



 Office 365

# Uncovering the Secrets to Success with Office 365

In Partnership with



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## 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](http://www.aiim.org).



## About the author

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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:

- [\*State of Industry – Content Services\*](#)
- [\*Modernizing the Information Toolkit – Building an Effective Strategy for Content Integration & Migration\*](#)
- [\*IIM Best Practices – Implementing a Digital Workplace Strategy\*](#)
- [\*IIM Best Practices – Incorporating Intelligent Capture in Your Digital Transformation Strategy\*](#)
- [\*You're working TOO hard – Using Intelligent Automation to Save Time, Money, and Effort\*](#)
- [\*Accessible AND Secure - Best Practices for Automating Your Information Governance\*](#)



## 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.

AIIM's IIM roadmap 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

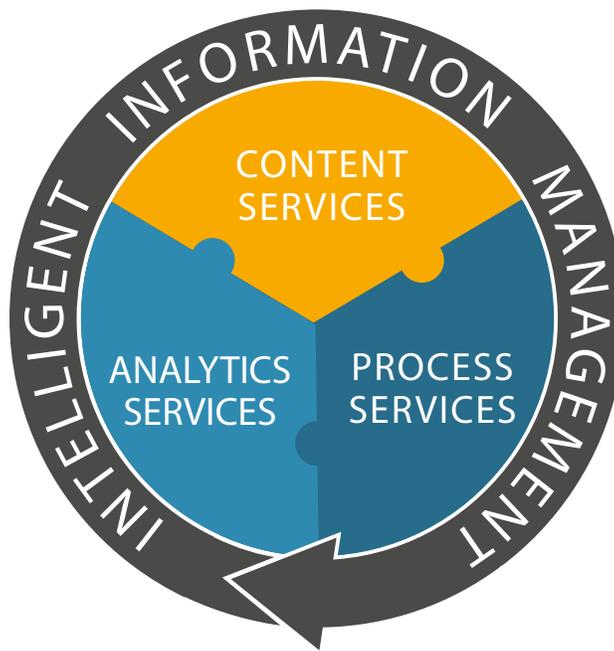
- ✦ Multi-Channel Capture
- ✦ Content Migration, Integration, and Collaboration
- ✦ Document Management
- ✦ Records Management and Preservation

### 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.

Our 2019 Industry Watch research program looks at the impact of the rising tide of information chaos, its impact on the effectiveness of Transformation initiatives, the adoption rates of core IIM technology building blocks, and IIM best practices.

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

- [\*State of Industry – Content Services\*](#) (March)
- [\*Modernizing the Information Toolkit – Building an Effective Strategy for Content Integration & Migration\*](#) (April)
- [\*IIM Best Practices – Implementing a Digital Workplace Strategy\*](#) (June)
- [\*IIM Best Practices – Incorporating Intelligent Capture in Your Digital Transformation Strategy\*](#) (July)
- [\*You're working TOO hard – Using Intelligent Automation to Save Time, Money, and Effort\*](#) (August)
- [\*Accessible AND Secure - Best Practices for Automating Your Information Governance\*](#) (October)
- [\*Uncovering the Secrets to Success with Office 365\*](#) (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 October 2019.

The survey sample was a mix of respondents from the AIIM population (in the AIIM database, but not necessarily AIIM members – about 30% of the total) and a sample of respondents completely independent of AIIM (about 70%). The non-AIIM respondents were drawn from this sample:

- IT position – IT Management (CTO, CIO)
- Company size – 50 employees or more
- Primary role in organization – Chief Technical Officer (CTO), C-level executive, Director

A total of 247 individuals participated in the survey, responding positively to this qualification question: “Does your organization use at least one cloud-based solution that enables users to create, share, collaborate on and store content (e.g., documents, emails, images, chats, audio files, video files)?”

In addition, during the survey, we asked respondents to self-assess the performance of their organization relative to other organizations in their peer group and score their performance as either “above average” (61%), “average” or “below average” (39%).

We asked a few questions identical to those asked in 2013 and 2014 AIIM surveys in order to help identify shifts and trends in the marketplace. Lastly, we have also used data from previous AIIM market research reports to illustrate particular points; these specific reports are footnoted.

The core areas of responsibility for the survey participants were: 64% information technology/IT; 16% DM, CM, and RM; 8% compliance, security, legal; and 7% line of business.

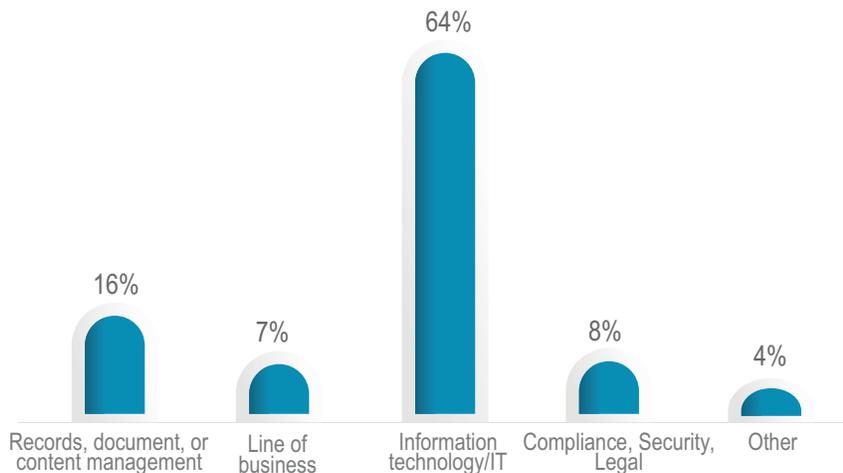
83% of participants were from organizations with > 100 employees; 38% from organizations with > 1000 employees.

46% of the participants were from outside the United States and Canada.

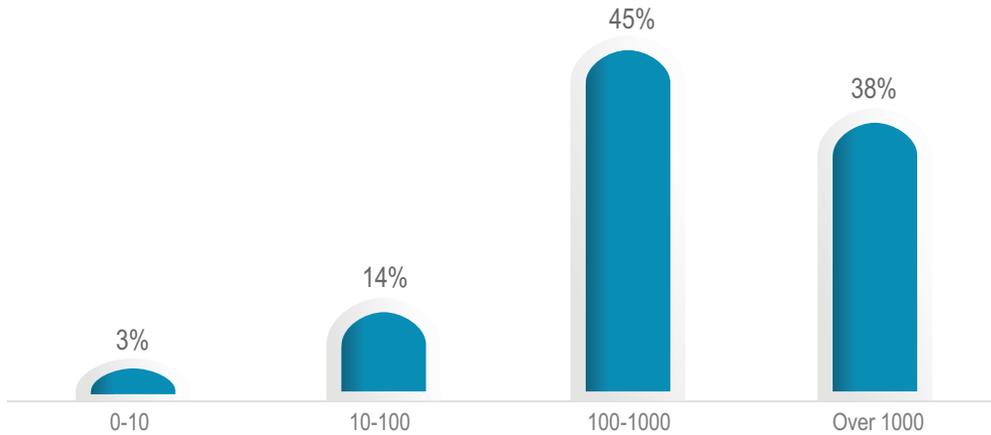
The largest industry segments represented in the survey were:

- IT & High Tech
- Manufacturing, Aerospace, Food, Processing
- Finance, Banking, Insurance
- Public Sector
- Education
- Healthcare

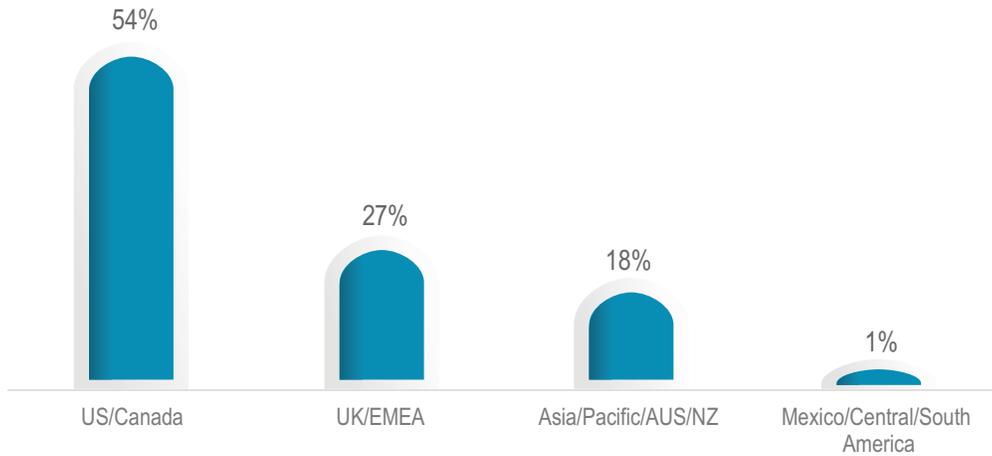
Which is the best description of the department in which you work?



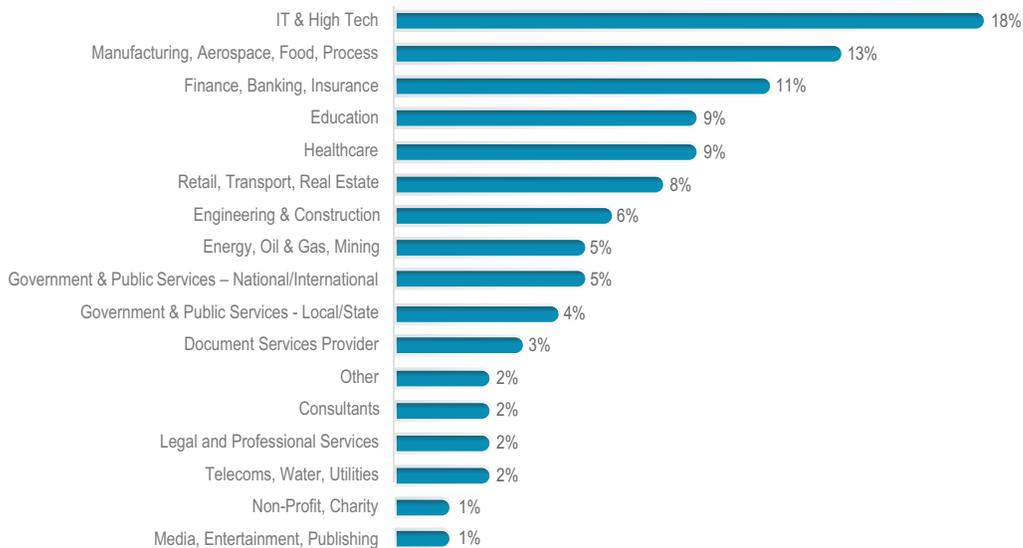
How many employees work at your organization?



Where is your organization headquartered?



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



## Thinking About SharePoint and Office 365 in *Context*

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

79% of organizations realize that they must transform into true digital businesses in order to survive. As the currency that fuels and funds the journey, information is an organization's most valuable asset.<sup>1</sup>

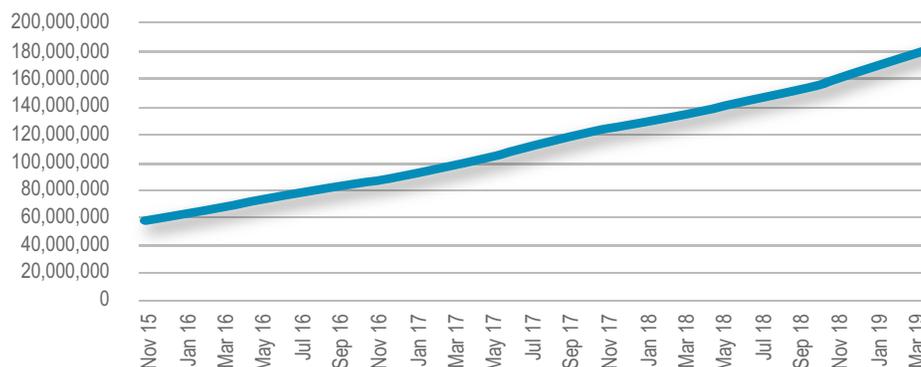
A rising tide of information chaos and confusion imperils these desired Digital Transformation journeys. The growing volume, velocity, and variety of information that most organizations need to manage, store, and protect now exceeds their ability to even marginally keep pace.

On average, organizations expect the volume of information coming into their organizations to grow from X to 4.2X over the next two years<sup>2</sup> and 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).<sup>3</sup>

It wasn't that long ago that "cloud" was viewed as some sort of exotic alternative to on-prem storage capabilities in the content management equation, reserved only for organizations desiring to skate on the edges of information management responsibility. As recently as 2013, 24% of organizations using SharePoint said they had *no plans* to move to the cloud, and another 43% were *undecided*.

To put the change that has occurred in a bit of perspective, per Microsoft's first quarter 2019 earnings call, there are currently over 180 million Office 365 commercial monthly active users.

### Office 365 Monthly Active Users



And within that wave a few additional data points illustrate how the environment has changed:

- According to Microsoft, SharePoint has over 100 million active monthly commercial users.
- As Teams begins to replace SharePoint and Skype for Business as the central collaboration hub within Office 365, Microsoft notes, "more than 13 million people now use Teams on a daily basis – and more than 19 million people use it weekly."
- According to Gartner, 1 in 5 corporate employees now use an Office 365 cloud service.
- According to Bitglass, usage of Office 365 globally in 2016 was around 34%. That number grew to 56% by Q3 of last year. This means Office 365 users now make up over half of the 81% of total organizations who have made the shift to cloud services.

A quick word about the terminology used in this eBook. Microsoft launched Microsoft 365 in 2017 as an offering which combined Windows 10, Office 365, and their enterprise mobile and security tools. They describe Microsoft 365 as the "world's productivity cloud" and have been more closely integrating those services into a unified platform. As many of our survey respondents still think of Microsoft's productivity cloud offering as "Office 365," we have chosen to use that terminology throughout, although Microsoft is de-emphasizing it in favor of "Microsoft 365."

<sup>1</sup> AIIM, 2019, *State of the Industry – Content Services*, Overall N = 307

<sup>2</sup> AIIM, 2018, *Automating Governance and Compliance*, Overall N = 275

<sup>3</sup> AIIM, 2018, *Enhancing Your RPA Implementation with Intelligent Information*, Overall N = 226

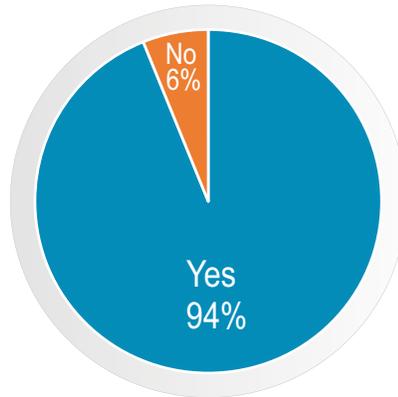
<sup>4</sup> AIIM, 2013, *SharePoint – Clouding the Issues*

That is the *context* for this report.

The purpose of this market research is not to endorse Office 365 nor contend that it is the *only* content and process management solution in the marketplace. Far from it. But as the above data points illustrate, there is *something* significant going on with Office 365.

Just about every organization at scale has some sort of Office 365 and/or SharePoint presence. In our survey, over 90% of organizations currently use or plan to use Office 365 and/or SharePoint.

Do you currently use or plan to use Office 365 and/or SharePoint in your organization?



That raises some questions that we examine in this report:

- What issues are organizations encountering as they deploy Office 365, and what are their future plans for Office 365?
- What does a typical Office 365 presence look like, how does it vary across organizations, and how have perceptions changed over the past five years?
- How deeply deployed are the multiple capabilities that exist under the Office 365 umbrella?
- What kinds of solutions are organizations using to complement Office 365 – or in place of it?

This eBook reaches the following conclusions about current usage of cloud content platforms and more particularly Office 365 and SharePoint, conclusions that should be a part of every organization's information management strategic plan:

- The cloud vs. on-prem "either-or" battles are a thing of the past. Cloud is now a key factor – but not the only factor – in the content platform strategies of most organizations.
- Organizations face increasing complexity as they must simultaneously: 1) continue to move unmanaged existing information (especially shared drives) into structured environments; 2) automate the ingestion and processing of rising volumes of new information; and 3) retire legacy systems (including earlier generations of SharePoint).
- Organizations have yet to deploy the full suite of Office 365 capabilities and are primarily focused on its email (Outlook/Exchange), document management (SharePoint, OneDrive, and OneNote), and collaboration (Teams) capabilities.
- Third-party content and process solutions that complement Office 365 capabilities are seen as key to achieving organizational information governance and intelligent automation goals.

*Most of the information that the organization has isn't really in the corporate databases. Information exists in Excel spreadsheets, PowerPoint presentations, and Word documents. There are conversations about data governance or big data that ignore the fact that there is so much information that doesn't fit into the rows and columns of a database.*

*SharePoint is a system designed to capture and connect to all kinds of information. Its strength is in the ability to deliver an integrated solution that merges unstructured document storage with structured list data that could be stored in a traditional relational database – or may be stored in a relational database to which SharePoint is connected.*

*(Robert Bogue, AIIM Training course on [Implementing Information Management on SharePoint and Office 365](#))*

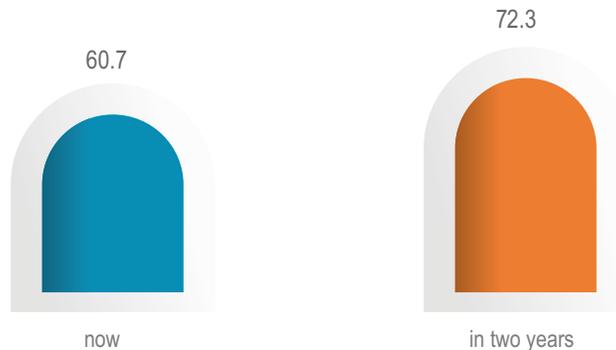
1. The cloud vs. on-prem “either-or” battles are a thing of the past. Cloud is now a key factor – but not the *only* factor – in the content platform strategies of most organizations.

Before turning to the specific role of Office 365, let’s focus on the broader context for cloud content platform decisions.

When it comes to storage of unstructured and semi-structured information (i.e., content), most organizations have made the jump to the cloud and intend to continue their push to the cloud over the next two years. On average, organizations report that 61% of their unstructured and semi-structured information is stored in the cloud, and that this percentage will jump to 72% in the next two years.

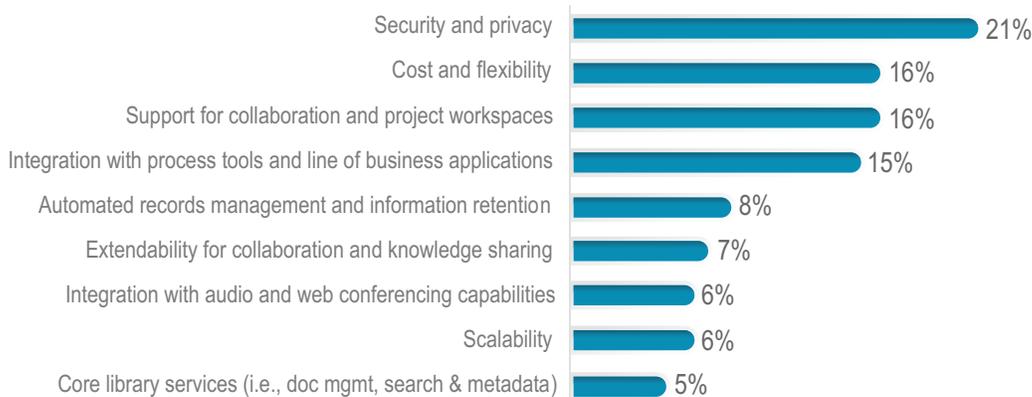
Among high-performing organizations, the commitment to the cloud is even more significant, with an average of 73% of content currently in the cloud – and scaling to 78% within two years. Average and low-performing organizations lag a bit behind; on average, currently 58% of their content is in the cloud. But even these organizations see the importance of the cloud transition and expect the percentage to rise to 68% over the next two years.

What percentage of your unstructured and semi structured information (e.g., documents, emails, images, chats, audio files, video files) is/will be stored in the cloud (vs. on-premises)?



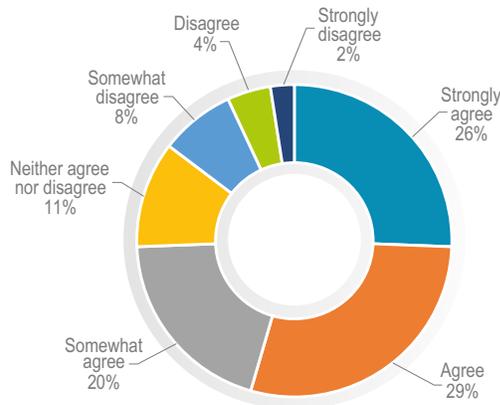
What factors are driving these cloud platform decisions? The top priorities are security and privacy (21%), cost and flexibility (16%), support for collaboration and project teams (16%), and process and line-of-business integration (15%). There are significant differences in these priorities by organizational size. For example, 28% of small organizations (10-100 employees) view “support for collaboration and project workspaces” as their top priority, compared to only 12% for mid-sized (100-1,000 employees) and large organizations (over 1,000) employees. Similarly, mid-sized (22%) and large (26%) organizations place a higher premium on “security and privacy” than small organizations (9%).

Which of the following is the single most important factor in selecting a cloud content platform?

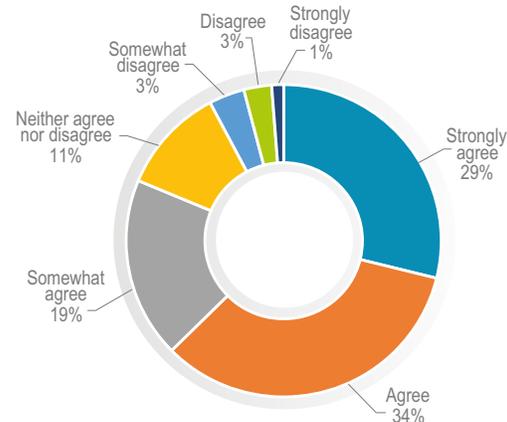


For the foreseeable future, most organizations will exist in a hybrid world in which their information management strategy must bridge multiple cloud and on-prem content repositories. Over 50% of organizations “agree” or “strongly agree” that a single cloud content platform by itself will never be able to address all of their content management requirements (high-performing organizations, 59%; average-performing organizations, 42%). This means that most organizations will use additional tools and platforms in conjunction with Office 365. 59%; average-performing organizations, 42%). Over 60% of organizations “agree” or “strongly agree” that a cloud content platform must work in parallel with an on-prem solution (high-performing organizations, 76%; average-performing organizations, 54%).

A cloud content platform by itself will never address all of our content management requirements.



To be most effective, a cloud content platform must work in parallel with an on-premises content solution.



A final consideration in thinking about cloud content platforms is that most organizations at scale do not have a single cloud content platform; on average, organizations in the survey had 2.77 cloud content platforms. Interestingly, among the organizations surveyed, there was no significant difference between organizations of different sizes or effectiveness relative to the number of cloud content platforms in use.

*One way to think of the cloud is using the analogy of a house. If you buy a house, you have absolute control over what appliances to have, what colors to paint it, how often to clean it or replace appliances, etc. You also have absolute responsibility for those things. If you rent a house or apartment, you have less control over things, but if anything breaks, you call someone, and they have the responsibility to fix it. The analogy isn't perfect, but it may be a useful way to consider the cloud.*

*(Source: AIIM CIP Study Guide)*



#### 4 Issues to Consider in Thinking About the Cloud (Source: AIIM CIP Study Guide)

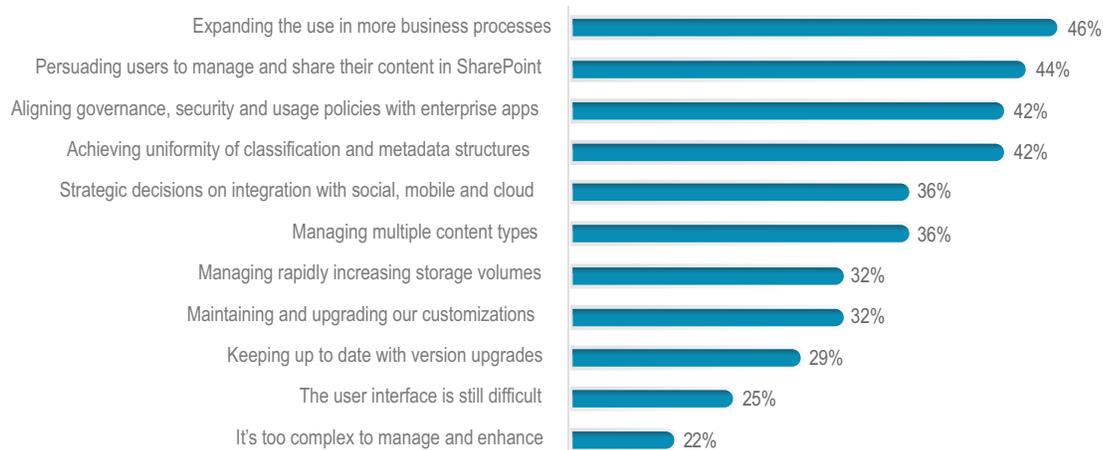
- **Security** – There is perhaps no greater concern for organizations contemplating the cloud than security. No organization wants to join the ever-growing list of data breaches. However, with very few exceptions, an argument can be made that cloud-based solutions are more secure than most organizations’ on-prem solutions.
- **Data Sovereignty** – The idea of data sovereignty is that different jurisdictions, especially countries, have different laws around data storage, privacy, and data protection. A related topic is that of data residency – that is, the requirement, typically for government data, to reside exclusively within its country of origin.
- **Uptime and Availability** – Many organizations have concerns that their cloud-based systems could go down, rendering the information they contain inaccessible for some period of time. At the same time, it’s possible that the vendor might go out of business, or change business models, such that access to data is permanently removed.
- **Vendor Lock-in** – Even if the vendor doesn’t go out of business, at some point the organization may wish to move its data to another application or provider for any number of reasons.

## 2. Organizations face increasing complexity as they must simultaneously: 1) continue to move unmanaged *existing* information (especially shared drives) into structured environments; 2) automate the ingestion and processing of rising volumes of new information; and 3) retire legacy systems (including earlier generations of SharePoint).

Office 365/SharePoint is the most ubiquitous cloud content platform – 94% of the surveyed organizations had some manifestation of Office 365 or SharePoint in their organization.

The biggest ongoing issues for SharePoint users are: 1) expanding its use for more business processes; 2) persuading users to manage and share their content in SharePoint and not elsewhere; 3) aligning governance, security, and usage policies with other enterprise apps; and 4) achieving uniformity of classification and metadata structures.

### What are the biggest ongoing issues for SharePoint in your organization? (Maximum FOUR)



It is worth noting that each of these ongoing issues has declined in relative importance since 2013, reflecting greater maturity in how the platform is deployed and improvements in its automated governance and process integration capabilities. Even with these improvements, organizations in highly regulated environments or organizations looking to more effectively leverage content through multiple processes across the value chain should consider the expanded capabilities of a content services platform or other third-party solution to augment Office 365 capabilities.

#### Additional Reading



**Additional reading from KnowledgeLake:** [PRO Club](#) utilized KnowledgeLake to migrate from SharePoint on-premise to Office 365 in the cloud. The effort encompassed about 250,000 documents. But, in addition to the migration, PRO Club is using the KnowledgeLake platform as a centralized and logically-organized resource for the entire organization. Departments including Accounts Payable, Membership Events, Security and Payroll all have files indexed, classified, and stored electronically in SharePoint Online via KnowledgeLake. This dramatically streamlined operations and helped extend the use of SharePoint, turning it into a valuable platform for future efficiencies and process innovation.

What are the biggest ongoing issues for SharePoint in your organization	2019	2013	
Persuading users to manage and share their content in SharePoint and not elsewhere	44%	59%	-15%
Maintaining and upgrading our customizations	32%	27%	5%
Achieving uniformity of classification and metadata structures	42%	52%	-10%
The user interface is still difficult	25%	29%	-3%
Keeping up to date with version upgrades	29%	18%	12%
Managing multiple content types	36%	23%	13%
Expanding the use of SharePoint/Office 365 for more business processes	46%	57%	-11%
Aligning governance, security and usage policies with other enterprise apps	42%	53%	-11%
Strategic decisions on integration with social, mobile and cloud	36%	31%	5%
Managing rapidly increasing storage volumes	32%	26%	6%
It's too complex to manage and enhance	22%	19%	2%

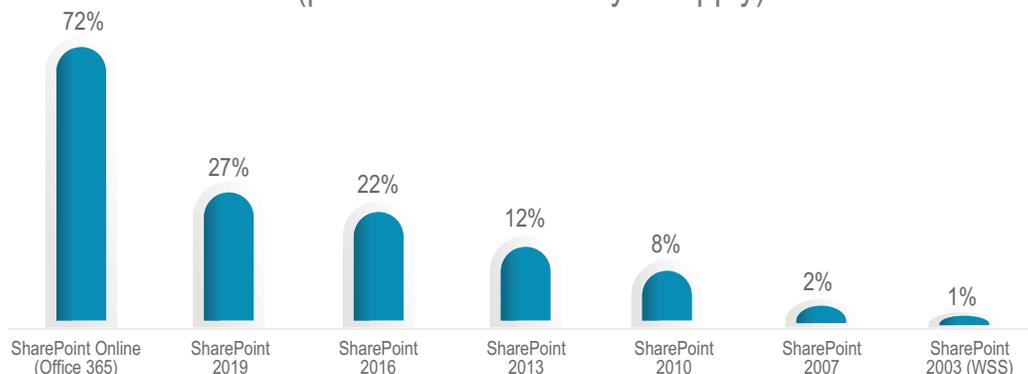
The items that have increased in relative importance over the past six years – managing multiple content types and keeping up to date with version upgrades – reflect the increasing challenges posed by massive information growth, the chaos this generates and the more complex, multi-version SharePoint environment that many organizations are now supporting.

Make this...Over 60% of organizations are supporting at least two versions of SharePoint on-line and/or SharePoint Server 2019/16/13/10., and nearly one in four are supporting three or more. This challenge has grown more pronounced over the past few years as the cycles of innovation have accelerated and successive generations of SharePoint have been installed. In 2013, 57% of organizations reported that they were supporting only one live version of SharePoint; by 2019, this percentage had been reduced to 35%.<sup>5</sup>

How many live versions of SharePoint are you supporting?	2019	2013
One	35%	57%
Two	42%	31%
Three	19%	9%
Four	5%	2%

Of the 94% of organizations with an Office 365/SharePoint presence, over 70% are currently using Office 365. 40% of these Office 365 users are also simultaneously managing other on-prem SharePoint versions.

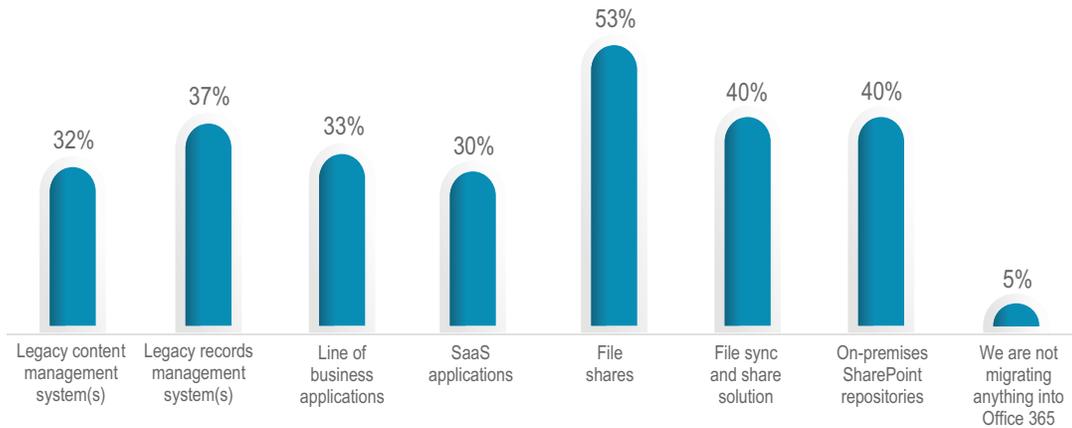
Which of these versions of SharePoint is your organization currently using?  
(please check as many as apply)



For 53% of organizations, a significant objective in the adoption of Office 365 is simply bringing previously unmanaged information (in shared drives) into some sort of management and governance structure. 40% of organizations are seeking to migrate what were likely stand-alone file sync and share implementations into consolidated management.

<sup>5</sup> AIIM, 2013, *SharePoint – Clouding the Issues*

## From which repositories are you migrating content and documents INTO Office365/SharePoint Online? (check as many as apply)



Two changes in behavior from last year's survey are worth noting: 1) the increasing acceptance of the governance capabilities of Office 365; and 2) the increasing integration of file sync and share capabilities into broader platforms.

From which repositories are you migrating content and documents INTO Office 365/SharePoint Online?	2019	2013
Legacy content management system(s)	33%	29%
Legacy records management system(s)	39%	25%
Line of business applications	35%	31%
SaaS applications	31%	25%
File shares	55%	51%
File sync and share solution	42%	31%
On-premises SharePoint repositories	43%	37%

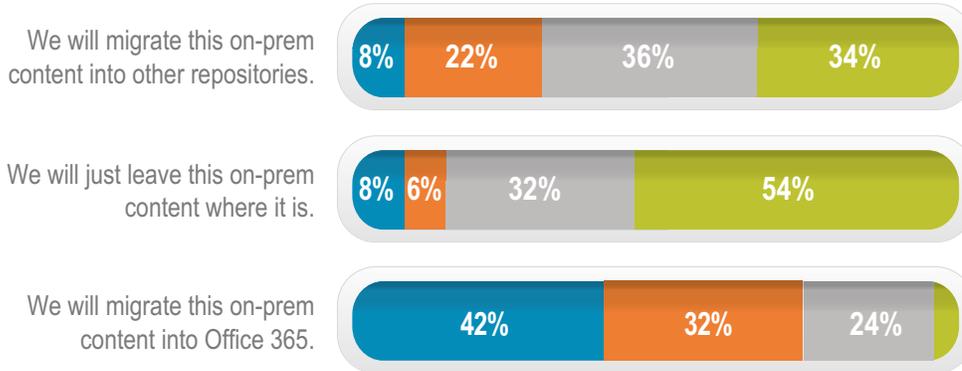
### Additional Reading



**Additional reading from Microsoft:** Visit [the Microsoft Content Services resource center](#) to get latest whitepapers, eBooks, analyst research, customer stories, and demos related to the innovative Microsoft Content Services platform – including Office 365, SharePoint, and Microsoft Teams – and the upcoming release of Project Cortex.

When on-premises version of SharePoint go out of support, how likely are you to do these things? (AIIM sample only)

■ Very likely ■ Likely ■ Somewhat likely ■ Very unlikely



Lastly, migration of content stored in earlier on-prem versions of SharePoint into the cloud is a significant part of the Office 365 equation for 40% of organizations. A number of the on-prem versions of SharePoint are nearing retirement (SharePoint 2007 – 10 Oct 2017; SharePoint 2010 – 13 Oct 2020; SharePoint 2013 – 11 Apr 2023; SharePoint 2016 – 14 July 2026). As on-prem versions of SharePoint go out of support, organizations clearly have a preference for staying within the platform and migrating this information into Office 365.



#### 4 Stages in the Cycle of Change Management

There are three important factors to consider when implementing a new technology. The first two, the technology itself and the processes it will affect, are obvious. People are the oft overlooked third. How well you help your stakeholders through the cycle of change can make or break the success of your implementation. To many, change is scary. The perfectly human reaction to resist change by default can cause even the most well-thought-out projects to stall or fail. Here are the four stages in the cycle of change management: 1) The Comfort Zone; 2) The No Zone; 3) The Chasm; and 4) The Go Zone. [Get the Free AIIM Guide](#)

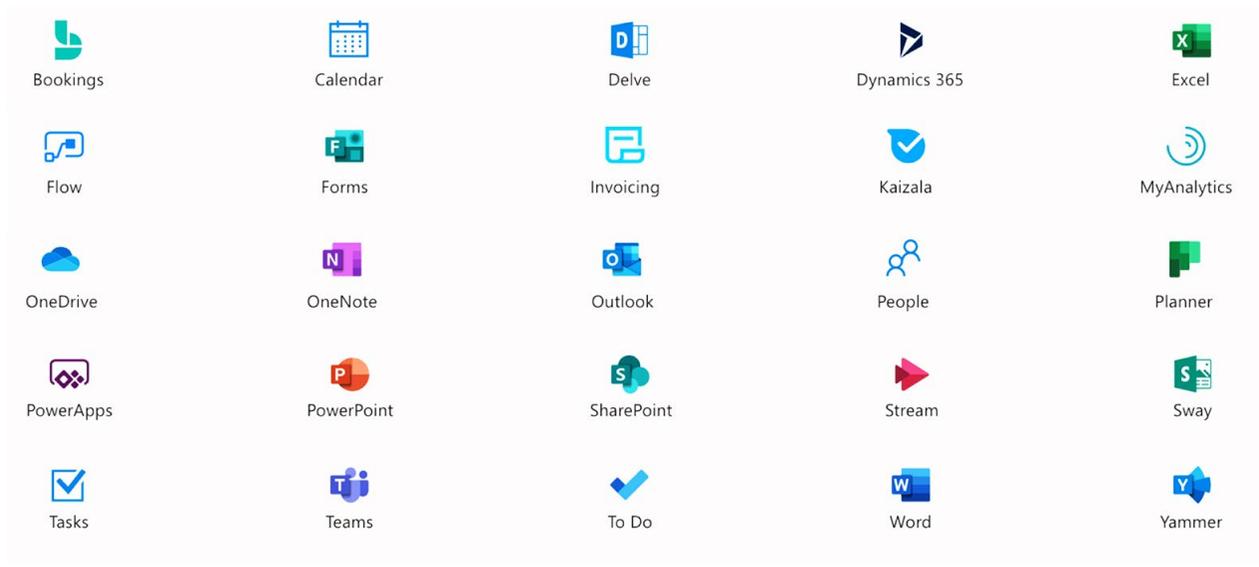
#### Additional Reading



**Additional reading from Quest:** *Moving from one SharePoint farm to another or migrating workloads into the cloud can be a difficult task for any IT team. We talked to IT professionals just like you who have managed successful SharePoint content migrations. [This ebook presents seven key lessons that they learned during their migrations.](#)*

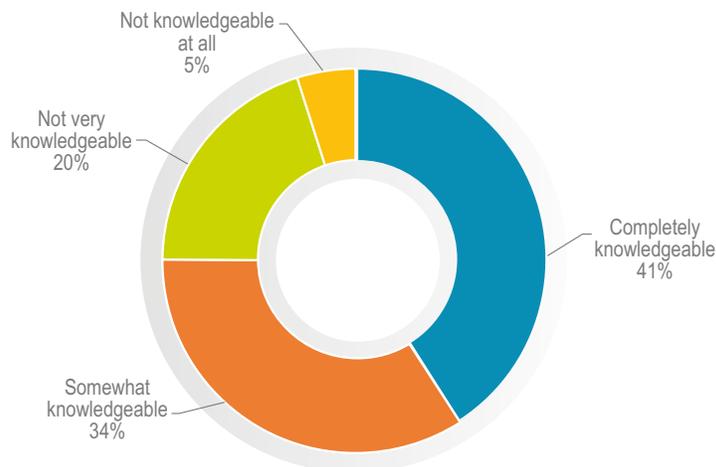
### 3. Organizations have yet to deploy the full suite of Office 365 capabilities and are primarily focused on its email (Outlook/Exchange), document management (SharePoint, OneDrive, and OneNote), and collaboration (Teams) capabilities.

As most Office 365 users know when they first encounter the platform, Office 365 is not a single program or really even a single platform, but a collection of capabilities that can sometimes seem a bit overwhelming.

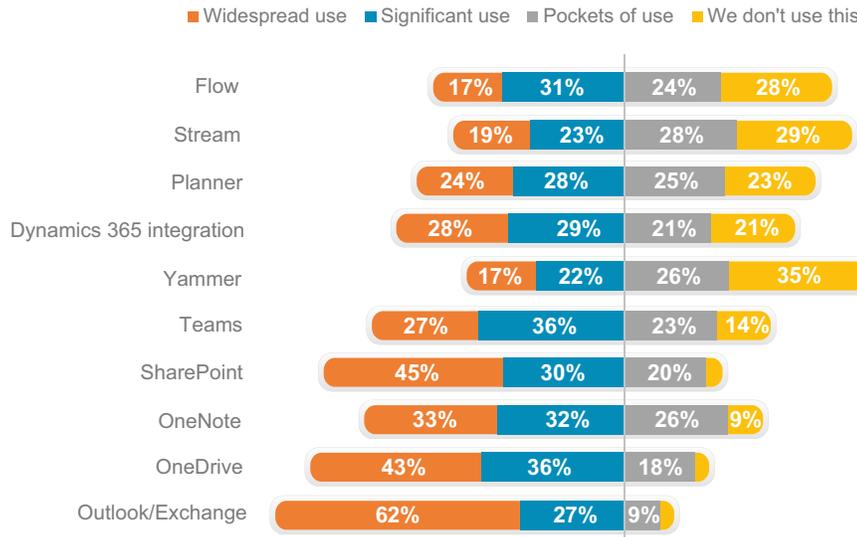


Most organizations have yet to assimilate the full range of Office 365 capabilities; only 41% of organizations say that their average user is fully knowledgeable about Office 365.

How knowledgeable would you say the average user in your organization is about all of the capabilities of Office 365?

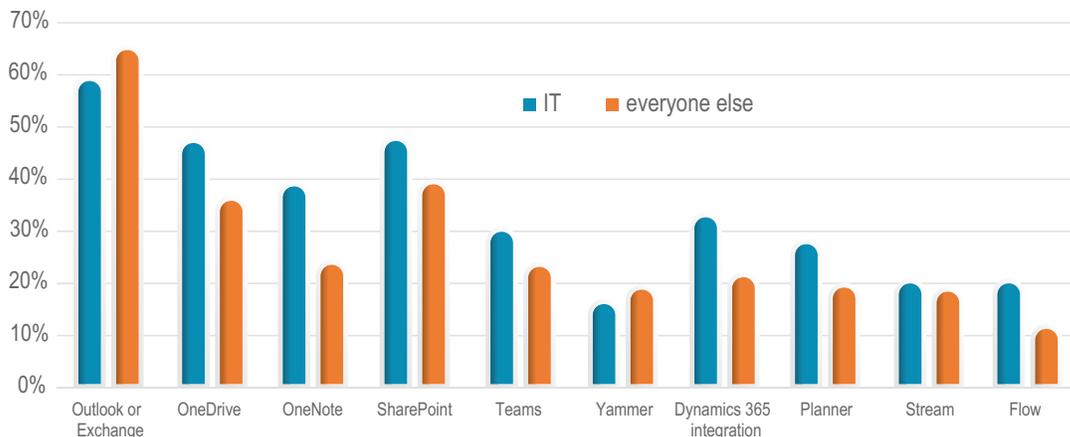


## Which of the following Office 365 capabilities does your organization currently use, and how extensive is that use?



For most organizations, “Office 365” means the Office applications suite (Word, Excel, PowerPoint), Outlook, OneDrive, SharePoint, OneNote, and Teams. These usage patterns do vary significantly depending on who is answering. IT staff generally touch just about any technology that enters the organization, and thus assumptions about usage of the various tools in the IT toolkit are higher with this group than they are among all the rest of the groups surveyed. For example, almost 50% of IT respondents believe that the average user is knowledgeable about all of the capabilities within Office 365; non-IT respondents put that number 20 percentage points lower. Because the Office applications suite (Word, Excel, PowerPoint) are so ubiquitous, we did not probe their usage in the survey. We also did not cover Power Apps or Power BI usage in this survey.

## Which of the following Office 365 capabilities does your organization currently use, and how extensive is that use? % answering "widespread use"

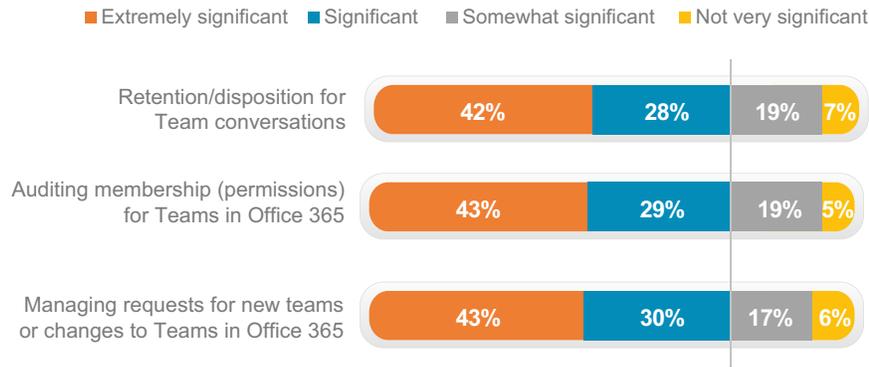


The rapid evolution of Teams as a front end to collaboration, information sharing, knowledge management – and to SharePoint and Outlook – is particularly interesting. There are now 500,000 businesses using Microsoft Teams, including 91% of the Fortune 100.

The rapid adoption of Teams raises an interesting set of issues for organizations, particularly those that operate at large scale. In the early days of rapid deployment of SharePoint to project teams, many organizations suffered from a massive SharePoint sprawl that ultimately needed to be brought under control. Without governance, for example, new users set up multiple single purpose teams, instead of using channels and apps inside a team. For example, one area that customers and partners struggle with is tenant-to-tenant migration.

The survey suggests that there is an awareness of this pending challenge with Teams, and organizations are putting a high premium on tools to centralize and automate retention and disposition of conversations, membership permissions, and team creation and administration.

## How significant would it be to your organization to automate these kind of tasks in Teams?



*Most organizations don't clearly understand how they create value. Knowledge management initiatives assert that employees know much more than what they write down, what is in databases, and what is typically captured. Though some information is stored in the IT systems of an organization, knowledge management encourages employees to make them more accessible to others in the organization and, where possible, write down the knowledge that they have.*

*(Robert Bogue, AIIM Training course on [Implementing Information Management on SharePoint and Office 365](#))*



**Additional reading from AvePoint:** AvePoint webinars, eBooks, etc. to help you uncover the [secrets to success in Office 365](#).



## 4. Third-party content and process solutions that complement Office 365 capabilities are seen as key to achieving organizational information governance and intelligent automation goals.

Most organizations ultimately wrestle with two questions tied to Office 365:

- What is the role of Office 365 relative to other content management platforms?
- How can they extend the capabilities of Office 365, particularly those related to governance and process integration?

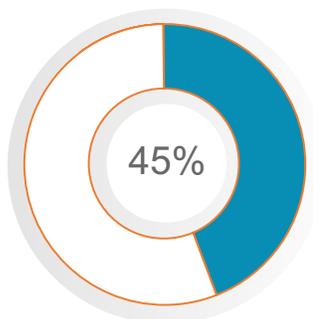
The good news for many organizations is that the cloud makes it is easier than ever to deploy content management systems. This is also the bad news, and there seems to be no end to the balkanization of content capabilities in most organizations.

A decade ago, organizations could speculate about the possibility of one content repository to meet all needs. The reality in most organizations is that their content management systems evolved as the industry evolved – and that means they were deployed at the departmental level to solve particular business problems. Nearly 40% of organizations have five or more major content management systems. This is not likely to change moving forward. Only 14% of organizations believe that they will have fewer content platforms to manage in two years, and 48% percent believe the number of content platforms will actually grow over the next two years.<sup>6</sup>

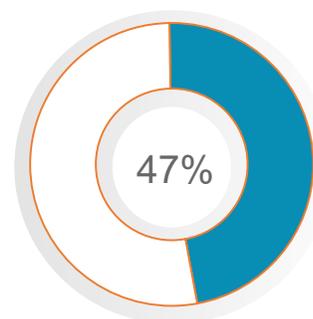
A significant portion of unstructured information is held in Office 365 and/or SharePoint repositories. Organizations also estimate that nearly half of the documents containing PII (Personally Identifiable Information) are Office documents. This combination is one of the reasons for the growth of Office 365 in many organizations and the popularity of some of its recent enhanced automated governance and records capabilities.

The persistence of multiple content repositories and PII outside of Office documents is one of the reasons that organizations often choose to use additional solutions and platforms that complement Office 365. Many organizations seek to unify their content strategy, either by migrating multiple sources into a single target like Office 365 or by integrating across multiple repositories, including Office 365. Third party content integration and migration platforms are critical in optimizing content in a multi-repository environment.

What percentage of your organization's unstructured and semi-structured information is currently held in Office 365 or SharePoint repositories?



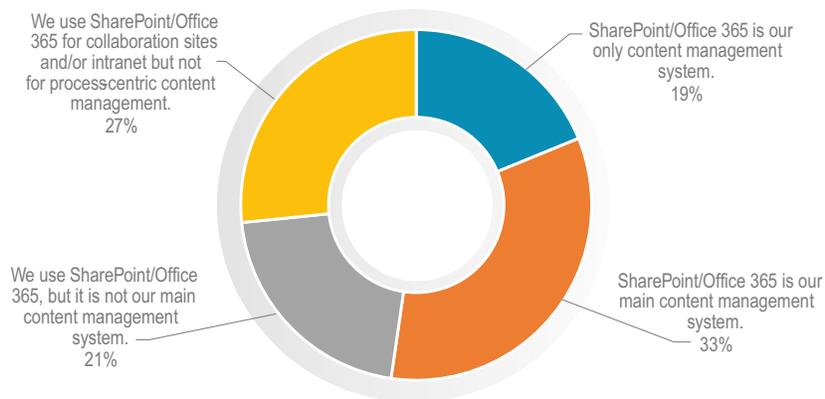
What percentage of your organization's sensitive documents containing PII or needed for business, regulatory, legal, or intellectual for business, regulatory, legal, or intellectual property purposes is contained in Office documents?



For 19% of the organizations we surveyed, SharePoint/Office 365 is their *only* content management system, indicating that the drive to the cloud that started with moving Exchange email to the cloud is spreading to broader content-related capabilities. For 33% of organizations, SharePoint/Office 365 is their main – but not only – content system. For the remaining half, Office 365 is used 1) in a complementary role with other content management systems; or 2) used as a collaborative platform, but with other content platforms handling process centric content management.

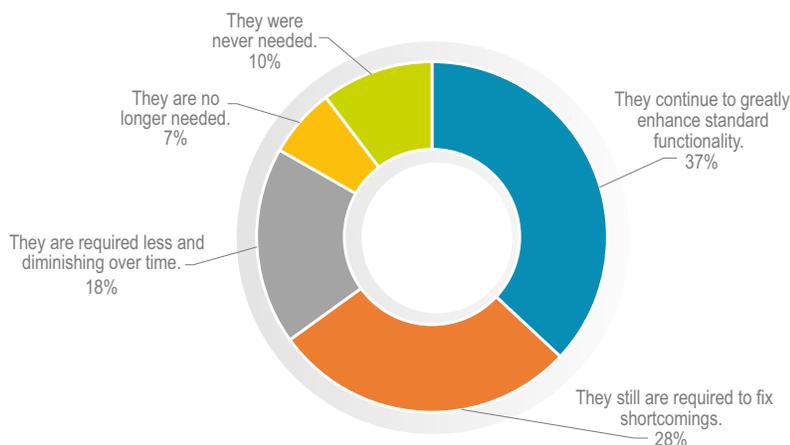
<sup>6</sup> AIIM, 2019, *Building and Effective Strategy for Content Integration and Migration*, Overall N = 255

How would you describe the role of SharePoint/Office 365 as content management system across your organization? Please choose the ONE answer that best fits.



As a result, two-thirds of organizations see tangible value in third party add-ons and complementary content solutions, either to enhance functionality or fill in gaps.

As Microsoft continues to expand its SharePoint and Office 365 feature set, what are your views on the use of 3rd party add-ons?



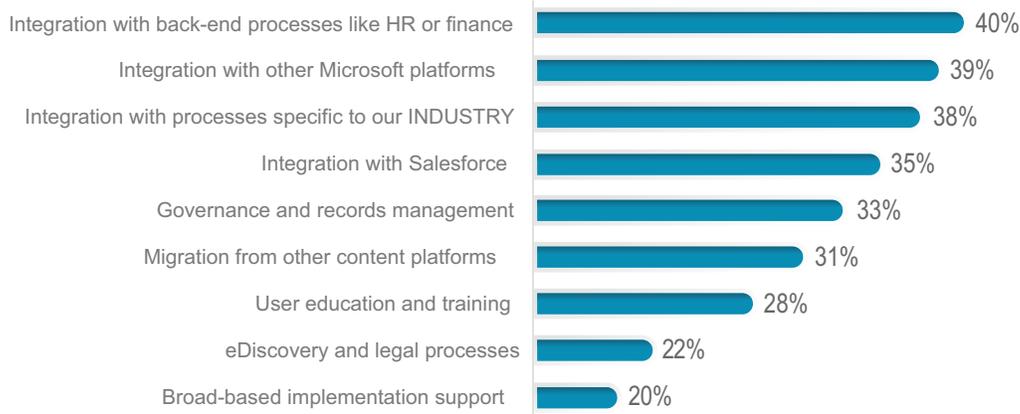
The increased functionality incorporated in recent SharePoint and Office 365 versions is reflected in the changing role users place on third party solutions. In 2013, the primary benefit of these solutions was seen as filling in gaps in functionality. In 2019, the balance has shifted in a positive direction – enhancing standard functionality.

As Microsoft continues to expand its SharePoint and Office 365 feature set, what are your views on the use of 3rd party add-ons?	2019	2013
They continue to greatly enhance standard functionality.	37%	26%
They are still required to fix shortcomings.	28%	41%
They are required less and diminishing over time.	18%	17%
They are no longer needed.	6%	11%
They were never needed.	10%	3%

So where are these additional complementary solutions most useful? As one would expect, users need help integrating Office 365 content capabilities with core line-of-business applications – *the ability to deliver content in business and process context*.

This is not a new problem, nor is it unique to Office 365. Historically, organizations have had difficulty integrating content capabilities beyond the initial process in which an ECM system was deployed, and content integration remains a challenge for most organizations. While most organizations continue to increase the number of content systems they use, a rising portion of critical business content (now 54%) remains OUTSIDE those content management systems.<sup>7</sup> The desire for more modular content capabilities, surfaceable in context within multiple business processes, is at the core of the evolution of the content space from ECM to Content Services.

## In which areas do you find the use of third-party add-ons most useful? (pick as many as apply)



*While Office 365 is seen as a tool that provides many functions (and the functionality has improved significantly in the last few versions) it is also one that is perceived as lacking in some areas, needing add-ons to enhance its capabilities, (like in the area of workflow and records management.) For some, there is a perception that it is not simple to link it to their line-of-business applications, thus becoming yet another silo of isolated content and information that must be somehow managed. To others, it is a gateway to freedom and accessibility that once was a dream of mobility and a remote, enabled workforce that will now take the business to new heights.*

*(Industry Analyst Bob Larrivee)*

### Additional Reading



**Additional reading from OpenText:** OpenText™ solutions for Microsoft® provide the critical connection between content and business processes enabling organizations to maximize investment in Microsoft® Office 365®. Connecting Office 365 content and collaboration to lead applications such as ERP, CRM and HCM helps increase productivity, simplify processes and strengthen compliance across the enterprise. [Learn more in this blog.](#)

<sup>7</sup> AIIM, 2018, Meeting the Challenge of Digital Transformation, Overall N = 366



## A Checklist of Issues to Consider as You Determine the Role of Office 365/SharePoint in Your Organization

1. **Most organizations don't clearly understand how they create value.** Knowledge management initiatives assert that employees know much more than what they write down, what is in databases, and what is typically captured. Though some information is stored in the IT systems of an organization, knowledge management encourages employees to make them more accessible to others in the organization and, where possible, write down the knowledge that they have. Converting this "tacit" knowledge into "explicit" knowledge that can be preserved and acted up by both humans and machines is a key driver for content management.
2. **When working with content management systems there are always options.** One of the big decisions that needs to be made is where it will be hosted. Will it be hosted internal to your organization or available online via the cloud?
3. **Key benefits of on-prem content management:** 1) before the widespread adoption of plug-in adapters, many felt integration into existing systems was easier with an on-prem solution; 2) control of when patches and updates are applied to the system, particularly those necessary to manage regulatory validation requirements; and 3) on-prem servers allow for custom developed code on-server and solutions that often aren't available for cloud solutions.
4. **Key benefits of cloud content management:** 1) no upfront costs to purchase a server and install the software; 2) automatic adherence with compliance and validation systems that require operations under only the most current security patches. 3) no need to perform maintenance functions, particularly patching, which happens automatically; 4) the ability for external third parties to share your information – when authorized; 5) cloud also offers all of the integrations to third party identification providers means you don't have to manage passwords for external users; and 6) SharePoint Online has functionality, due to the Office 365 integration, which will never be available in the on-premises product.
5. **The reality for almost all organizations is that your information management strategy will include both cloud and on-prem elements.** The best solution may be a hybrid solution. In these solutions, SharePoint appears seamless (or nearly seamless) to the user but is implemented both on-premises and in the cloud. This allows for commodity features like basic file sharing to be implemented via SharePoint Online (or Office 365) with custom solutions still residing on-premises. This offloads a great deal of the storage, backups, patching, security, risk mitigation, etc., where it can be managed by Microsoft.
6. **The persistence of multiple content repositories and PII outside of Office 365 and SharePoint is one of the reasons that organizations often choose to use additional solutions and platforms that complement Office 365.** Organizations in highly regulated environments or organizations looking to more effectively leverage content through multiple processes across the value chain often consider the expanded capabilities of a content services platform or other third-party solution to augment Office 365 capabilities. In addition, third party solutions with strong AI functionality will be needed to extend the recently announced Microsoft Search capability across these multiple repositories and to protect PII in them.
7. **SharePoint has a broad set of features, but not every possible feature that every conceivable project might need.** Many third parties have released add-ins for SharePoint that extend the product without the need for custom code. These solutions improve existing functionality or provide functionality where SharePoint has none.

# 10 Things You Need to Know About SharePoint and Office 365

**01**

On average, organizations report that **61%** of their unstructured and semi-structured information is stored in the cloud, and that this percentage will jump to **72%** in the next two years.

**06**

**45%**

On average, **45%** of an organization's unstructured and semi-structured information (i.e., content) is currently held in Office 365 or SharePoint repositories.

**02**

**60%**

Over **60%** of organizations "agree" or "strongly agree" that a cloud content platform must work in parallel with an on-prem solution.

**07**

**52%**

For **52%** of organizations, SharePoint/Office 365 is their only or primary content management system.

**03**

Microsoft, SharePoint has over **100 million** active monthly commercial users.

**08**

**48%**

For **48%** of organizations, SharePoint/Office 365 is used 1) in a complementary role with other content management systems; or 2) used as a collaborative platform, but with other content platforms handling process centric content management.

**04**

**90%**

Just about every organization at scale has some sort of Office 365 and/or SharePoint presence. Over **90%** of organizations currently use or plan to use Office 365 and/or SharePoint.

**09**

**37%**

**37%** of organizations see 3rd party tools as a vehicle to enhance standard SharePoint/Office 365 functionality.

**05**

**60%**

Over **60%** of organizations are supporting at least two versions of SharePoint, and nearly one in four are supporting three or more.

**10**

Top three areas for 3rd party augmentation of SharePoint/Office 365:

- 01** Integration with back-end processes.
- 02** Integration with other Microsoft platforms.
- 03** Integration with industry-specific process applications.

In Partnership with





## AvePoint

AvePoint accelerates your digital transformation success. Over 16,000 companies and 6 million SharePoint and Office 365 users worldwide trust AvePoint software and services for their data migration, management, and protection needs in the cloud, on-premises and hybrid environments.

A four-time Microsoft Partner of the Year, AvePoint is a Microsoft Global ISV Partner and has been named to the Inc. 500|5000 six times and the Deloitte Technology Fast 500™ five times. Founded in 2001, AvePoint is privately held and headquartered in Jersey City, NJ.

Visit us at

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## KnowledgeLake

KnowledgeLake provides content management solutions that help busy organizations intelligently automate their most important document processes. Since 1999, we've created award-winning, Microsoft-centric solutions that have helped thousands of companies around the world focus on their mission rather than their mission-critical documents. As a four-time Microsoft Partner of the Year, we enable the Microsoft partner ecosystem with tools to extend the value of Microsoft's business-critical technologies for the benefit of all Microsoft customers.

For more information visit

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



## Microsoft Corporation

Microsoft enables digital transformation for the era of an intelligent cloud and an intelligent edge. Its mission is to empower every person and every organization on the planet to achieve more.

Microsoft 365 brings together Office 365, Windows 10, and Enterprise Mobility + Security to deliver a complete, intelligent, and secure solution that empowers people. It's designed to effectively unleash the power of creativity in the enterprise with Office 365 productivity tools, while Windows 10 helps streamline management of company devices and data across a range of environments.

Microsoft 365 helps your team perform at its best, whether in the office, working from home, at a client site, or on the road.

To learn more visit:

[www.microsoft.com/en-us/microsoft-365/](http://www.microsoft.com/en-us/microsoft-365/)



## OpenText

OpenText™ Information is every organization's most valuable asset. The most trusted information management solution is the only solution. OpenText Content Services builds on more than 25 years of pioneering innovation to include comprehensive capture, content management and archiving solutions, all available in the cloud, on-premises or in flexible hybrid configurations. OpenText Content Services helps organizations connect content to their digital business and transform to gain the Information Advantage by enhancing The Digital Workplace:

- Enabling the preferred productivity methods of a new generation of knowledge workers
- Providing simple, intuitive tools that drive creation, sharing and collaboration
- Delivering relevant content to users in context of 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
- Leveraging AI and machine learning for analytics and management Governance and Security
- Automating content lifecycle management from creation to archiving and disposal
- Implementing industry and government compliance protocols
- Applying industry-leading security technology Utilized by businesses and governments around the world, OpenText Content Services platforms are continually recognized as Leaders by the most respected analyst firms.

Learn more about OpenText Content Services at

[www.opentext.com/ecm](http://www.opentext.com/ecm)



## Quest

Quest is your go-to software vendor for Office 365 migration, management and security. Only with Quest can you find one set of solutions to move, manage and secure it all across Azure AD, Exchange Online, OneDrive for Business, SharePoint Online, and Teams. In fact, Gartner cited Quest as the ONLY vendor to deliver all 40 of the 40 essential features and functionalities expected in an Office 365 migration tool, according to its 2019 Market Guide for Cloud Office Migration Tools, which provides recommendations for migration scoping, third-party tool evaluation and how to gain value from such tools post migration.

To learn more, visit

[www.quest.com/solutions/office-365](http://www.quest.com/solutions/office-365)



# Are You Getting the Most Out of Your O365 and SharePoint Implementation?



As you've discovered in this report, SharePoint is a powerful and flexible platform that can be customized to fit any number of unique scenarios, but, at the end of the day, it's still just a tool. It will only ever be as good as it's set up to be.

AIIM's Implementing Information Management on SharePoint and Office 365 Training Course will show you how to implement and manage your SharePoint environment to unlock its full power as an information management platform.

Click [here](#) to learn more and to start your learning today.



# 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](#)



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# What's Next?

Every organization in the world is on, or should be on, a Digital Transformation journey. How effectively you navigate this journey relies on how adept your organization is at combating the rising tide of information chaos. This requires new strategies and skills that extend beyond traditional ECM. We call this modern approach Intelligent Information Management.

This course explores how your role as an information professional is critical to accelerating business activities, enriching customer experiences, and improving operational agility.

You will learn how to:

- Create and capture information
- Extract intelligence from information
- Digitalize information-intensive processes
- Automate governance and compliance
- Implement an information management solution

The Foundations of Intelligent Information Management Workshop was designed as a primer for the Certified Information Professional exam. For attending, you will receive the CIP Study Guide and a voucher for one free CIP exam registration.

[Learn More](#)



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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