



Transforming Personal Productivity with OpenText ECM Solutions

OpenText™ Content Suite gives today's knowledge workers the tools and experiences to share and collaborate the way they want—without sacrificing enterprise control

The digital work environment is here. And with it comes unprecedented opportunities to help employees improve performance and productivity on their terms, while still maintaining the oversight today's regulatory and legal climate demands. Where to start? Progressive organizations realize that rethinking the role of ECM within the enterprise can provide the fastest path to enhanced personal productivity and competitive advantage.

With the increasing digitalization of information and its distribution, the way knowledge workers complete their tasks is transforming on a scale that is surpassing even the introduction of the desktop PC decades ago. Many organizations are struggling to keep up with changes caused by a convergence of digitally driven forces:

- Digital natives who've come of age with instant, portable access to vast amounts of information and expect to work the same way
- The consumerization of the Internet has created perceptions that technology interaction and information sharing should be simple, intuitive, and unobtrusive
- Exploding volumes of structured and unstructured information from disparate sources offer exceptional value, if the right information can be accessed and used by the right people

In the face of this digital revolution, organizations face pressures to provide new ways to create, share, and manage information—before individuals and business units take it upon themselves.

SUMMARY

A new generation of knowledge workers is mobile, agile, and instantly responsive. They're demanding new ways of creating, sharing, and collaborating on the business content that drives innovation, creativity, and progress.

By rethinking the role of ECM in the digital enterprise, progressive organizations are enabling today's knowledge workers to excel at their jobs in ways that work for them. OpenText™ Content Suite lets users define how to best manage personal content, without sacrificing governance and control on either side of the firewall. With frictionless access to content, from any device, anytime, anywhere, users are empowered to focus on information to improve collaboration and foster innovation.

Personal Productivity in the Digital Enterprise

Personal Productivity can be defined as the day-to-day actions knowledge workers undertake to get their job done. It's their primary value contribution to the enterprise—the documented innovation, creativity, and teamwork found in all the emails, documents, spreadsheets, and presentations they create, share, and collaborate on.

However, thanks to expectations influenced by the sync and share applications they use in their personal lives, employees' approach to productivity in the workplace has completely changed. It's fair to say that the tools and methods they've been supplied to be productive don't measure up. Or, more accurately, the "enterprise-sanctioned" resources at their disposal don't measure up.

Personal Productivity presents a dilemma for organizations. On the one hand, content from Personal Productivity generates the highest volume of information, with the highest risks to security, compliance, and privacy—which has always made it the target of discovery in litigation. On the other hand, it also contains the lowest "per ton" value due to the transient nature of much of the information. Maximizing that value while controlling risk is essential to progressing and competing, but organizations are severely lagging in providing ways to efficiently optimize productivity with necessary controls.

Why ECM Hasn't Been the Answer to Improving Personal Productivity...

Previous generations of ECM platforms excelled at management and governance of enterprise information—if organizations played by their rules. By obeying convoluted taxonomy and metadata guidelines, labor-intensive manual filing protocols, rigid permission rules, and ineffective access procedures, organizations could recognize a legally defensible, single source of truth—but one completely at odds with the preferred productivity methods of a light-touch, results-focused cohort of workers accustomed to efficiently having all the information they need at their fingertips.

Not surprisingly, adoption suffered, the promise of an all-encompassing information repository was never realized, and individuals, teams, and entire departments created their own methods of managing "their" information to best extract value from it through idiosyncratic naming conventions, isolated file servers, and public sharing apps.

...Until Now

OpenText and progressive organizations have had their "light bulb" moment when it comes to the role of ECM in the enterprise. They've recognized that enabling nimble, enlightened workers with a secure infrastructure that provides anywhere, anytime access to information can be achieved by rethinking and augmenting ECM's traditional strengths in aggregating, managing, governing, and distributing information.

ECM should no longer be considered a one-way, dead-end repository where content is relegated for long-term storage. The new generation of ECM solutions is dynamic and integrated, providing a multi-lane information backbone that connects systems and individuals across the enterprise.



"The biggest benefit of Enterprise Content Management (ECM) is productivity. You can now work anywhere—from your laptop, tablet or mobile phone. Users can make the ECM solution their own. They can go to any knowledge repository they have access to, subscribe to new alerts or follow social feeds."

WOUTER VAN DEN HEEVER,
ECM MANAGER, DISTELL

Enhancing its ability to increase Personal Productivity required development across the ECM functionality spectrum. Seamless and simple file access and sharing can, and should, be part of an ECM platform that aggregates, correlates, and governs huge volumes of information. With new innovations like auto-classification, ECM frees employees from the laborious manual filing and tagging that spelled failure for past ECM implementations. Unstructured information from both sides of the firewall can now be automatically transformed into structured data that can be easily sorted, queried, and accessed based on permissions.

What's more, ECM can be extended into the processes and systems that fuel business to provide the same consistent control and governance on data generated there. Everything from inventory reports to service contracts to customer correspondence can all be connected, collected, and presented to give knowledge workers the whole story on any initiative or case.

And, because ECM is now holistically controlling the playing field behind the scenes, it makes it much easier to mold a cohesive personalized interaction with the information. New ECM platforms offer the same simple, intuitive user experiences digital natives have come to expect from technology. Everything related to a subject—from social feeds to collaborative threads to task lists can be tailored and presented in an easy-to-understand format based on each user's role and device.

OpenText™ Content Suite

OpenText Content Suite is the only ECM solution that provides a foundation for the Process Productivity, Personal Productivity, and Control the enterprise requires in a single suite—on premise or in the cloud. It redefines the relationship between end users and ECM solutions by placing people before technology.

OpenText Content Suite features:

- **New Smart UI:** Helping people become more productive with a new intuitive user interface for Content Suite and Extended ECM that offers a simplified, responsive UI, role-based views, access to most recent documents, and much more. It eliminates adoption as a barrier and is seamlessly extensible to other business applications.
- **Integrated Social:** Social interaction directly in-line with content improves collaboration and enriches search with activity feeds, in-line commenting, and user profile management.
- **Desktop Integration and Automation:** Access Content Suite directly from the desktop, desktop applications, and Office 365™ applications. Copy or move an email message into Content Server with a single click to greatly reduce the time it takes for users to file emails—and at the same time ensure adherence to records governance policies.
- **Integrated Files Access, Sync, and Share:** Access files from any device with fluid sharing and enterprise grade security and control. Extend OpenText Content Suite with Tempo Box or integrate Content Suite with the native Cloud application, OpenText Core.