AIIM WHITE PAPER

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

"Reimagining ECM for the Modern Enterprise"

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"Reimagining ECM for the Modern Enterprise"

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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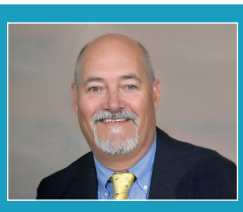
Process used and survey demographics

The survey results quoted in this report are taken from many 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 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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Bob Larrivee is Vice President of Market Intelligence at AIIM, and an internationally recognized subject matter expert and thought leader with over thirty years of experience in the fields of information and process management. Bob is an avid techie with a focus on process improvement, and the application of advanced technologies to enhance and automate business operations.

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Introduction to ECM Maturity

Faced with globally increasing competition and expansion, today's business organizations must find and implement simple, secure collaboration solutions that extend external sharing beyond their organization by tapping into local ECM systems and giving them global reach. Information must be provided on a 24/7 basis in a secure manner that not only controls access beyond the enterprise, but also is device agnostic, supporting the mobile workforce and external business interactions.

In the new use cases presenting themselves to business, considerations and accommodations must include external parties like partners, suppliers, and perhaps customers. Looking across the enterprise in various departments we find many opportunities to transform the ways an organization works with ECM.

One critical concern is how to increase productivity through mobile devices for capture of and access to vital business information. Idealizing engagement for project team, cross departmental, and external partner collaboration can mean the difference between revenue gains and business lost due to complex processes or the inability to respond in a timely manner.

Businesses must tune their ECM ecosystem in new ways that transform how their people operate both internally and externally, meeting the challenge of providing a secure collaboration environment and embracing enterprise mobility. In addition, multi-channel input and capture provides the means for information to enter the business process at various stages, bringing it under corporate control and governance.

Incorporating cloud and mobile as part of the information ecosystem extends ECM capabilities in a more flexible and responsive way by supporting device specific requirements and providing reliable 24/7 access through the cloud. Employees, partners, suppliers, and clients can upload, access, and download vital information when they need it – from the location of their choice – transforming the way they work with content and with each other.

Unfortunately, run rate spending on existing capital budget sometimes keeps IT from funding innovation in ECM. Yet, since the key benefit of connecting Enterprise File Synch and Share (EFSS) to ECM is for new business value, AIIM suggests the use of operating expenses (OPEX) from lines of business to fund the initial team/use cases. Moreover, make sure the connection to your existing ECM system allows tight coupling with the cloud repository to:

- *Capture documents from mobile devices or other sources and send to cloud*
- *Store documents in the cloud for improved business mobility and agility*
- *Share and easily access documents from any device, anywhere in the world*
- *Control who to share content with*
- *Collaborate on content with viewing, commenting, workflow and co-editing capabilities*
- *Protect content with enterprise grade security, encryption, backups and compliance*

ECM and the Transformation of Enterprise Work

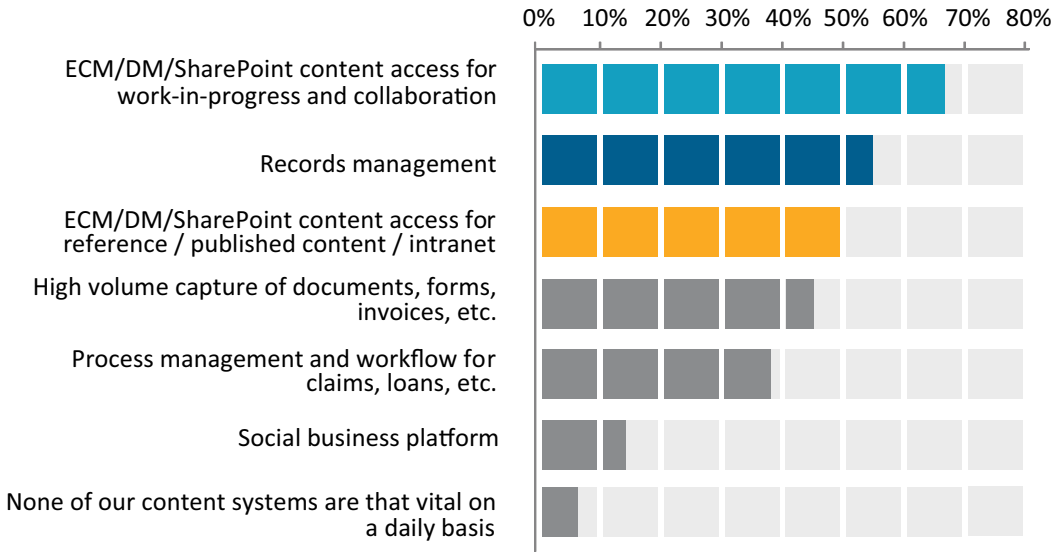
Consumerization is transforming what users expect from applications and how we deliver them, placing us in the era of user-centric IT. Cloud and mobile together, have created a user expectation of anywhere, anytime access to all information, including their business information, driving the transformation of how businesses engage with customers, partners, suppliers and employees.

From an ECM perspective, this transformation means that business content and the ability to interact with it must be both secure and accessible 24/7. Users must be able to use their device of choice, from any location – even while traveling above the clouds using on-board Internet access. Interactions must extend beyond the enterprise to many outside users to enhance collaboration. In today's business

world, accessibility, reliability, and responsiveness are more essential than ever, and EFSS plays heavy in this mix.

Supporting this, AIIM Research finds that for 67% of organizations, enterprise content management (ECM) and document management (DM) are mission-critical. Additionally, 54% of respondents indicate that records management (RM) and 40% indicate that capture and workflow are mission-critical for their organizations.[1]

Which of these content systems/operations would you consider critical for your business in terms of availability?



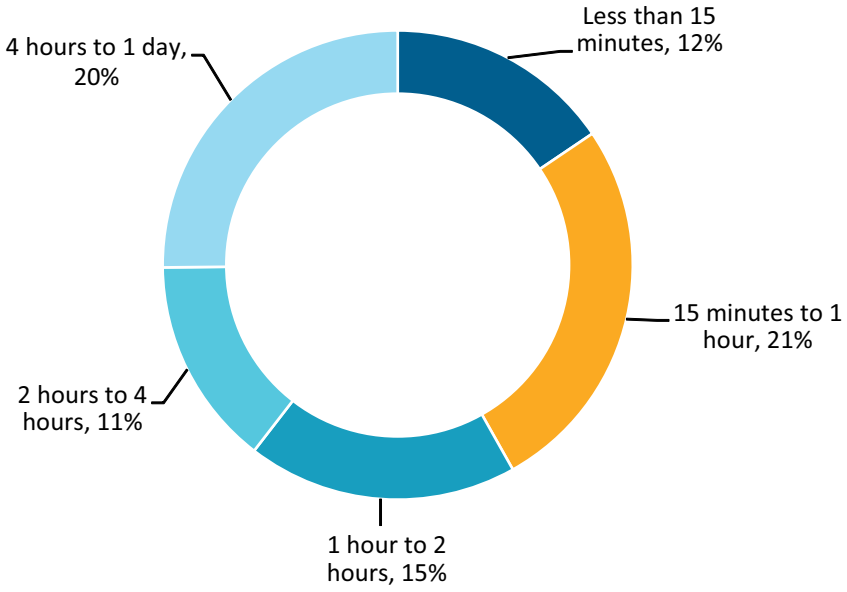
Extending the Information Ecosystem with EFSS

An integrated information ecosystem is one where all systems coexist and are interconnected in a way that allows secure access to and interaction with information and business processes. Typically, this discussion would conjure images of on premise systems connected to provide access to various bits of information. Often, a secure Virtual Private Network (VPN) may be the way the user community accesses information. While this serves the purpose, it is limiting and inflexible.

In today's business world, businesses must look beyond their corporate walls to support their enterprise work transformation and include the use of cloud and mobile as part of their information ecosystem to deliver and meet user demands. Failure to do so, can lead to creating silos that significantly affect their operations, and even revenue generating capabilities. Information that is unavailable or managed poorly takes valuable time to find, retrieve, and ultimately impedes workflows, presenting a serious liability and risk.

When asked about the impact of an ECM outage, AIIM Research finds that a third of organizations would suffer serious disruption after an ECM outage of just 1 hour and an additional 58% would struggle after half a day of downtime.[1]

How long before a system outage or major slowdown of your most critical content application would cause serious business disruption?



Given this indicator, traditional ECM alone, does not meet the transformation needs of many business organizations. Businesses today must have a reliable and accessible way to interact with content on a 24/7 basis, for both internal and external parties. Extending ECM to include cloud with mobile access capabilities, brings content closer to the user community, supporting business continuity with synchronization between cloud and traditional ECM systems.

Three Disruptive Business Challenges Modern ECM Must Address

Information can be viewed as the new currency of business. Information is entering businesses at astounding rates through multiple channels that include email, mobile devices, and even social media. When uncontrolled, this influx of massive amounts of information creates a situation of information chaos. The information is there, somewhere, but it is difficult to find, may not be complete when found, and it may not be the most up-to-date versions.

Intelligent information management dictates that information must be captured at the first touch-point, identified, categorized, and brought into the corporate environment for processing. Capture at first touch-point means the information is more secure, placed under corporate governance, and available for access and processing immediately.

AIIM Research finds that efficient, effective, and engaging information flows are now critical to how an organization delivers value. These flows are being disrupted by consumerization, cloud and mobile, and the Internet of Things. Disruptive challenges you need to address:

- **Automation:** How do we deliver solutions that enhance customer value and engagement more quickly using mobile-first and no- and low-code approaches?

- Security/Governance: How do we govern, value, manage, and protect our information assets wherever they exist (whether cloud, on premise, or some hybrid) and throughout their lifecycle?
- Analytics: How do we digest massive amounts of new data, apply structure where it doesn't exist, and use that structure to put data and content into action?

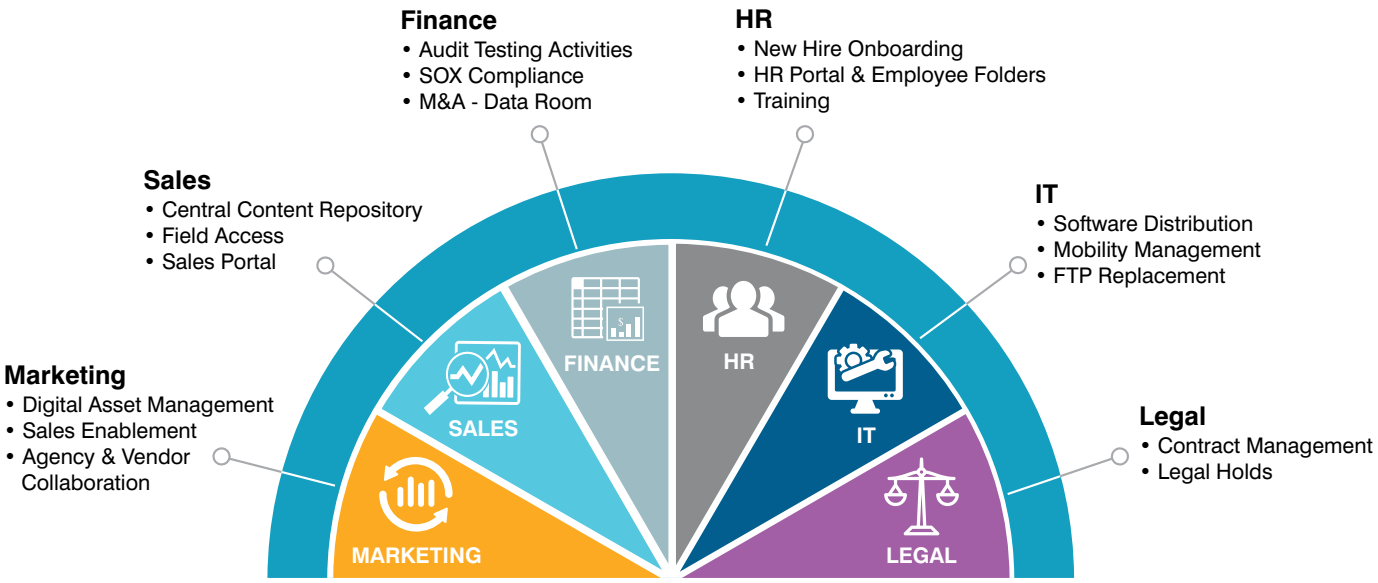
Businesses must be responsive, flexible, and engaging with clients, partners, and employees while also protecting their corporate assets and leveraging them for maximum insight and gain. This means businesses must approach the way they manage information more intelligently: by design rather than in random siloes where users go in hope of serendipitously finding value.

The combination of analytics to uncover valuable information with cloud as part of the extended information ecosystem modernizes ECM in a way that provides a synchronized view, bridges the information gaps, enhances collaborative efforts with support for mobile devices, and ensures that vital business information is available to the right people at the right time.

Identifying New Business Opportunities

Business organizations focused on transformation efforts must change how they interact with content and processes, and should begin by identifying the desired business outcome of those efforts. In the sales department, the opportunities for transformation might decrease lengthy sales cycles, increase productivity, or support risk management efforts by protecting against potential data breaches. If looking at marketing, the opportunity may focus on shortening the time to market and increasing content reuse rather than creation of duplicate content and the resulting content sprawl with multiple copies spanning the enterprise. In R&D, there may be opportunities to speed up new product design and enhancement cycles, streamline review and approval processes, and enhance cross-departmental communications. Clearly, the initial set of use cases are horizontal - spanning several departments in most organizations:

Every department in a company deals with content



Source: IBM/Box

Conclusions and Recommendations

The time is now for business organizations to look beyond their corporate walls, and extend their information and content management capabilities to their partners, suppliers, and customers. The information ecosystem must develop and evolve to address accessibility, mobility, and flexibility. Anytime, anywhere, any device interactions are no longer a nice to have, they are a must-have requirement.

The benefits derived from a synchronized on premise and cloud approach can simplify workflows, increase collaborative capabilities, support risk management efforts, increase productivity, and streamline operational processes. Sales processes move faster through enhanced customer engagement, mobile access to information and engagement with review and approval processes, while securely managing related sales documents.

Linking on premise ECM to cloud based applications is a way to bridge content silos across the enterprise enhancing internal and external collaboration, with support for mobile device use regardless of operating system. Cloud serves as an intermediary with synchronization to on premise ECM, ensuring that all content is up-to-date and that the right information is provided every time. Cloud supports mobile device use for access to and capture of business-related information and content - from any location. This same captured data is used to trigger workflows, so actions are taken quickly and more efficiently. Marketing can create content faster and more consistently through the reuse of existing content sources, and reduce editing processes through streamlined workflows.

Organizations seeking to transform their organizations into a more agile and responsive way of working, should proactively assess where and how bridging from ECM with EFSS in a cloud environment will provide the greatest benefit.

As an IM professional or business leader, consider:

- *Identify relevant content sources - Internally and externally.*
  - *Internal repositories and systems.*
  - *External resources like journals, blogs, social networking sites*
- *Enlist SME expertise.*
  - *To target additional resources and information types*
  - *For validation and enhancement of collected information*
- *Create an integrated information ecosystem.*
  - *Connect ECM and existing business systems across the enterprise*
  - *Leverage curator systems to serve as the mediator between information and user*

References:

1 AIIM Industry Watch titled "ECM Decisions"

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IBM enterprise information management solutions (EIM) improve and simplify how businesses manage documents and other information to become more productive, more efficient and stay compliant. IBM eliminates information silos and provides quick and easy access to the right content from any core business system and device. IBM achieves higher levels of user adoption resulting in faster ROI with a uniquely intuitive approach based on managing information by "what" it is versus "where" it's stored. With flexible on premises, cloud and hybrid deployment options, IBM reduces demands on IT by enabling those closest to the business must access and control content based on their requirements.

Thousands of organizations in over 100 countries use IBM as a single platform for managing their critical business information, including companies such as SAS, Elekta and EADS.

For more information, visit www.IBM.com.

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AIIM (www.aiim.org) AIIM is the global community of information professionals. We provide the education, research and certification that information professionals need to manage and share information assets in an era of mobile, social, cloud and big data.

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