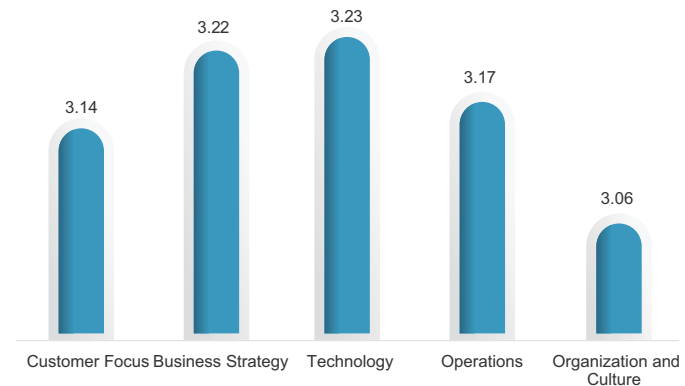
As organizations begin their Digital Transformation efforts, they are focusing on three key areas for improvement: 1) **IT processes and their modernization** (58%, to give them more business agility); 2) **Information Governance** (42%, to make their information assets more findable, accurate, and accessible to machines); and **Customer Experiences** (39%, to increase value to customers and head off potential digital disruptors).

Which processes are the focus of your Digital Transformation efforts? (check as many as apply)

Process	Percentage
Information Governance	42%
Accounting and Finance	34%
Human Resource Management	30%
IT processes	58%
Field services	18%
Customer service	39%
Sales	23%
Marketing	30%
Purchasing	21%
Research and Development	29%
Production and inventory	25%
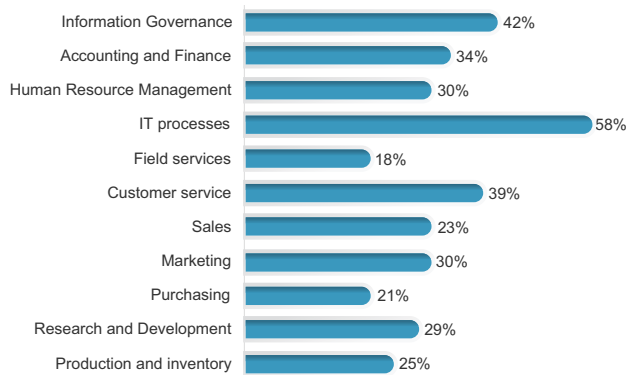
A rising tide of information chaos and confusion imperils these desired Digital Transformation journeys. The volume, velocity, and variety of information that most organizations need to manage, store, and protect now exceeds their ability to even marginally keep pace with big content challenges.

On average, organizations expect the volume of information coming into their organizations to grow from X to 4.2X over the next two years.[1] And most importantly for those who care about content management and content services, they expect over 60% of this information to be unstructured (like a contract or a conversation) or semi-structured (like an invoice or a form).[2]

Think about the huge amounts of data and information currently coming into your organization (call this current volume "X"). What do you predict this volume will be in 2 years?

X	2X	3X	4X	5X	6X	7X	8X	9X	10X
2%	25%	21%	16%	10%	7%	5%	6%	2%	5%
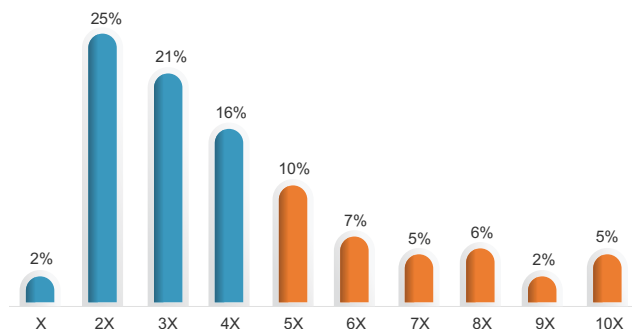
Think about ALL of the information in your organization. What would be your best guess for the percentage of the total that is unstructured INFORMATION?

90%	80%	70%	60%	50%	40%	30%	20%	10%
8%	18%	23%	19%	11%	9%	9%	1%	2%
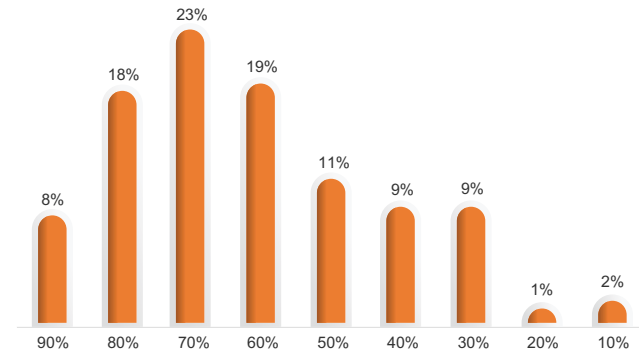
> We SO long to be "there" collectively, but we have created **management** guard-rails, and changing each is like re-negotiating NAFTA.
>
> — *(IT, large financial services firm)*

> My organization has invested substantially in digital transformation. The **management** of this transformation has some serious challenges.
>
> — *(RM, DM, CM, large government agency)*

This rising tide of information chaos and confusion is creating a demand for new information management practices that extend beyond traditional Enterprise Content Management. AIIM calls this Intelligent Information Management (IIM), a roadmap that provides the following key capabilities:

- **CONTENT SERVICES** — a flexible and modular approach that utilizes content and information wherever and whenever it is needed, independent of the legacy ECM preoccupation of where it is stored;

- **PROCESS SERVICES** — process tools that can be delivered with the simplicity of an app, but within a framework that allows the business to remain in control; and

- **ANALYTICS SERVICES** — automated tools to prepare ALL of its information — both structured and unstructured — for machine learning.
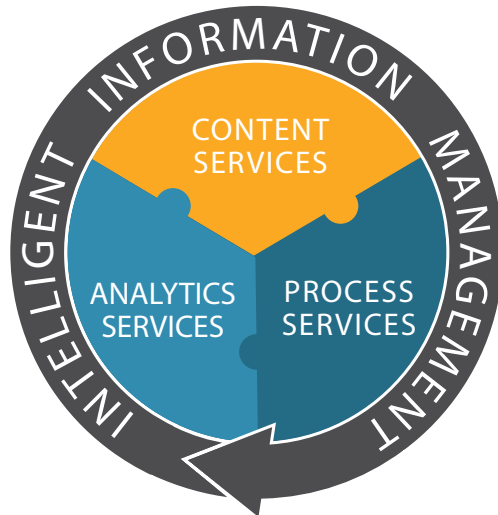
Content Services

Multi-Channel Capture

Content Migration, Integration, and Collaboration

Document Management

Records Management and Preservation

Process Services

Business Process Management (BPM)

Robotic Process Automation (RPA)

Case Management

Decision Management

Analytics Services

Data Recognition, Extraction, and Standardization

Metadata and Taxonomy Management

PII Identification and Protection

User Personalization

The term **SERVICES** is intentional in this definition, because a modern enterprise must be able to link these capabilities together on the fly to respond to a continually changing business environment.

Each organization needs to assess its IIM starting point before setting its Transformation objectives, and our research suggests that organizations are at widely varying starting points when it comes to core IIM technologies. As might be expected, some of the core technology building blocks from the ECM world (especially Document Management and Records Management & Preservation) are at a relatively high level of maturity.

What is the stage of maturity for each of the following IIM technology building blocks in your organization? (A perfect "advanced" score would be 3.0; "don't knows" eliminated)

Technology building block	Score
User personalization	1.55
PII identification & protection	1.68
Metadata & taxonomy management	1.54
Data recognition, extraction & standardization	1.64
Decision Management	1.63
Case Management	1.57
Robotic Process Automation	1.27
Business Process Management	1.77
Records Management & Preservation	1.94
Document Management	2.00
Content migration, integration & collaboration	1.78
Multi-channel capture	1.53

In this eBook, we look specifically at the current state of **CONTENT SERVICES** technologies (records management & preservation, document management, multi-channel capture, content migration, integration & collaboration) and how user perceptions about them are changing. We surveyed over 300 decision-makers from around the world about **CONTENT SERVICES** to answer these three core questions:

1. What kinds of critical information management problems are users trying to solve with Content Services?

2. How is automation revolutionizing user expectations about records management and information governance?

3. How are the spending patterns for Content Services changing and evolving?

1 – What kinds of critical information management problems are users trying to solve with CONTENT SERVICES?

As everyone knows by now, the past few years have created many new challenges for the Information Professionals who are entrusted with managing an organization's digital assets. Information is cascading down upon every organization in unprecedented volumes and forms, challenging traditional and manual concepts of records management and information stewardship. This information tsunami is happening at the very time that the value of these digital assets is more mission-critical than ever.

Every organization — regardless of industry — is now a technology organization. But rising information chaos is a very real and strategic threat to the ability of organizations to succeed, or even survive. *An effective Content Services strategy is key to addressing these challenges.*

As content capabilities have become more modular, the need to make them easily available to a growing set of business processes becomes more critical. And as the cost of these capabilities has come down, the kinds of problems that organizations seek to address with Content Services has expanded.

Gartner describes five primary Content Services use cases: 1) Team productivity, 2) Records management, 3) Document management, 4) Business process applications, and 5) Back-office processing. Forrester talks about two clusters of Content Services applications, one focused around transactional content services (in large measure, the next generation of "traditional" ECM) and business content services (focused around individual productivity and collaboration tools).

Our research suggests that the two most important use cases for Content Services center around *knowledge worker productivity* and *enabling business processes*. For many organizations, first generation content management capabilities — back-office processing, document management, and records management — are starting to be table stakes in the drive to digital transformation.

Gartner discusses the following five major content services use cases. Which one is THE most important factor in your content services decisions?
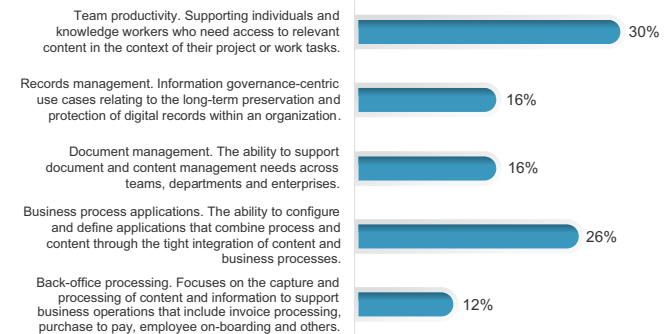
For larger organizations — more likely to have existing, mature (and multiple) content management implementations — taking content capabilities and extending them into additional business process applications is key.

What is THE most important factor in your Content Services decisions? (By number of employees)
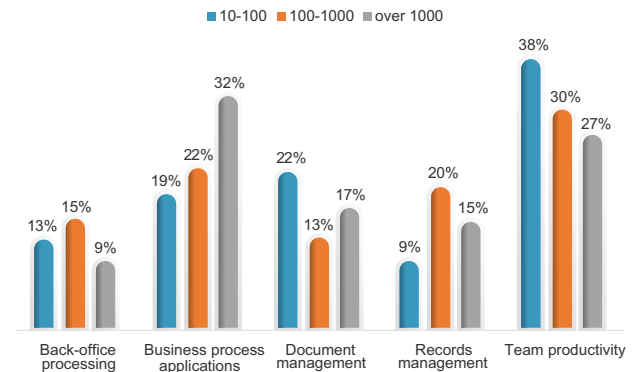
And for leading (vs. laggard) organizations, the commitment to revolutionizing the digital workplace and automating many core knowledge worker rote tasks are clearly priorities; these companies have moved beyond the first-generation content management basics of document and records management.

STATE OF THE INDUSTRY — CONTENT SERVICES

Gartner -- major content services uses cases -- "most important" (Percentage point difference between leaders and laggards)

Use case	Difference
Team productivity	+27
Records management	11-
Document management	18-
Business process applications	+1
Back-office processing	+2

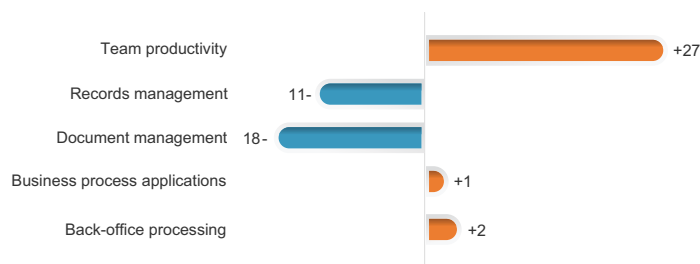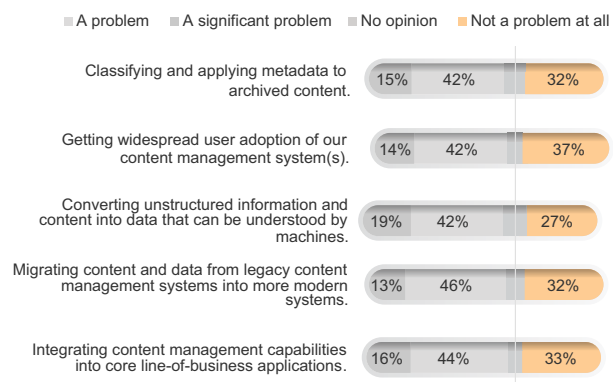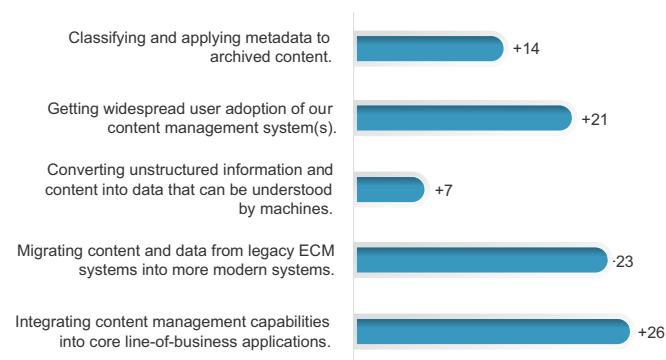Within this context, many core information management problems are still unsolved by end users. At the top of the list is converting unstructured information into data that can be understood by machines (a "significant problem" for 20% of organizations). Given that over 60% of both the information *already within an organization* and *the new information flooding in* is unstructured, this is a key problem to be solved as the next generation of AI and machine learning applications comes on stream.

How significant a problem are each of the following for your organization?

Legend: ■ A problem ■ A significant problem ■ No opinion ■ Not a problem at all

Item	A problem	A significant problem	Not a problem at all
Classifying and applying metadata to archived content.	15%	42%	32%
Getting widespread user adoption of our content management system(s).	14%	42%	37%
Converting unstructured information and content into data that can be understood by machines.	19%	42%	27%
Migrating content and data from legacy content management systems into more modern systems.	13%	46%	32%
Integrating content management capabilities into core line-of-business applications.	16%	44%	33%

As might be expected, these core information management challenges are even more pronounced at laggard organizations.

"This is a problem." How much bigger a problem is this item for business laggards than for leaders? -- percentage point difference

Item	Difference
Classifying and applying metadata to archived content.	+14
Getting widespread user adoption of our content management system(s).	+21
Converting unstructured information and content into data that can be understood by machines.	+7
Migrating content and data from legacy ECM systems into more modern systems.	-23
Integrating content management capabilities into core line-of-business applications.	+26

> "*Changing entrenched processes (especially in regulated industries) is a lot harder than modelling new ones. We need to drastically fix SO much, and our own created Service Level Agreements are holding us back. The current window is pivotal to reengineer as much as possible.*"
>
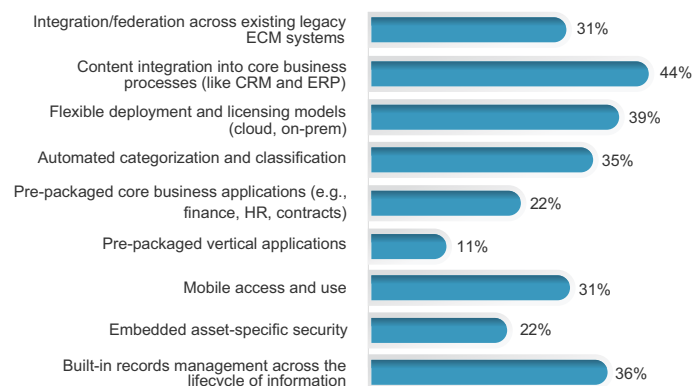> — (IT, large financial services firm)

> "*Competitors are always advancing in capabilities. Technologies that were considered "advanced" a few years ago are becoming mainstream.*"
>
> — (Business executive, mid-sized Document Services Provider)

How do these problems translate into the kinds of capabilities that users need in their Content Services platforms? At the top of the list are content integration into core business processes (44%), flexible and hybrid deployment models (39%), built-in records management capabilities across the lifecycle of information (36%), and automated categorization and classification (35%).

Additional Reading

Additional reading from DocuWare: *This* [free ebook](#) *goes deep into office automation with modern cloud technology. Learn what it is, why it matters, and how to get there with practical, useful guidance. This no-nonsense guide is packed with graphics, links to analyst reports, original research, point-by-point guidance, and much more.*

Of the following kinds of capabilities in a content services platform, WHICH THREE are most important to your organization?

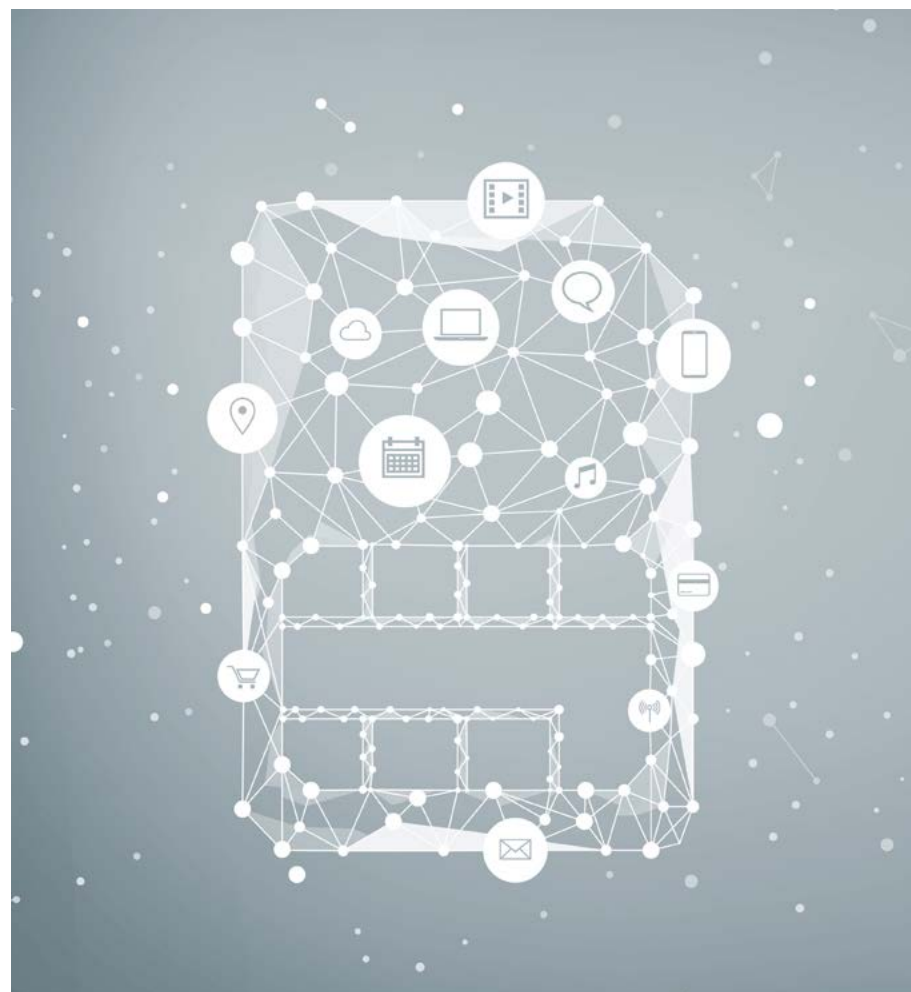| Capability	%
Integration/federation across existing legacy ECM systems	31%
Content integration into core business processes (like CRM and ERP)	44%
Flexible deployment and licensing models (cloud, on-prem)	39%
Automated categorization and classification	35%
Pre-packaged core business applications (e.g., finance, HR, contracts)	22%
Pre-packaged vertical applications	11%
Mobile access and use	31%
Embedded asset-specific security	22%
Built-in records management across the lifecycle of information	36%

Additional Reading

Additional reading from Concept Searching: [*Auto-Classification Technology in the Digital Workplace*](#)*. The digital workplace requires appropriate technology tools to support end users. Information must be trusted, accurate, secured, and transformed into knowledge assets that are immediately accessible, to achieve the benefits the digital workplace promises. Intelligent content in context, surfaced at the point of need, is able to fulfil that promise.*
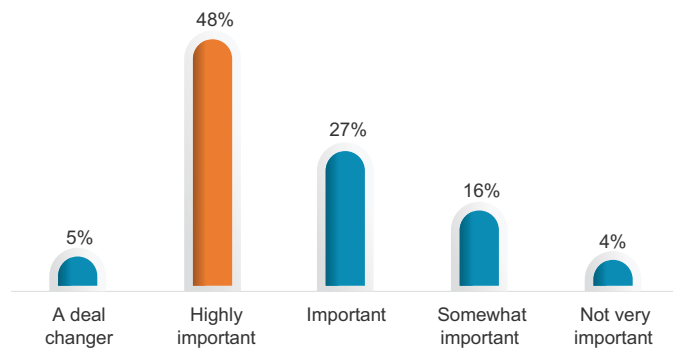
2 – How is automation revolutionizing user expectations about records management and information governance?

The rising volume of information and its potential value to customer experiences is changing what is needed from records management and information governance. Organizations clearly understand that they have an information governance *problem* but are struggling with *solutions* as the tide of information chaos rises.
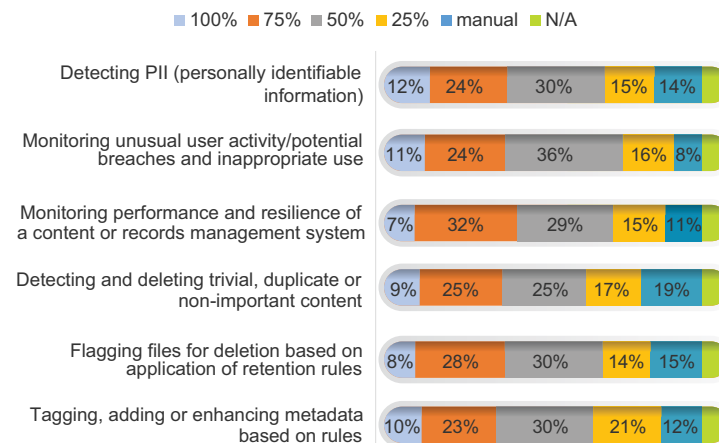
Convincing management that they should even "care" about information governance is a problem for 48% of organizations. Core records management and governance concepts remain critical, but organizations increasingly seek to automate implementation and make these capabilities as embedded and invisible as possible.

Over 50% of organizations see automation of compliance and governance as "highly important" or "a deal changer," but for 70% of them, key governance processes remain less than 50% automated. (AIIM, 2018, Automating Governance and Compliance, Overall N = 275)

How important would it be to your organization's competitiveness if you could transform the processes related to information protection and compliance and automate the management of all of the information tied to those processes?

A deal changer	5%
Highly important	48%
Important	27%
Somewhat important	16%
Not very important	4%

How automated are each of the following core information processes in your organization?

Legend: 100% | 75% | 50% | 25% | manual | N/A

Process	100%	75%	50%	25%	manual
Detecting PII (personally identifiable information)	12%	24%	30%	15%	14%
Monitoring unusual user activity/potential breaches and inappropriate use	11%	24%	36%	16%	8%
Monitoring performance and resilience of a content or records management system	7%	32%	29%	15%	11%
Detecting and deleting trivial, duplicate or non-important content	9%	25%	25%	17%	19%
Flagging files for deletion based on application of retention rules	8%	28%	30%	14%	15%
Tagging, adding or enhancing metadata based on rules	10%	23%	30%	21%	12%

> *We are split on the topic of Info Governance. The risk side is intrinsically Standard Operating Procedure, but the Value side is a harder "sell" to many concerned stakeholders. Everyone sees value, but that value is "burdened" with an historic appreciation for the diligence it carries.*
>
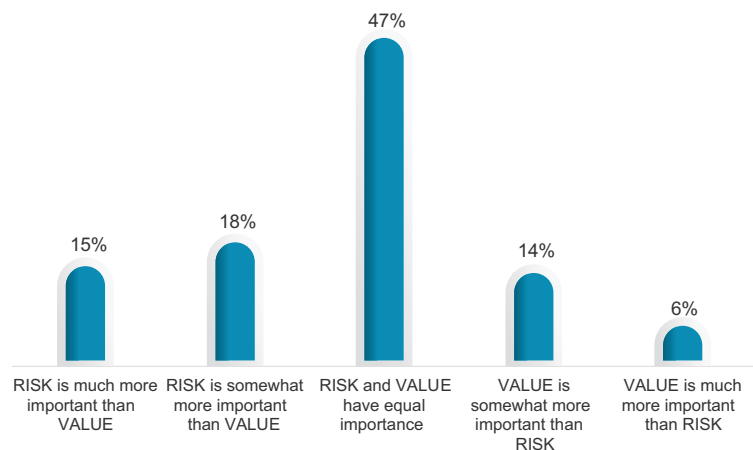> — *(IT, large financial services firm)*

> *The different information management disciplines continue to work in silos. These include RM, DM, KM, PM — with RM being the least valued.*
>
> — *(RM, DM, CM, large government agency)*

When asked which is more important when talking about governance in their organization — information RISK or information VALUE — the results are evenly split. This is likely a key part of the challenge in selling governance solutions to the C-level.

Which is more persuasive in talking about governance -- The RISK of information assets or their VALUE?

- 15% — RISK is much more important than VALUE
- 18% — RISK is somewhat more important than VALUE
- 47% — RISK and VALUE have equal importance
- 14% — VALUE is somewhat more important than RISK
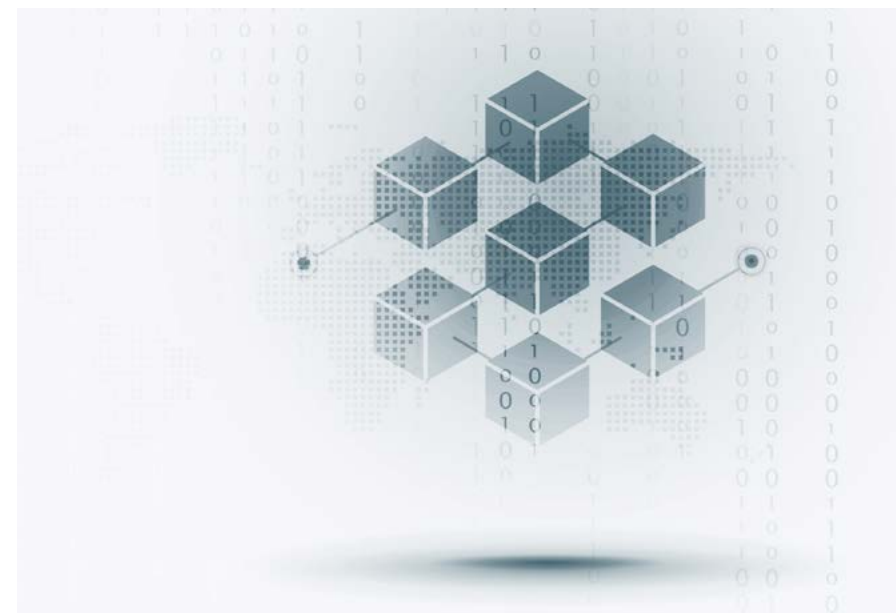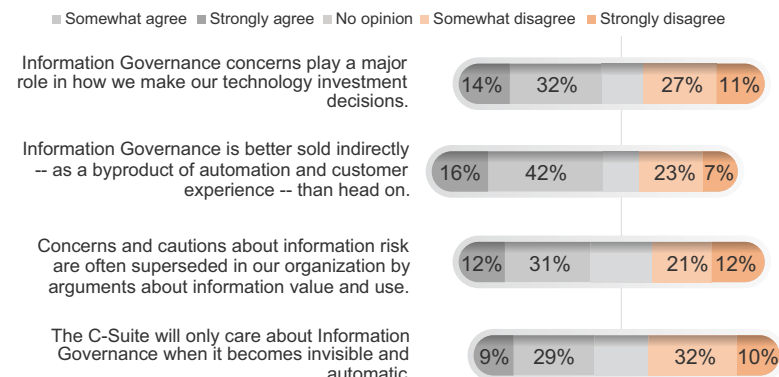- 6% — VALUE is much more important than RISK

For many organizations, the link has yet to be effectively made between the prudent management and stewardship of information assets and the ability of an organization to use this capability to deliver enhanced value and customer experiences. In addition, information-related risk is often viewed through the important — but narrow — lens of eDiscovery and potential litigation exposure rather than through the broader lens of security and privacy.

Additional Reading

Additional reading from Systemware: *The Big Metadata Opportunity. Discover how you can retrieve data from your unstructured content faster and more accurately using indexes. Find out how adding robust metadata to the content you already archive can help you get more usefulness out of your stored content—without making the metadata itself difficult to store and manage.*

An important data point relative to BOTH of these arguments in the internal strategies to "sell" governance solutions is that 58% of survey respondents agree that "Information Governance is better sold *indirectly* — as a byproduct of automation and customer experience — than head on."
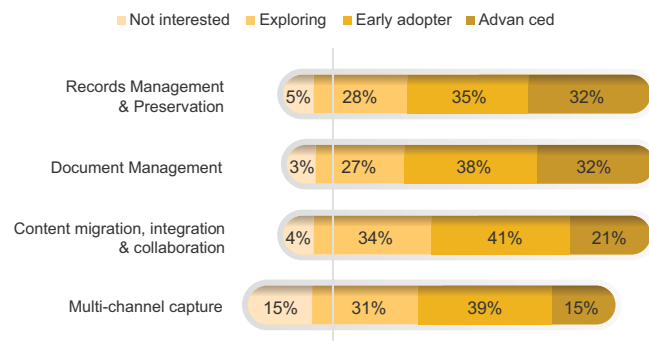
Agree or Disagree?

Legend: ■ Somewhat agree ■ Strongly agree ■ No opinion ■ Somewhat disagree ■ Strongly disagree

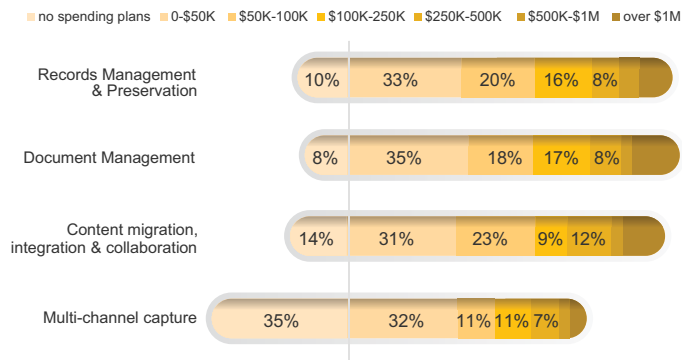| Statement	Somewhat agree	Strongly agree	Somewhat disagree	Strongly disagree
Information Governance concerns play a major role in how we make our technology investment decisions.	14%	32%	27%	11%
Information Governance is better sold indirectly -- as a byproduct of automation and customer experience -- than head on.	16%	42%	23%	7%
Concerns and cautions about information risk are often superseded in our organization by arguments about information value and use.	12%	31%	21%	12%
The C-Suite will only care about Information Governance when it becomes invisible and automatic.	9%	29%	32%	10%

3 – How are the spending patterns for Content Services changing and evolving?

Multi-channel next generation information capture is clearly the least mature of the four core Content Services technologies.
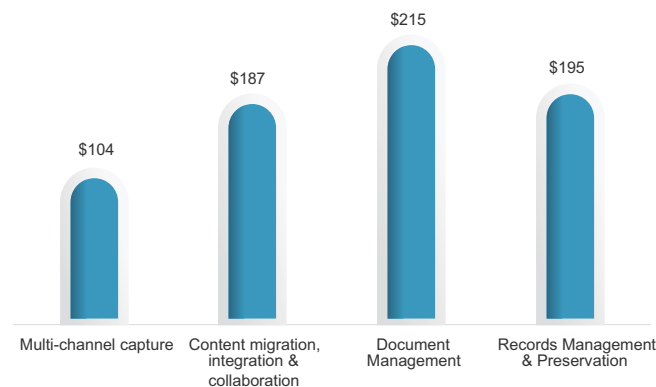
What is the stage of adoption for each of the following IIM technology building blocks in your organization? — All survey respondents

Legend: Not interested | Exploring | Early adopter | Advanced

Building block	Not interested	Exploring	Early adopter	Advanced
Records Management & Preservation	5%	28%	35%	32%
Document Management	3%	27%	38%	32%
Content migration, integration & collaboration	4%	34%	41%	21%
Multi-channel capture	15%	31%	39%	15%

What was your budget last year for each of the following Content Services building blocks? (AIIM sample only) -- does not include "don't knows"

Legend: no spending plans | 0-$50K | $50K-100K | $100K-250K | $250K-500K | $500K-$1M | over $1M

Building block	no spending plans	0-$50K	$50K-100K	$100K-250K	$250K-500K
Records Management & Preservation	10%	33%	20%	16%	8%
Document Management	8%	35%	18%	17%	8%
Content migration, integration & collaboration	14%	31%	23%	9%	12%
Multi-channel capture	35%	32%	11%	11%	7%

Average budget (in thousands of US$) last year for each of the following Content Services building blocks? (AIIM sample only) -- does not include "don't knows"

Building block	Budget
Multi-channel capture	$104
Content migration, integration & collaboration	$187
Document Management	$215
Records Management & Preservation	$195

> " Analytics will provide the insights and concepts to completely revolutionize our service delivery model.
>
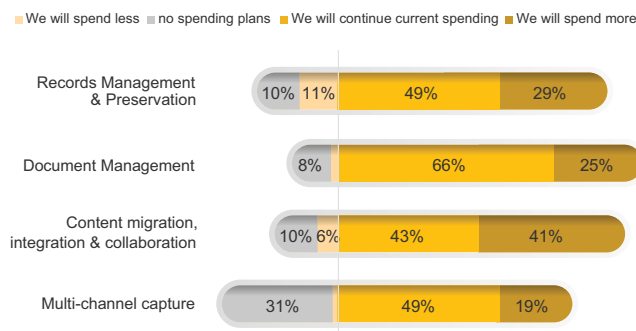> — *(RM, DM, CM, mid-sized law firm)* "

> " We have the "support" of executive leadership but do not receive any budget or resources. Is this truly support?
>
> — *(Business executive, large local government agency)* "

What are your spending plans for each of the following Content Services building blocks over the next 3-6 months? AIIM sample only -- (Does not include "Don't Know" responses.)

Legend: We will spend less | no spending plans | We will continue current spending | We will spend more

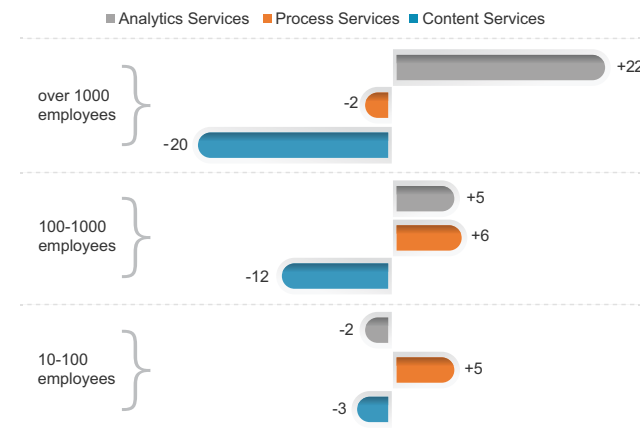|	We will spend less	no spending plans	We will continue current spending	We will spend more
Records Management & Preservation	10%	11%	49%	29%
Document Management		8%	66%	25%
Content migration, integration & collaboration	10%	6%	43%	41%
Multi-channel capture		31%	49%	19%

Think about the three elements of IIM -- Content Services, Process Services, and Analytics Services. Which is THE most important to your organization?

Legend: now | in two years

	now	in two years
Content Services	37%	24%
Process Services	29%	31%
Analytics Services	34%	45%

Multi-channel capture is poised to assume an increasingly important role as the tide of incoming information rises and accelerates. There is still a long tail in the market that views "capture" as primarily something you do to paper in order to more effectively store it somewhere. That is clearly changing, and next generation capture is focused on the capture of information from all forms of incoming information, translating that information into a machine comprehensible form and using it to directly engage business processes.

Recall the earlier data point about the top priorities in a Content Services solution — content integration into core business processes (44%), flexible and hybrid deployment models (39%), built-in records management capabilities across the lifecycle of information (36%) and automated categorization and classification (35%). None of these can be accomplished in an environment of exploding information without an effective strategy for multi-channel capture — *not as an afterthought to be done "later" but automatically and as information comes into the organization.*

Traditional content management capabilities are becoming increasingly commoditized and shifting from a source of competitive advantage to table stakes in a bigger value proposition centered around process automation and machine learning. There is a major pivot underway over the next two years from "content" as a stand-alone priority (a legacy of the ECM years) and content as a key enabler of processes and analytics.
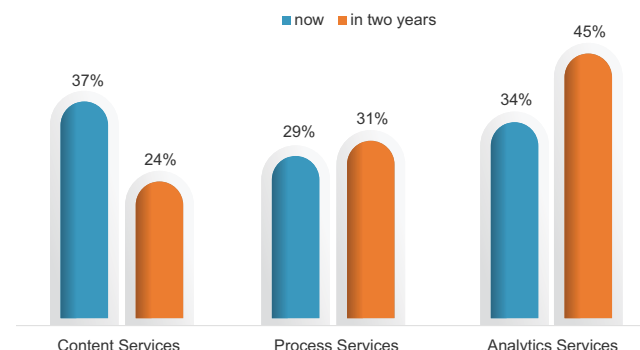
In fact, this change is already occurring among leading organizations. High performing organizations have already moved beyond basic document management and are increasingly focused on automation and analytics.

The pivot is more pronounced for large and mid-sized companies (many of whom already invested in core content services capabilities as part of their first- and second-generation ECM, RM, and BPM implementations) and are now seeking to rationalize, modernize and optimize those investments.

Anticipated change in relative importance over next two years (percentage point change)

Legend: Analytics Services | Process Services | Content Services

	Analytics Services	Process Services	Content Services
over 1000 employees	+22	-2	-20
100-1000 employees	+5	+6	-12
10-100 employees	-2	+5	-3

Next Steps

Information Professionals face a host of challenges as the stewardship of information assets moves to center stage in the value that organizations deliver to their customers. Information Professionals must elevate their role, and become part of the security and customer experience conversations that heretofore have been dominated by IT professionals with more of a focus on the "T" in IT than the "I." Conversations about safe and auditable management of unstructured information must shift from a focus on static archiving to one driven by how information is used.

On the vendor side, content management solutions companies must redouble their efforts to embrace Content Services, make content capabilities truly more modular and deliverable in support of core business processes, and link up with the much broader intelligent automation and machine learning initiatives that are underway in many organizations. "Content Services" is not just a question of marketing or slapping on a label — it rests on many fundamental decisions about technology and product architecture that are often difficult.

In our survey, we asked respondents to consider this question — "If the Genie gave you three wishes for ways to improve your content management solution(s), what would they be?"

These ten responses are representative of the whole and provide a useful roadmap for the future for both Information Professionals and solution providers:

1. **"Consumer grade usability in a business grade product."** (small non-profit organization)

2. **"Records management just 'happens' once it's set up."** (large telecom company)

3. **"Make digitizing (OCR) easier. Make RPA easier. Make integration easier."** (mid-sized insurance firm)

4. **"Easier line-of-business integration."** (large high-tech company)

5. **"All data is automatically classified at point of entry, point of exit, and when it changes."** (large financial services company)

6. **"Out of the box support for hybrid systems."** (small high-tech company)

7. **"Management should have a vision of what the horizon will look like, and not jump on any new bandwagon."** (large educational institution)

8. **"Every piece of existing data would be magically categorized properly and placed in the appropriate repository with the necessary level of security."** (large law firm)

9. **"Make the systems easier to use and easier to implement."** (mid-sized manufacturer)

   AND….

10. **"Three more wishes."** (high-tech start-up)
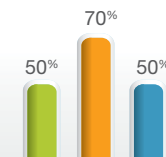
10 Things You Need to Know About Content Services

01 TWEET THIS
79% of organizations feel that Digital Transformation is important to the future of their organization.

0101
011010010
0110101010
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01101010101

02 TWEET THIS
Top 3 processes for a Digital Transformation initiative are IT processes (58%), Information Governance (42%), Customer service/experience (39%).
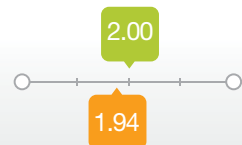
58% 42% 39%

10010100
11001101
0110100

03 TWEET THIS
The most "mature" IIM technologies — in terms of adoption — are Document Management (2.00 on a 3-point scale and Records management and preservation (1.94).

2.00
1.94

04 TWEET THIS
Most important content services use cases — Team productivity (30%) and Business process applications (26%).

30%
26%

05 TWEET THIS
Most desired content services capabilities — content integration into core business processes (44%), flexible and hybrid deployment (39%), built-in RM capabilities 36%), and automated categorization and classification (35%).

44% 39% 36% 35%

06 TWEET THIS
Over 50% of organizations see automation of compliance and governance as "highly important" or "a deal changer," but for 70% of them, key governance processes remain less than 50% automated.

50% 70% 50%

07 TWEET THIS
58% of organizations believe that "Information Governance is better sold indirectly — as a byproduct of automation and customer experience — than head on."

08 TWEET THIS
34% of organizations are exploring content integration, migration, and collaboration technologies.
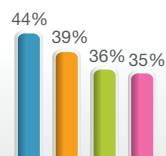
09 TWEET THIS
Of the 4 content services technologies, Document Management has the highest average spend ($215K) and multi-channel capture the lowest ($104K).

$215K
$104K

10 TWEET THIS
Relative to Content Services, Process Services, and Analytics Services, organizations (esp.leading ones and big ones) are clearly pivoting their priorities toward processes and analytics, and content services is becoming more of a commodity.

Concept Searching

Concept Searching, part of Netwrix Corporation, is the industry leader specializing in semantic metadata generation, auto-classification, and taxonomy management. Concept Searching has a Microsoft Gold Application Development competency, is one of the select few charter members of the global Microsoft Content Services Partner Program, and offers a complete suite of platform-agnostic content analytics, insight, and discovery solutions.

Its award-winning technologies encompass the entire portfolio of unstructured information assets in on-premises, cloud, or hybrid environments. Clients have deployed the intelligent metadata enabled solutions to improve search, records management, identification and protection of privacy data, content optimization, migration, text mining, and eDiscovery.

Concept Searching is headquartered in the US with offices in the UK, Canada, and South Africa. For more information about Concept Searching's solutions and technologies visit www.conceptsearching.com, read the Blog, and follow on Twitter and LinkedIn.

Visit us at
http://www.conceptsearching.com

DocuWare

DocuWare delivers document management and workflow automation software that enables you to digitize and optimize the processes that power the core of your business. By removing the tedious, manual tasks that drain your team's energy, your knowledge workers are free to focus on the projects that drive productivity and profit. Set a new pace for business with DocuWare office automation solutions.

To learn more about Box, visit
www.docuware.com

opentext™

OpenText

Information is every organization's most valuable asset. The most trusted information management solution is the only solution. OpenText Content Services build on more than 25 years of pioneering innovation to include comprehensive capture, content management and archiving solutions, all available in the cloud, on-premise or in flexible hybrid configurations.

OpenText Content Services help organizations connect content to their digital business and transform to become Intelligent and Connected Enterprises by enhancing:

The Digital Workplace

- Enabling the preferred productivity methods of a new generation of knowledge workers—providing access to the information they want, when and where they want it
- Providing simple, intuitive tools that drive creation, sharing and collaboration inside and outside the company
- Delivering relevant content to users in context based on role and within the applications and interfaces they use for their daily tasks

The Digital Business

- Extending into lead applications such as SAP®, Salesforce®, and Microsoft® to bridge siloes and speed information flows
- Applying metadata and governance rules—automatically and consistently—across diverse processes and media

- Introducing a framework to leverage AI and machine learning for analytics and management

Governance and Security

- Automating lifecycle management— from creation to archiving and disposal
- Implementing industry and government compliance protocols to previously isolated pools of content
- Applying industry-leading security technology on both sides of the firewall
- Utilized by businesses and governments around the world, OpenText Content Services Platforms are perennially recognized as Leaders by the most respected analyst firms.

Learn more about OpenText Content Services at
http://www.opentext.com/ecm

systemware

Systemware, Inc.

Systemware has been a pioneer in enterprise content management for nearly 40 years, helping the world's largest and most highly regulated organizations capture content from a variety of business systems, find it wherever it is stored and deliver it in the context needed for each business line. Their content services platform, Content Cloud allows organizations to transition from silos of enterprise content to a content services environment where they can simplify IT infrastructure, reduce cost-to-serve, and meet security and compliance requirements. With Systemware Content Cloud, organizations can break down information silos and transform their digital environments—improving content access and use, workflow efficiency, and overall experience for users, customers, and partners.

Systemware is committed to ensuring organizations meet information governance requirements in a manner that optimizes cost and complexity, while providing a tailored experience for users. Content Cloud helps organizations modernize their content management, interoperate with a range of repositories and systems, automate their processes, personalize their experience, and enable their content for business intelligence.

For further information, please visit us at:
https://www.systemware.com/

Names may change,

but the skills for success remain.

In the Intelligent Information Management Era, many aspects of our jobs have changed. Heck, even what we're calling it has changed. But, we're still expected to deliver tangible value back to our businesses through improved processes and enablement of information assets. New technologies, like Robotic Process Automation and AI, are offering us exciting new ways to do that.

Still, there are many foundational elements of Enterprise Content Management that have carried over to this brave new world:

- We still have to make the business case for effective information management.
- We are still expected to develop business and functional requirements when choosing a new technology.
- Implementing an effective information governance framework is as critical as ever.

For further information click here

LOOKING FOR YOUR NEXT STEP?

Do you have a question about this research? Would you like to discuss these findings with other members of AIIM?

CLICK HERE TO JOIN THE ONLINE DISCUSSION

What's Next?

The CIP Can Help You and Your Organization Navigate the World of IIM.

Now is not the time to wait on your Digital Transformation initiative. IIM practices and methodologies are critical to your success, and AIIM can help. Digital disruption calls for digital leaders with the skills and experience to optimize information assets and transform business. Become that leader now through **AIIM's Certified Information Professional (CIP)** program.

AIIM worked with industry experts and focus groups to define the body of knowledge necessary for information professionals understand core IIM practice areas and methodologies, built a certification and test based upon this body of knowledge that is available at locations around the world, and created a set of training courses and materials to help information professionals prepare for the examination.

The path to CIP should be fairly simple for information practitioners who already have expertise and work experience. AIIM has a number of resources that can help practitioners at all levels prepare to become a Certified Information Professional:

- CIP Data Sheet
- CIP Exam Outline
- CIP Study Guide *(free to professional members; nonmember fee is $60 USD)*
- AIIM Training Courses
- Online CIP Prep Course
- In-Person CIP Prep Classes
- Practice Exam

CIPs reflect a more integrated, more holistic view of information management. Changes in one process, technology, or practice invariably affect others in the organization. CIPs are able to see the forest and the trees and understand and plan for these outcomes. Because of this, CIPs will identify and understand changes that could cause compliance issues, thereby reducing liability.

Organizations that manage their information more effectively enjoy reduced costs, faster time to market, increased revenues and cash flow, and increased business agility. CIPs are uniquely positioned to help organizations achieve these benefits because they understand the interactions between different information intensive processes and activities.

Here at AIIM, we believe that information is your most important asset and we want to teach you the skills to manage it. We've felt this way since 1943, back when this community was founded.

Sure, the technology has come a long way since then and the variety of information we're managing has changed a lot, but one tenet has remained constant. We've always focused on the intersection of people, processes, and information. We help organizations put information to work.

AIIM is a non-profit organization that provides independent research, training, and certification for information professionals.

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