

# Moving content to the cloud: Your way, your pace

As more enterprises transition to the cloud for content storage, management and collaboration, what opportunities and challenges do they face? To find out, OpenText commissioned Forrester Consulting to conduct a study on the state of digital content in today's global organizations. Let's explore the findings and how they can help you successfully navigate your journey to the cloud.



## About the study

**Title:** Hybrid Cloud Enables Agile Content Management and Collaboration

**Conducted by:** Forrester Consulting

**Date:** January 2020

**Respondents:** 208 ECM decision-makers from global organizations

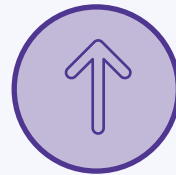
## 3 ways cloud content management drives success

Survey respondents reported that a modernized approach to content storage, management and collaboration is crucial to accelerating digital business.



**75%**

Better content management supports **top business objectives**



**46%**

Quick access to content improves **agility and collaboration**

Cloud content is better for innovation than on-premises content in these key areas:

**72% vs 25%**  
customer experience

**70% vs 16%**  
security

**64% vs 16%**  
usability

# Thinking beyond barriers



With all the benefits of digital transformation, why are some companies stalling their transition to the cloud? The research shows that migration paralysis is mostly rooted in perceived barriers, not real ones.

## Perception

Migrating from existing content management suites is not realistic.

Moving large volumes of content is too complex.

Transitioning data to the cloud could leave them vulnerable.

## Reality

**64%** with on-premises content say it puts them at a competitive disadvantage.

**51%** are struggling to meet customer needs for self-serve information.

**70%** of cloud adopters have improved security.

## Transform on your time with a hybrid solution

Organizations are recognizing that moving to the cloud doesn't have to be all-or-nothing. A hybrid solution enables cloud and on-premises solutions to work together, unlocking these key benefits:

- Greater flexibility
- Faster sales and service cycles
- Better collaboration and customer satisfaction
- Continued or improved security, compliance, and usability

## Use Cases: How a hybrid solution could work for you

- Automate communications generated directly from your CRM to deliver personalized CX
- Equip remote workers with cloud solution features integrated with on-premises content platforms and tools
- Manage employee files digitally in an archive that offers decentralized, flexible access

## Shifting from insights to action

When implementing a hybrid solution, here are some things to consider.

### Simplicity

Keep the scale manageable and don't overcomplicate things.

### Success

Define what success looks like for your organization and how you'll measure it.

### Scope

Pick a specific business process, problem or group to focus on.

### Strategy

Build on your successes and consider creating a migration strategy.

Visit <https://www.opentext.com/products-and-solutions/products/opentext-cloud>

Source: Hybrid Cloud Enables Agile Content Management and Collaboration, a commissioned study conducted by Forrester Consulting on behalf of OpenText, January 2020. Copyright © 2020 Open Text. All Rights Reserved. Trademarks owned by OpenText. For more information, visit: <https://www.opentext.com/about/copyright-information>

**opentext™**