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.

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.

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

Content in context

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

Example: A high tech company needs to quickly deal with its online contact form submissions. The company leverages advanced text analytics to recognize the nature of each submission.

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.