



Harness the Power of the Cloud to Amplify the Value of Enterprise Content Management

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About the White Paper

As the non-profit association dedicated to nurturing, growing and supporting the user and supplier communities of ECM (Enterprise Content Management) and Social Business Systems, AIIM is proud to provide this research at no charge. In this way the entire community can take full advantage of the education, thought-leadership and direction provided by our work. Our objective is to present the “wisdom of the crowds” based on our 193,000-strong community.

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Process used and survey demographics

The survey results quoted in this report are taken from a variety of industry reports released by AIIM, collected from individual members of the AIIM community surveyed using a web-based tool. Invitations to take the survey were sent via email to a selection of AIIM's 193,000 registered individuals.



About AIIM

AIIM has been an advocate and supporter of information professionals for nearly 70 years. The association's mission is to ensure that information professionals understand the current and future challenges of managing information assets in an era of social, mobile, cloud and big data. AIIM builds on a strong heritage of research and member service. Today, AIIM is a global, non-profit organization that provides independent research, education and certification programs to information professionals. AIIM represents the entire information management community: practitioners, technology suppliers, integrators and consultants. AIIM runs training programs, which can be found at <http://www.aiim.org/Training>.



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Introduction

As cloud applications continue to mature in both feature and security strength, business leaders are becoming more comfortable with making them part of their digital transformation strategy. The discussion is now turning from “should we use cloud” to “how and where can we best use cloud.”

In today’s digital world, remaining competitive and relevant requires agility and the ability to meet your customers’ needs in near real time. When information or action is required, those who have the ability to respond immediately and provide that information gain clear competitive advantage. Enter ECM:

- 67% of organizations polled by AIIM state that ECM/DM (Document Management) is mission-critical to their responsiveness.
- 54% cite RM (Records Management) and 40% capture and workflow as mission critical
- A third indicate they would suffer serious disruption after an outage of just 1 hour, and 58% would struggle after half a day of downtime.²

It would seem that an excellent entry point into the cloud is ECM. Sixty-seven percent of respondents indicate that ECM has mission critical status, and a third state downtime greater than an hour would cause serious disruption to the business. The extension of ECM to the cloud becomes the logical step forward for a digital transformation that ensures content is consistently available, accessible, and shareable.

AIIM Research finds that nearly three-quarters of those who have made the move to cloud are saving money, though 15% say they did not move to cloud simply to save money, instead pointing to the key benefits of improved access and collaboration.¹ Deploying ECM in the cloud can offer the flexibility and secure access to content that is needed, providing a means to access vital information from any device, any location, and at any time day or night.



Taking Control

Because of the growing confidence in cloud applications, a shift is emerging where business leaders and department heads are quickly identifying impediments to their teams’ effectiveness, and are not hesitating to introduce cloud-based technology to enhance their departmental operations.

They are starting to recognize that the cloud is not just about storage, cost savings, mobile access and flexibility. Deploying ECM in the cloud represents a unique opportunity to rethink and reconfigure how business processes can evolve to be cloud enabled, which has the potential to enhance personal productivity and overall organization efficiency with solid governance and control.

AIIM Research finds that 73% of respondents feel that cloud providers are likely to offer better (48%) or similar security (27%) to that of their own data centers.¹ (Figure 1)

Figure 1. How do you think the security measures taken by cloud providers compare with those on your own servers or data centers? ¹



It is rapidly becoming the responsibility of the department head to make the decision to use cloud and incorporate it as part of the overall operations toolkit. This does not mean IT is eliminated from the mix. IT still plays a significant role and is held responsible for incorporating and supporting cloud as part of the underlying technology infrastructure. However, incorporating cloud enables IT to focus more on business-critical operational elements including:

- Systems performance for line-of-business applications
- Working with department heads to improve and automate business processes
- Identifying new or emerging technologies and best practices

What this does for IT is remove or minimize the burden of server administration, storage capacity, resolving downtime, etc. IT now serves as a trusted advisor, providing technical guidance on information security and access controls. Rather than managing day-to-day routine activities like back-ups, IT is now focused on developing functional specifications aligned to business requirements, evaluating potential technology solutions, and ensuring they align with corporate IT strategy.

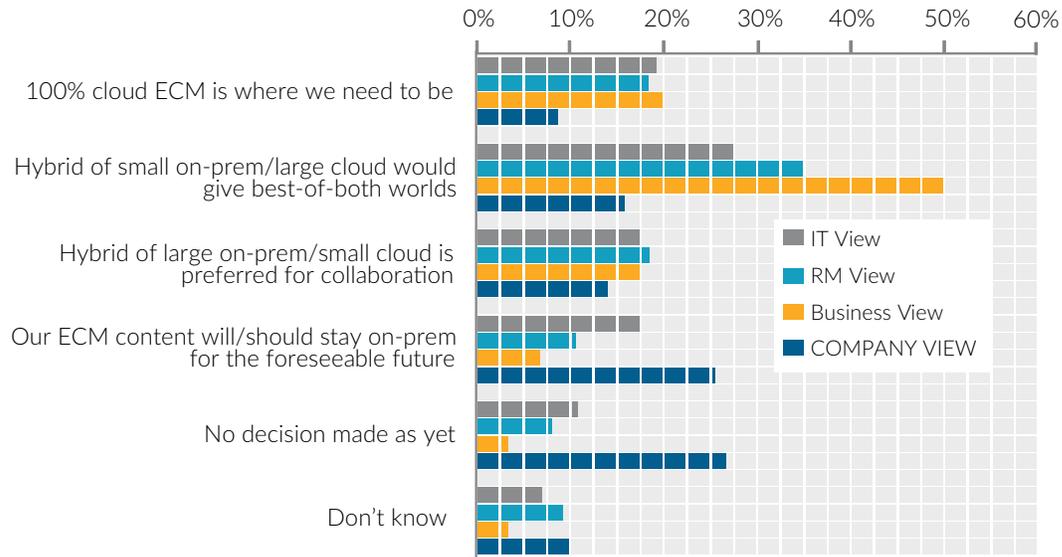


The Culture of Cloud

Moving toward cloud as part of an enterprise information ecosystem is a major change for any organization, one that comes with inherent cultural reluctance. However, as the user community and department heads become more comfortable with cloud, cultural adoption takes hold and the transition becomes much smoother. The result is a shift from reluctance and objections to embracement and suggestions for extended use.

AIIM Research on Mobile and Cloud use conducted in 2015, shows that records managers and information management staff are reluctant to move content to the cloud for security reasons. That said, our survey shows that IT staff are more conservative, with those in business roles much more receptive to cloud, showing particularly strong support for a thick hybrid model of small on-prem, large cloud ECM.¹ (Figure 2)

Figure 2. How do you feel about moving ECM/DM content to the cloud, and what is the company's view?¹



Constructing and sharing a corporate vision behind the shift to cloud, one that includes the underlying drivers and benefits of cloud adoption, is essential to the success of change management. These elements must be integrated with early user activity and related processes with a focus on how it will impact not only the organization, but the individual as well.

Security and control concerns must be identified and addressed in order to alleviate resistance. Cloud should be viewed as a “process enabler,” putting content in motion as an active business element, rather than treating it as a static element to be searched for and found.

ECM in the cloud should be positioned as a way to open up opportunities for extending ECM by adding new capabilities and features, like file sync and share for easier access to content beyond the firewall. Additionally, the fact that cloud minimizes the need for IT support allows the business to reallocate IT resources that were supporting ECM to more strategic projects.

When positioned in this way, businesses and users come to realize the benefits of cloud. For example, vital business information can be captured at first touch, then quickly and securely brought into the information management environment, not just for storage, but also for action.

Let's consider insurance claims: when disaster strikes, claims adjusters are dispatched into the field to assess damage and initiate the claims process. Information is gathered, photos and videos are taken and reports are filled out. Traditionally, these actions would take place on-site and then the adjuster would go to a physical office to upload the information into the company's systems. Using the cloud, this information can be uploaded in the field, right from the disaster site. The uploaded information triggers the claims process – rules-based workflow – and the review cycle begins. If all criteria are met, and there are no exceptions, a check or electronic deposit can be made within hours, rather than days or weeks.



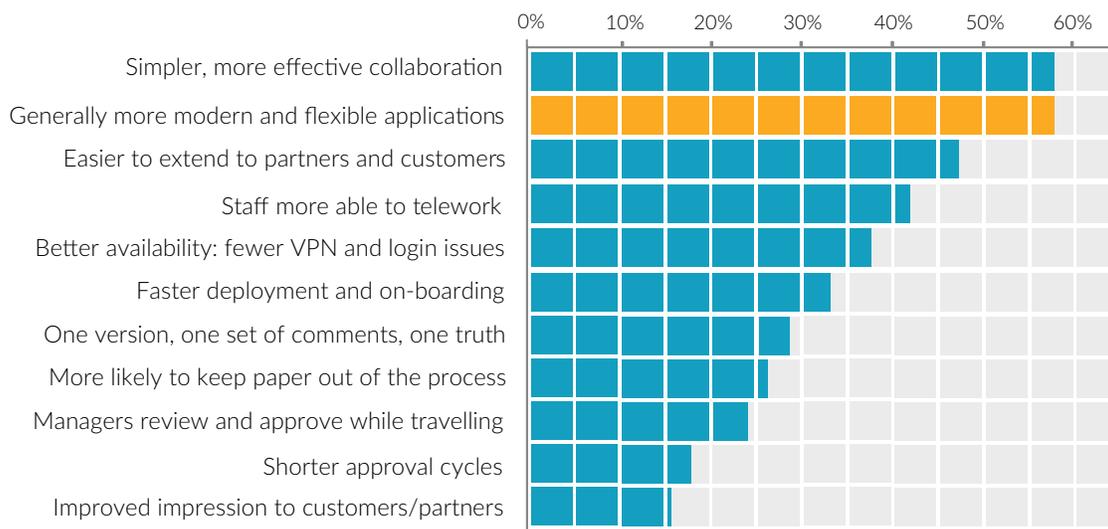
Benefits of Cloud

Cloud should no longer be seen as merely another deployment option for ECM. It should be seen as part of a larger content management strategy that rolls in elements such as disaster preparedness and recovery, cost savings, uptime, security, etc. It can also be used to help promote and drive the adoption of ECM, as use of the cloud is becoming second nature for many in their personal lives. It is common to use cloud-based social apps to communicate and share with family and friends. In other words, collaborate across distance and device.

AIIM Research finds that simpler and more effective collaboration is a key operational benefit identified by our cloud ECM users. Collaboration via the cloud allows content to be accessed, shared, and work-flowed from any location, on any device. In particular, the cloud extends these advantages to partners and customers outside of the firewall without the need to set up VPNs and secure gateways. (Figure 3)

Personal productivity, unlimited availability, easy accessibility, and various functional capabilities that enable users to be more efficient and effective can and should be demonstrated as part of a user adoption initiative, yet there are additional business benefits to be realized in IT, as well. Keeping ECM current and managing things like upgrades while remaining responsive to your users' needs often eats up budgets and project timelines. Deploying ECM in the cloud frees IT from the management and deployment of upgrades and enhancements. They are now centrally deployed and managed by the cloud provider. This not only frees up IT personnel to focus on more vital aspects of the business, it also ensures the latest versions are in place across the enterprise.

Figure 3. What have been the biggest operational benefits for you from cloud-based systems?¹

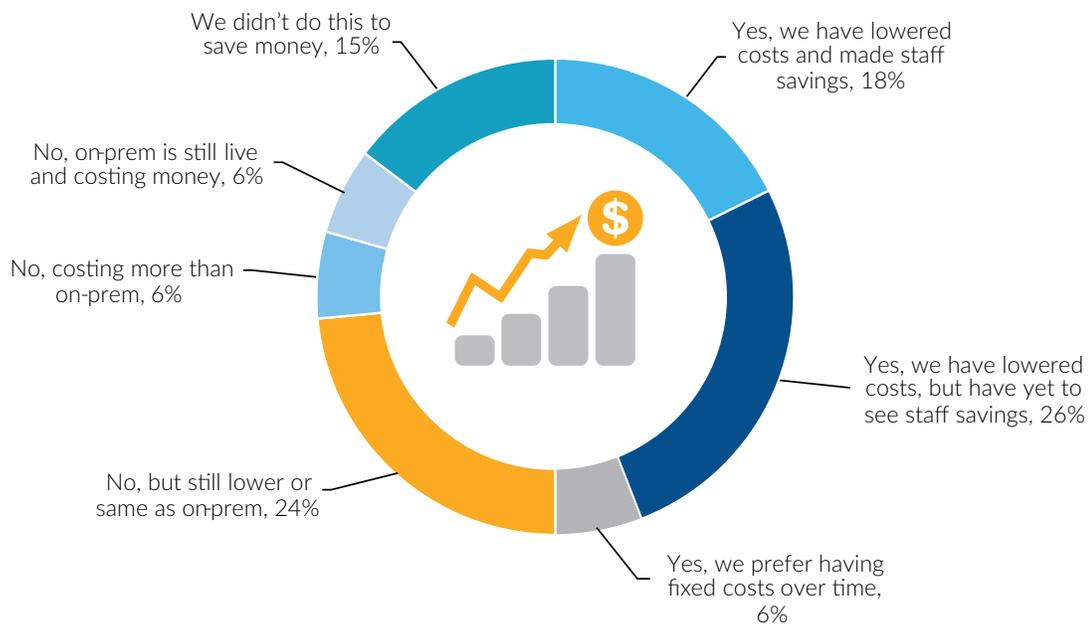




Opportunity Exists

Of those polled by AIIM, 18% report that they have reduced staffing and lowered costs, while 26% report just reduced costs – adding up to a combined 44% reporting cost savings as a result of cloud. In addition, 24% are spending the same or less than before, although not achieving their planned reductions. (Figure 4) Savings from deploying ECM in the cloud may depend on the alternative of increased equipment spending in-house along with more infrastructure staff, compared to actually turning off existing servers and reducing existing support teams.

Figure 4. Have you achieved the cost savings or budgeting improvements that you expected? ¹



Conclusions and Recommendations

It is said that information is the new currency in a digital world. Those that have timely access to it gain competitive advantage in responding to current clients and creating new business opportunities. The key to achieving this requires a holistic ECM foundation that can provide a common platform for sharing, collaboration, and analyzing content in ways that enhance its value and maximize its use.

At the same time, this ECM environment must support risk mitigation through proper governance, compliance, and security protocols. It's becoming ever-more apparent that on premise deployments no longer have the agility and reach to meet the needs of tomorrow's enterprise as they struggle with procurement delays, CAPEX budget limits, scarce IT staff resources, scope creep, and the high expectations and limited patience of today's user community. The reality of this makes ECM in the cloud an extremely attractive solution.



Recommendations

Mobility, file sync and share, and integration into varied leading business applications in support of your digital transformation strategy is not only conceivable, they are achievable with cloud based ECM. The key is to identify areas of opportunity to securely extend your ECM environment. Ask tough questions such as why are we doing things this way, and how can cloud with file sync and share enable us to do it more efficiently and effectively? What business problem are we solving, and is this the real business problem or a symptom of an underlying problem? Look for opportunities in the following areas with ECM in the cloud:

Content Access

Access to, and interaction with, any content type, anywhere, at any time, on any device, supports and enables collaboration between workers and interactions with partners and suppliers outside of the corporate firewall.

Optimization

Rapid deployment of a common content management system optimized for maximum business results ensures the latest product versions are in place across the enterprise at all times.

Engagement

Ability to comment, share, edit, view, and annotate content by internal and external parties streamlines operational efficiencies and increases effectiveness.

Scalability

Expansion from basic content management to highly targeted solutions such as case, governance, and industry specific solutions ensures the level of functionality is where you need it, when you need it.

Agility

Enable organizational elasticity for faster turn around and business agility to meet the growing demands created by both customers and users.

Security

Controlled access and monitoring capabilities prevent unauthorized access while recording all activities related to business content.



References

- 1 AIIM Industry Watch titled "Mobile and Cloud: accessing, capturing and processing content"
- 2 AIIM Industry Watch titled "ECM Decisions – strategic options for managing, accessing and preserving content"

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Introducing OpenText Content Suite Platform Cloud Edition, designed with an optimized architecture, modular performance options, and managed by our ECM experts to provide rapid deployment of the industry-leading Content Suite Platform in the OpenText Cloud. Deploying ECM in the cloud helps amplify the value of ECM to the Enterprise; it creates opportunities to rapidly introduce features like mobility, file sync-and-share, or integration to leading applications, while maintaining the flexibility to grow and customize, when and how you need to.

To learn more about ECM in the OpenText Cloud visit here, [click here](#).

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