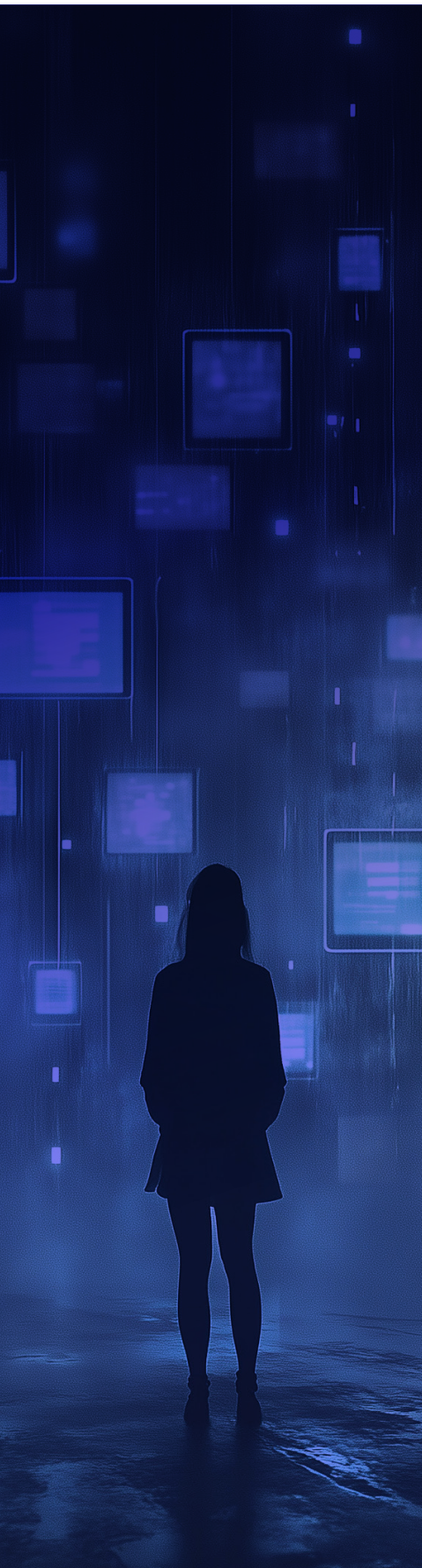


Unlock productivity with AI content management





The information overload challenge

Employees are inundated with data, spending countless hours searching for documents, deciphering complex reports, and struggling to stay informed about the latest industry trends.

This information overload hinders productivity, slows down decision-making, and ultimately: prevents businesses from reaching their full potential.

The cost of inefficiency

Studies show that a staggering 98% of organizations¹ cite technology-related challenges that result in delays or missed deadlines. This inability to access and use information effectively translates to:

- **Decreased productivity.** Employees waste valuable time searching for information instead of focusing on high-value tasks.
- **Poor decision-making.** Lack of access to timely and relevant information leads to uninformed decisions.
- **Stifled innovation.** The burden of managing information overload leaves little room for creativity and innovation.

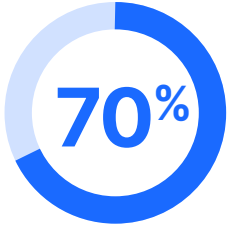
So how can organizations overcome these hurdles and unlock new levels of efficiency and innovation?

This playbook helps you prepare to adopt AI content management and accelerate AI productivity in your organization with expert tips, a strategic framework, and additional resources.

Understanding AI content management

Embracing AI is no longer a choice; it's a necessity. [AI content management solutions](#), which bring together modern content management systems and AI tools, intelligently organize, categorize, and analyze content, making it easier to find, understand, and use business content and data.

Making the most of AI productivity



of organizations are either implementing or investing in AI to create intelligent content.²

Organizations need tools that go beyond basic search and retrieval. To make the most of your AI productivity, choose solutions that solve for security, accessibility, and efficiency.

With modern AI content management solutions, you can begin to make sense of all the data within your organization using:

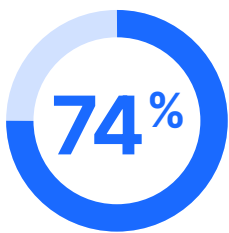
- **Conversational search:** Instead of relying on complex keywords and manual searches, you need a system that understands user roles and project contexts, providing tailored answers and information relevant to their specific needs using structured and unstructured data surfaced from integrated leading applications.
- **Rapid comprehension:** Prioritize tools that quickly summarize content and workspaces, highlighting key information, especially those that use large language models (LLMs) to identify and extract key concepts and facts in a user-friendly format.
- **Global accessibility:** Built-in translation tools are crucial to break down language barriers and promote collaboration across different languages and organizations with diverse teams.
- **Intelligent discovery:** Choose tools that allow for a holistic view of relevant information and promote informed decision-making. Having the ability to extract insights from previously inaccessible “dark data” will allow you to uncover hidden relationships and information for total visibility.
- **Quality content creation:** AI tools should be able to create drafts of documents like emails and memos by pulling relevant information from existing content. The ability to create high-quality content will speed up workflows and ensure messaging consistency.

OpenText™ Content Aviator

checks every box when it comes to enabling AI productivity. You'll get AI-powered search, summarization, translation, intelligent content discovery, and content creation functionalities, all in one easy tool, directly within your content management system.

DID YOU KNOW?

Businesses at the forefront of AI adoption are already seeing returns on their investments in as little as six months.³



of organizations are currently experiencing positive returns from their generative AI (GenAI) initiatives.⁴

Bottom-line impact

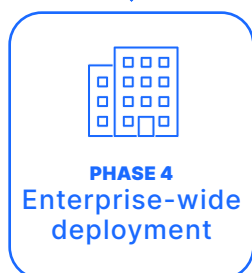
Sixty-six percent of organizations have lost business opportunities due to an inability to access data in a timely manner.⁵

By implementing smart AI productivity tools, you'll be able to:

- **Significantly boost productivity** by automating time-consuming tasks and streamlining workflows, increasing worker productivity by up to 25%.⁶
- **Reduce operational costs** by automating tasks, reducing errors, and optimizing workflows.
- **Increase employee satisfaction** by reducing repetitive tasks and providing better access to information.
- **Improve customer experiences** by using AI to help teams develop a 360-degree view of the customer.
- **Refocus your workforce** on higher-value activities that drive strategic goals and innovation.



Phased approach



The road to AI productivity

AI productivity isn't the result of a one-time project but an ongoing effort to improve and evolve with your organization's needs. With that in mind, we've designed a strategic framework to get you working toward big AI productivity gains.

AI adoption dos and don'ts

DOS:

- ✓ **Start with content management best practices.**
Classify and label content to improve AI accuracy and implement access controls to protect sensitive information.
- ✓ **Prioritize UX.**
Make content easy to find and use with AI search and integrate with business-critical apps to improve workflow.
- ✓ **Choose partners wisely.**
Favor responsible AI vendors with ethical practices and strong data security.

DONT'S:

- ✗ **Assume AI is a "magic bullet."**
Instead, prioritize human-in-the-loop systems and perform continuous oversight.
- ✗ **Neglect data security.**
Protect sensitive content with proper permissions and controls.
- ✗ **Ignore potential risks.**
Keep your eye on potential copyright infringement, bias, and privacy violations.



Phase 1: Preparation

Start by establishing your core team and determining objectives and outcomes.

● Role establishment

- Create a cross-functional AI strategy team.
- Appoint AI governance leaders.
- Define team roles and responsibilities.
- Establish a meeting cadence.

● Objective definition

- Define your key objectives.
- Pinpoint the key business challenges AI content management will solve.

● Outcome determination

- Establish your desired outcomes.
- Choose how you will measure KPIs.
- Identify which use cases will drive the most impact.

Phase 2: Assessment

Assess your current content landscape and AI readiness to build the best foundation for AI adoption.



Is your data ready for AI?

Discover how our [AI Data Readiness Workshop](#) can help you assess your data landscape and prepare for a smooth and successful AI journey.

Current content management audit

- Map the location, structure, types, metadata, and permissions of your existing content.
- Identify gaps and insufficiencies in your current systems.

Workflow inefficiency identification

- Pinpoint bottlenecks and inefficiencies in your content-heavy processes.
- Identify areas where manual processes are hindering productivity.



Take the OpenText AI Readiness Quiz

to gain an even deeper understanding of your AI readiness.

AI readiness evaluation

- Understand your starting point and areas for improvement when it comes to your organization's overall AI readiness.
- Explore OpenText's resources on AI for content management.

Targeted approach

- Consider piloting GenAI for a specific business unit or use case before enterprise-wide deployment.



Fast Fact

OpenText Core Content Management includes GenAI out of the box at no charge so you can implement GenAI at your own pace, with no additional investment.

Quick Tip

Don't forget about performance benchmarking to measure the impact of AI on content management processes. Use relevant metrics, and identify areas of success and areas needing improvement.

Phase 3: Pilot implementation

Test and refine your approach to AI-powered content management in a controlled environment. OpenText offers a range of pilot implementation opportunities and services, including:

- **Free trial**

- Use the [OpenText™ Core Content Management free trial](#) to test AI content management with your own data at no charge.

- **Controlled AI feature rollout**

- Gradually introduce AI features to test and refine their application.
- Expand AI usage across departments based on the learnings from the pilot.
- Provide comprehensive training and support to users throughout the implementation process.

- **Department-specific use cases**

- Focus on specific departmental needs and challenges to demonstrate AI's value.

- **Specialized discovery workshops**

- Identify the most impactful AI use cases to accelerate your journey toward AI productivity.
- Hands-on, collaborative environment [to explore the potential of LLMs](#).
- Identify specific business challenges.
- Develop an integrated strategy for AI-powered information management.



Phase 4: Enterprise-wide deployment

Once successful pilots are completed, it's time to scale AI-powered content management across the enterprise.

- **Comprehensive training**

- Provide comprehensive training to all users on the system and its AI capabilities.
- Use user enablement sessions, e-learning, and instructor-led training.

- **Continuous optimization**

- Foster a culture of continuous improvement based on user feedback and performance data.
- Leverage adaptive learning algorithms to refine search results, summaries, and translations over time.

- **Risk mitigation**

- Prioritize strong data governance.
- Include access controls.
- Use curated content to ensure AI responses are accurate and secure.

Risk mitigation strategies

Your data is of utmost importance. That's why implementing responsible data practices and training employees on the best use of AI to establish early accountability is key.

Governance best practices

Responsible and effective [Gen AI governance](#) protects both you and your data. By adhering to best practices, you can ensure your AI initiatives are ethical, compliant, and successful.

Keep private data private. Take steps to ensure that AI systems don't expose personally identifiable information (PII), financial data, or protected health information. To prevent the unauthorized disclosure of private data, choose AI models from reputable sources that are loudly committed to AI safety. Prioritize those that:

- **Leverage content analytics** to scan, tag, and securely store sensitive information.
- **Adhere to data privacy regulations** by removing PII when no longer required, except when under legal hold.
- **Implement access controls** to ensure only authorized personnel can view specific content.
- **Use a centralized Business Workspace** to manage governance, security, and classification, ensuring consistency and compliance with privacy policies.

Taking these steps will also ensure that AI outputs aren't offensive, harassing, dangerous, or malicious.



OpenText does not use customer data to train our AI models.

OpenText Content Aviator is built with a focus on security and accuracy, respecting content permissions and employing a purpose-built approach to minimize risks associated with AI, such as hallucinations and inaccurate information.

Your data is yours.

Transparent AI decision-making

Transparency is key to building trust and ensuring accountability in your AI applications.

- **Know your sources.** Tools like OpenText Content Aviator provide clear references for data sources, enabling you to verify findings easily.
- **Understand the AI process.** Ensure you understand how AI models are selected, how data is used, and the permitted uses of AI within your organization.
- **Educate your users.** Train your team on responsible AI utilization, including data rights, output authenticity, and acceptable use cases.
- **Stay informed about regulations.** Keep abreast of evolving regulations, such as the [EU AI Act](#), which emphasizes transparency, accountability, and oversight in critical areas.

OpenText prioritizes risk management in AI by:

- **Using data responsibly**

OpenText AI content management tools don't overshare information by proactively filtering for permitted content to prevent data leaks or accidental disclosure of sensitive data.

- **Reducing inaccuracies and hallucinations**

Publicly available LLMs are trained on broad datasets and can lack important domain-specific information. OpenText's system uses a retrieval-augmented generation approach that gathers only the most relevant documents from a Business Workspace to provide relevant accurate answers.

- **Implementing strong information governance protocols**

OpenText's AI classifies, labels, protects, and secures all its content. This ensures veracity and provides a framework for true accountability and oversight.

Human-in-the-loop oversight

While GenAI offers powerful capabilities, human oversight remains crucial. The best humans to provide that oversight are your skilled knowledge workers. With AI automating and simplifying repetitive, menial tasks, knowledge workers are freed up to make decisions and know how the AI solutions are running.

- **Maintain accountability.** Remember that you are accountable for how you use AI. Human users, operators, and providers are collectively responsible for AI output, especially in critical decisions.
- **Mitigate bias.** Through user training, careful use case management, and oversight of grounding data, you can reduce biases and prevent negative impacts and regulatory infractions.

By embracing good governance, transparent decision-making, continuous model refinement, and human-in-the-loop oversight, you'll be well positioned to harness the power of GenAI, responsibly and effectively.



A faster on-ramp to GenAI: Benefits of choosing a SaaS content management solution

SaaS solutions are often faster to implement than public cloud options due to their pre-configured settings and user-friendly interfaces. OpenText's streamlined approach allows for quicker deployment compared to the time-consuming process of building and configuring a public cloud environment from the ground up.

- **Get started quickly** with ready-to-use configurations for common business use cases. If you prefer, you can engage expert guidance and support from OpenText Professional Services or one of our integration partners available to assist you throughout the implementation process with a clear roadmap for a smooth and efficient deployment.
- **Streamline application management** with a cloud-based SaaS solution that eliminates the need for on-premises infrastructure and ongoing maintenance. OpenText Core Content Management delivers automatic quarterly updates, saving you the cost and complexity that come with upgrading an on-premises or private cloud solution. This is especially valuable when it comes to keeping pace with the rapid progression of AI features.
- **Leverage a comprehensive platform** that combines AI-powered tools like OpenText Content Aviator, deep integrations, and robust security measures with OpenText's extensive experience and expertise in content management. This creates a modern, efficient, and safe content management environment.
- **Manage the entire content lifecycle**, from capture to archiving, with support for numerous data formats and easy connections to leading business applications. This establishes a unified information environment that offers robust security measures and automated governance capabilities.

Ready to take the next step?

- **Learn more about cloud content management.**
- **Explore AI content management.**
- **Start a free 30-day trial of OpenText Core Content Management.**

Making the move to a SaaS solution

OpenText offers flexible options to support your migration to OpenText Core Content Management. Our experts are committed to minimizing disruption and ensuring a smooth transition to your new cloud-based content management platform. They will:



ANALYZE

your current content, migration scope, and business requirements to define a clear migration strategy.



BUILD

a secure and optimized migration environment to facilitate the transfer of your content.



TEST

rigorously to validate the migration process and ensure data accuracy.



DEPLOY

the full migration to your live environment and provide ongoing guidance and support.

[Contact one of our packaged services consultants. ›](#)

1, 5. Foundry Research sponsored by OpenText, MarketPulse Survey: Digital Friction, September 2024 .
2, 3, 4. The ROI of generative AI. (n.d.). Google Cloud.
6. AI is showing “very positive” signs of eventually boosting GDP and productivity. (2024, May 13). Goldman Sachs.