

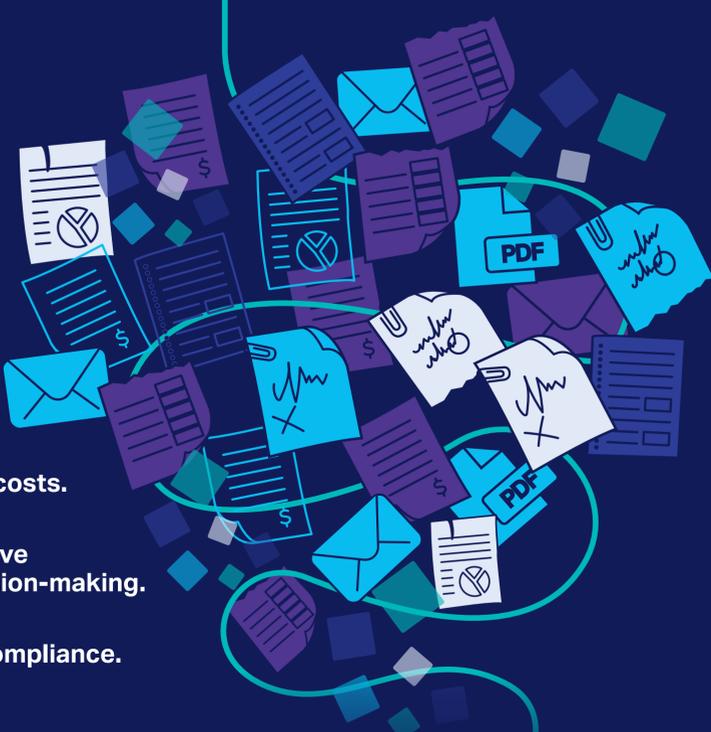
Boost the value of enterprise content



As many as **71%** of enterprises struggle with how to manage and protect unstructured data, such as enterprise content.¹

Organizations need to get their **unstructured data in order** so information can be easily located to:

-  **Reduce operational costs.**
-  **Gain insight to improve processes and decision-making.**
-  **Reduce risk of noncompliance.**



Content in context

Artificial intelligence reviews unstructured data to understand the **content in context**, so it can be accurately organized and classified.



By 2022, more than 60% of organizations will use artificial intelligence (AI) driven metadata tagging, boosting digital dexterity through improved delivery of insight, according to Gartner.²

+60%

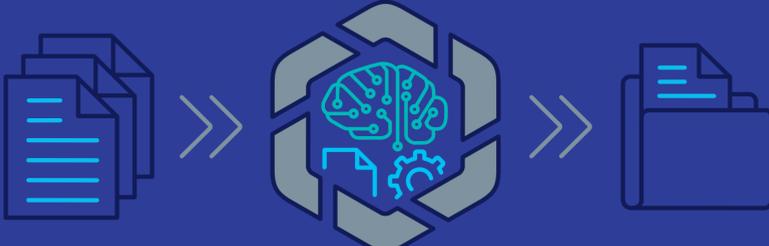


How it works

Example: A high tech company needs to quickly deal with its online contact form submissions

1

The company leverages advanced text analytics to recognize the nature of each submission.



2

The software classifies the submission—service complaint, product information inquiry, meeting request—based on that analysis.



3

It then assigns a priority score that triggers a timely workflow for efficient, compliant handling.



The results

- Increases the company's customer service department efficiency
- Reduces costs and potential for risk
- Eliminates error-prone manual reading and classification



AI-Driven Content Advisor from OpenText can help put content in context to increase its value.

[Learn more >](#)

¹Forbes, *The Big (Unstructured) Data Problem*, June 5, 2017.
²Gartner, *Applying AI to Web Content Management (WCM) and Digital Experience Platform (DXP)*, 2019.
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