MODERN PROBLEMS REQUIRE MODERN SOLUTIONS:

MEETING THE CHALLENGE OF BIG CONTENT

In Partnership with

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BIG CONTENT

About the Survey

This survey was administered to 113 executives from end-user organizations in February 2018.

Some observations about the participants:

- 80% were from "information" backgrounds — either records management, IT, or information management.
- 42% were from local, state or national governments; the next largest industries represented were energy/oil and gas/mining (10%), manufacturing (10%) and education (8%).
- 51% of participants were from the U.S., 25% from Europe and the UK, and 14% from Canada.
- 58% were from large organizations (>1,000 employees), 28% from mid-sized organizations (100-1,000 employees) and 14% from small organizations.

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John Mancini is the Chief Evangelist and 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 and a Klout score in the 60s. He has published more than 25 e-books, the most recent being:

- 2017: A Digitally "Transformative" Year
- Digital Preservation – Is Your Current Approach to Managing Long-Term Digital Information Failing the Business?
- Information Privacy and Security: GDPR is Just the Tip of the Iceberg
- From ECM to Intelligent Information Management
- 10 Strategies to Navigate the Shift from ECM to Content Services

John can be found on Twitter, LinkedIn and Facebook as jmancini77.

About AIIM

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.

Executive Summary

There is a quote usually attributed to Albert Einstein that states, "The definition of insanity is doing the same thing over and over again, but expecting different results."

In the content management business, I might rephrase that to be, "The content management tools we embraced in an earlier era to deal with a specific set of problems are not equipped to deal with the insanity of Big Content."

OK, that might be a bit wordy. But you get the idea. The central point of this eBook is this: *Modern information management problems require modern solutions.*

How are content challenges different from those in the past?

The definition of what we once called "Enterprise Content Management" or "ECM" used to be clear. Truth be told, AIIM never really viewed ECM as a market segment, but more as a description of the business practices and strategies used to manage content and information. ECM at its core was a verb -- something you "do" -- rather than a noun -- a shorthand for a technology segment. Over time, the solution providers associated with these challenges of how to capture, manage, store, preserve, and deliver content and information associated with business processes -- especially large-scale, mission-critical, document-intensive processes -- became associated with the term. And that was fine, until the kinds of things that users were doing with content began to dramatically change and expand.

Everyone knows the rest of the story. Just as this market was coalescing in the mid 2000s and ECM was prepared to *Cross the Geoffrey Moore Chasm,* a lot changed. As a result of a variety of factors — SharePoint, the file sync and share folks, open source software, the emergence of SaaS solutions, and the explosion of mobile and consumer technologies — the industry has been turned on its head, culminating in the (in)famous Gartner "ECM is dead" quote in January 2017.

So what now?

Feedback from end user organizations suggests that the *scale* and *nature* of content and information challenges have changed. In short, these challenges have grown bigger and more complex, and many organizations have emerged at the other end of all of the above changes with what appears to be a "digital landfill." Whether the label is "information overload" or "Big Content," it is clear that new approaches are needed.
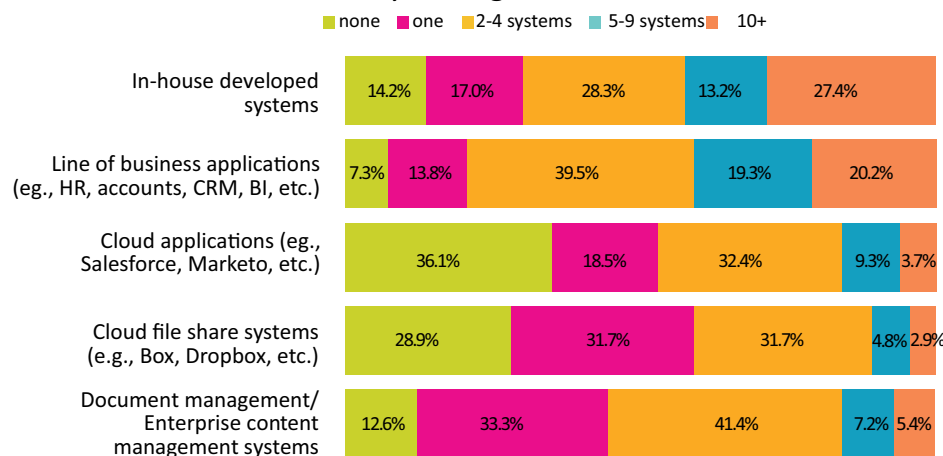
Challenge #1 — The explosion of systems that contain content.

Early on in the ECM game, we had the somewhat unrealistic notion that at some magical point in the future, all the content in our organizations would wind up in a single ECM repository.

That is clearly not the reality that confronts most organizations. For one thing, because of the way ECM adoption evolved — usually department by department — most organizations at scale ended up with multiple ECM repositories. Nearly a third wound up with 2-4 ECM systems, and almost 13% with more than 5. If you add cloud file shares — most organizations have some flavors of Box and Dropbox functionality — you have a reality that is far different than what we initially envisioned.

Then add to this all of the myriad applications used by most organizations — in-house developed systems, line of business applications, and SaaS applications. And rather than connect with the ECM repositories set up for other processes, most of these wound up keeping content assets *within the application.*
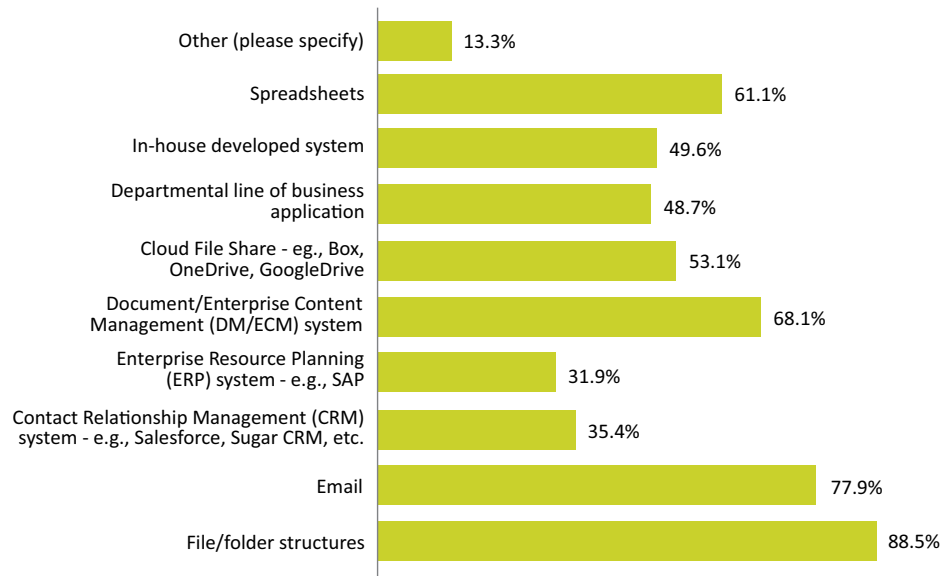
Roughly how many of the following systems does your organization use?

legend: ■ none ■ one ■ 2-4 systems ■ 5-9 systems ■ 10+

System	none	one	2-4 systems	5-9 systems	10+
In-house developed systems	14.2%	17.0%	28.3%	13.2%	27.4%
Line of business applications (eg., HR, accounts, CRM, BI, etc.)	7.3%	13.8%	39.5%	19.3%	20.2%
Cloud applications (eg., Salesforce, Marketo, etc.)	36.1%	18.5%	32.4%	9.3%	3.7%
Cloud file share systems (e.g., Box, Dropbox, etc.)	28.9%	31.7%	31.7%	4.8%	2.9%
Document management/ Enterprise content management systems	12.6%	33.3%	41.4%	7.2%	5.4%

Challenge #2 — Content is scattered everywhere.

And so we find content *everywhere* — in spreadsheets, in line-of-business applications and in-house developed systems, and in file shares and ERP systems and CRM systems. Not to mention in individual file folders and in the age-old nemesis of effective information governance — email.

Which of the following does your organization use to store information and content within the business? Please check as many as apply.

Category	Percentage
Other (please specify)	13.3%
Spreadsheets	61.1%
In-house developed system	49.6%
Departmental line of business application	48.7%
Cloud File Share - eg., Box, OneDrive, GoogleDrive	53.1%
Document/Enterprise Content Management (DM/ECM) system	68.1%
Enterprise Resource Planning (ERP) system - e.g., SAP	31.9%
Contact Relationship Management (CRM) system - e.g., Salesforce, Sugar CRM, etc.	35.4%
Email	77.9%
File/folder structures	88.5%

Challenge #3 — The emergence of "Big Content."

The problem is not only that content is *scattered* — it's also "big." Organizations also face an increasing volume, variety and size of content assets that must be managed — in short, "Big Content."

The increasing *volume* of incoming information and the speed at which organizations must ingest this information is well-documented, and clearly legacy manual approaches to this exploding problem are struggling to keep pace. But often under-appreciated is the sheer size of the files that must be managed — think about how the average image size on your phone has increased geometrically over the past five years. And there are more digital file types (videos, images, audio files) than ever before, creating ongoing information governance challenges to manage the accumulated weight of all of this innovation — especially for assets that must be managed over long retention periods. These are the kind of digital asset management challenges media and entertainment companies have struggled with for a number of years, but these issues are no longer unique to those industries — every industry has them.

	% that say this is a problem
The increasing size of the particular content assets that must be managed.	71.4%
The increasing variety of the kinds of content assets that must be managed.	72.3%
The increasing number of content assets that must be managed.	76.8%

What are the business implications of "Big Content?"

All of this translates into a growing set of information-related business problems at the very time that organizations must digitally transform. Information overload and chaos are the norm for most organizations, not the exception. And in an era in which the information assets of an organization are the primary determinant of competitive advantage, the way in which these assets are managed is no longer a tactical issue best left to IT departments. It is a *strategic* question that is central to how future value will be created.

So let's think about the kinds of problems that "Big Content" creates for organizations.

Problem #1 — It's increasingly difficult to find what you need.

	% that say this is a problem
Finding the right information in a timely way.	75.9%
Information overload.	74.5%
Cost and/or difficulty of managing legacy applications.	65.2%
Compliance regulation (e.g., GDPR, HIPAA).	64.3%

Problem #2 — Usability is a problem for most organizations.

	% that say this is a problem
Difficulty sharing information and content with colleagues/customers/suppliers/partners.	62.7%
Mobile access.	57.6%
Usability for the average worker.	74.1%

Problem #3 — Ability to integrate information across systems is suffering.

	% that say this is a problem
Inability to connect information from different systems	78.6%
Scaling our information management systems to other processes beyond the original deployment.	70.5%
Lack of integration between our content management system and core business applications.	79.3%

Modern problems require a modern solution.

So how should you go about preparing your organization for a future of Big Content, and what are the elements of a modern solution?

Clearly content solutions now operate as *part* of enterprise processes and applications. These solutions must now interact in a much more modular fashion with processes than in the old days of monolithic ECM. Gartner calls this Content Services, and it's not a bad term. In the old days of much narrower (albeit mission-critical) ECM solutions, ECM was the straw the stirred the process drink. It's the other way around now, and that's what Content Services is all about.

According to AIIM surveys, 86% of organizations agree that their content management strategy needs to be modernized. A key challenge in thinking about what such a strategy might look like is to think about this from the *perspective* of the problems facing knowledge workers, as well as in the *context* of what's important to the enterprise.

In terms of the *perspective* of a typical knowledge worker, there are two key problems that must be solved: 1) "The amount of places you have to store information within the business" (top problem for 52%) and 2) "The growing amount of information hitting you daily" (top problem for 38%). In far too many organizations, knowledge workers must act like human system integrators, both managing exploding volumes of information and manually connecting this information (often through work processes that are little better than cut/paste) to the business applications in which they work every day.

The *context* in which these challenges must be addressed obviously needs to be aligned with the core objectives of the organization. We asked this question to 100+ end-user organizations, and the answers say a lot about the context in which content capabilities must be considered — 1) process efficiency and 2) risk mitigation/compliance.

What is the ultimate goal for managing information within your organization? Please pick the MOST IMPORTANT answer to your organization.	
To create a single view of the customer/supplier/case.	17.9%
To manage compliance and/or regulations.	32.1%
To increase process efficiencies.	46.4%
Other (please specify)	3.6%

A modern solution checklist.

So as you think about the core elements of a modern solution, what should you be looking for?

Based on the survey, there are three core elements that should be on your checklist:

#1 — A solution that is agile enough to deal with all information types, is built in the cloud for scalability and speed of deployment and is mobile from the start.

- 76% — "The kinds of information management capabilities we need vary wildly depending on the process we are considering."
- 78% — "The speed of implementing a content platform and how quickly we can gain value from our investment is critical to us."
- 70% — "Much as we might wish it otherwise, we exist in a multi-repository world and that's not going to change."

#2 — A solution that easily connects to everything - by default

- 75% — "Getting access to information locked in our legacy systems is vital."
- 38% — Our current information management systems are "totally insufficient" to deal with "Integration with other content and enterprise systems."

#3 — A solution that allows business owners to take control of their processes — quick customization/self-service

- 36% — Our current information management systems are "totally insufficient" in giving us the "ability to create personalized solutions."
- 84% — The ability to fine-tune our content platform to meet our specific needs is "increasingly important to us."

Conclusion

Most organizations and departments have a mandate to continuously improve operations. A *conventional change agenda* involves better tools and technology, better behaviors, and better processes, all focused on generating better efficiencies and improved productivity.

Ultimately, AIIM believes Digital Transformation is more than conventional change. Digital Transformation is about doing things *differently* – and doing *different* things as well. And different not just for the sake of being different, but in support of the key strategic objectives facing every organization in the age of digital disruption.

A modern content strategy, geared to meeting the challenges of Big Content in the Digital Age, is a critical part of this equation. Without it, organizations will continue to struggle with legacy solutions that were perfectly fine for yesterday's problems, but inadequate to deal with the disruptive world that is coming.

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About Nuxeo

NUXEO

Nuxeo delivers a Content Services Platform that enables organizations to better manage and utilize their information. The cloud-native, enterprise-grade platform is built to handle workloads of billions of items, integrates with many commonly-used business systems and repositories, and works with all file types (documents, videos, images, audio files, etc.).

Nuxeo allows users to create their own personal spaces, which enables them to more effectively organize, manage, secure and share information internally and externally. This leads to better decisions, faster results and improved collaboration.

Leveraging the latest innovations in Machine Learning and Artificial Intelligence, the Nuxeo platform can tame information chaos within the enterprise while transforming information into real business value.

https://www.nuxeo.com/

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