

# Implementing intelligent content management with responsible AI

4 key considerations for operational leaders looking to mitigate GenAI risks



The right solution must prioritize data privacy, security, transparency, and human oversight, while unlocking measurable productivity gains.

As a chief operating officer, you must carefully balance efficiency, compliance, and operational excellence. In the age of AI, intelligent content management is a strategic imperative, but it must be implemented responsibly. To harness the power of cloud content management and AI-powered productivity, without compromising compliance or trust, COOs must align their AI strategies with operational controls.

You need to identify and adopt an intelligent [content management solution](#) that enhances productivity, strengthens governance, and mitigates risk through responsible AI integration. Select an [AI content management solution](#) that doesn't just promise automation—it must be grounded in governance, transparency, and risk mitigation.

## 1. Risk mitigation through responsible AI use

60% of senior decision makers report security and privacy concerns as a top challenge in implementing AI-enhanced content management.<sup>1</sup>

Look for a partner committed to AI safety, who emphasizes compliance, privacy protection, and enterprise-grade security.

- **Data responsibility:** Ensure AI tools handle sensitive data carefully, using analytics to scan, classify, and store information securely.
- **Privacy protection:** Automate PII removal when no longer needed, with legal hold exceptions.
- **Access control:** Enforce role-based access to protect confidential information.

<sup>1</sup> Foundry Research sponsored by OpenText, [MarketPulse Survey: The Role of GenAI in Modernizing Content Management](#), May 2025

**“Enterprises that adopt GenAI with governance, transparency, and human oversight are best positioned to unlock real productivity gains.”**

— [OpenText Playbook](#):  
Unlock Productivity with AI  
Content Management

## Resources

[Access the AI Productivity Playbook ›](#)

[Explore market insights ›](#)

[Discover intelligent cloud content management ›](#)

## 2. Governance best practices

Effective AI content management must comply with evolving regulatory landscapes while supporting enterprise agility. [Strong governance frameworks](#) protect your organization legally, ethically, and reputationally, while enabling efficient AI scaling.

- **Centralized oversight:** Use a unified business workspace to manage governance, security, and classification—promoting consistency and regulatory compliance.
- **Aligning AI with business process:** Prioritize tools that classify and label content automatically, reducing risks associated with improper data handling.

## 3. Transparent AI decision-making

COOs must ensure AI usage aligns with both internal policies and external regulations. Transparency builds trust and protects the organization from ethical and compliance failures. Training programs for staff further reinforce clarity on data rights, output validation, and acceptable AI use cases.

- **Traceability:** Choose solutions like an [AI content assistant](#) that clearly reference data sources, ensuring auditability.
- **Policy clarity:** Define and communicate how AI is used, trained, and deployed in your enterprise.
- **Regulatory readiness:** Stay aligned with emerging standards, such as the [EU AI Act](#), which emphasizes oversight and transparency.

## 4. Human-in-the-loop oversight

AI should amplify—not replace—human decision-making. Responsible deployment includes structured human oversight to ensure accountability, ethical outcomes, and bias mitigation.

- **Maintain accountability:** Ensure knowledge workers remain part of the AI loop—supervising decision-making and outcomes.
- **Bias mitigation:** Use human oversight to validate data inputs, address biases, and guide AI refinement.

## Unlocking productivity without compromising trust

OpenText provides purpose-built content management solutions designed for enterprise needs, enabling you to operationalize GenAI responsibly while unlocking its full business potential. OpenText™ Content Aviator delivers:

- **Secure, accurate GenAI** with built-in privacy safeguards.
- **Retrieval-augmented generation (RAG)** to reduce hallucinations and ensure domain-specific accuracy.
- **Embedded governance and classification tools** for compliance and risk reduction.
- **A focus on human empowerment**, freeing up knowledge workers to make strategic decisions while AI handles the repetitive tasks.

[Unlock AI productivity ›](#)