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Four ways Content Services drive a more Intelligent and Connected Enterprise

A new approach to ECM is changing the way organizations extract value from information to ignite business processes

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Introduction

Information is an organization's most valuable asset. It comprises everything from corporate records to customer and partner interactions to all the intellectual property generated within the enterprise.

The majority of this information is now digital and the benefits of this transformation are multi-form. Digital media is easier to capture, store, share and dispose of when necessary. However, most of it lives in isolation, is siloed and can only be used within the application or process where it was created. It is also hard to access, mostly ungoverned and difficult to distribute to the people and processes across the enterprise that could benefit from it the most.

Enterprises are struggling to manage and extract value from this information as volume increases and formats diversify. Changes in demographics and business models necessitate new ways of interacting, sharing and collaborating.
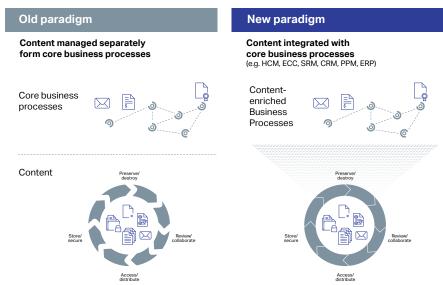
To meet increasing competitive, regulatory and customer service demands, Content Services extends an ECM platform's traditional organizational and management strengths deeper into the applications where the information originates.

With Content Services integrated into a lead application, content is analyzed as soon as it is created. Metadata classifications and governance policies are automatically designated and applied. Most importantly, Content Services generates dynamic connections, allowing content to be extracted and shared across the enterprise based on metadata relevancy.

Instead of mounting time-intensive search expeditions, users can have the information they require delivered in the context of the task—often within their preferred interface or through dedicated workspaces. The result is better and smarter decisions, made at a higher velocity.

This approach of connecting content to the digital business is a cornerstone of the Intelligent and Connected Enterprise. Continue reading to explore examples of these Content Services in action to get a better idea of the possibilities.

Manage enterprise content in the context of structured business processes

Old paradigm	New paradigm
Content managed separately form core business processes	**Content integrated with core business processes** (e.g. HCM, ECC, SRM, CRM, PPM, ERP)

The diagram above depicts content managed separately from core business processes (the old paradigm) vs a new shift towards content integrated with lead business processes (the new paradigm).

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Watch the quick introductory video and the download the full [AIIM Industry Survey Report.](#)

The evolution of the digital workplace

Content management needs are evolving as enterprises digitally transform and information siloes are no longer acceptable. Seamless access to and the sharing of information is essential to not only manage vast quantities of data, but also to extract its value in the form of business insights.

On top of that, technology is progressing rapidly. Content Services was a nascent concept just a few years ago, but today it is part of every information architecture conversation. The same now applies to cloud, AI, capture and automation technologies.

Where are organizations like yours on this journey? What are their priorities? What do they believe is attainable and what is wishful thinking?

The AIIM State of Intelligent Information Management report provides insight that can be used to benchmark your organization against. It explores:

- Shifting business models and advancing technologies that are changing the way organizations address information management
- New methodologies and approaches enterprises should adopt to ensure success

Real world example

Build Intelligent and Connected Enterprises: Connect critical business insights to business systems

Watch this video to see how connecting unstructured digital content to lead systems is fundamentally changing business processes.

As organizations innovate and deploy new technologies, such as drones and robots, connected systems and processes help enhance the role these machines play. The introduction of Content Services allows customers to integrate new content types into core business processes and better manage risk and cost.

"Whatever pain point we had within the organization, OpenText seemed to have a solution that allowed us to not only manage our information but extend it to our other business applications, where we could add value to the organization."

Vince Boccieri
Program Manager
Salt River Project

⇥ Read the Success story

Four ways Content Services drive a more Intelligent and Connected Enterprise

1. Increases lead business application impact

Lead applications are the software most users interact with on a day-to-day basis. They are the central hub of many business processes—the tools used to pay invoices, manage clients and communicate with fellow employees. It is how SAP®, Oracle®, Microsoft®, Salesforce® and others power major operational systems such as CRM, ERP, HCM and more.

By design, they are very good at doing very targeted tasks. But they have traditionally functioned as standalone silos, accessible to only a select few. Content Services opens the door to this data, enabling organizations to seamlessly govern, organize and make it available to knowledge workers across the enterprise who have permission to access it.

Injecting information when and where it is needed most increases the performance of business systems by better optimizing the supply chain, developing successful products, optimizing asset performance or engaging better with customers.

Content Services allows lead applications to reach their full potential as a specialized resource for the entire enterprise and ensures an organization realizes the full value of its investment.

2. Maximizes business processes

Business processes are the lifeblood of an organization, but no single process operates in a vacuum. It requires information from other systems and processes to perform efficiently and accurately.

Completing a claims adjustment, for example, requires content flowing between field staff, customer agents, suppliers, invoice processors and others. In addition, all the new information created in these processes must be tagged and made quickly available for another essential process: regulatory and legal discovery.

Enrich business processes with critical content insights to maximize overall process outcomes. In this content infused business process model, when content is created and connected to a lead system, additional information is stored alongside it to describe the item. This is referred to as metadata. It makes the content smarter and offers context, as it connects the right information within the lead application process. Metadata also allows previously unstructured content to be exponentially more intelligent and connected to critical business processes.

Process operators can now see the whole picture without ever leaving the application or interface with which they are most comfortable.

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3. Empowers employee productivity

The user experience has traditionally been the forgotten element in one-size-fits-all information management platforms. Integrating Content Services with lead business systems changes that. Purpose-built to accomplish specific goals, it allows for easily customizable, role-based experiences that reflect what users need to see—how, when and where they want.

Behind-the-scenes automation eliminates confusing classification and taxonomy rules. Content Services also mirrors the corporate governance policies applied to the central ECM platform. Adoption rises while risk decreases.

When individuals and teams have the information they need in front of them they make smarter, faster decisions and can focus on the task at hand. They know, see and can do more. Removing barriers to productivity, Content Services drive agility and innovation, while increasing security and compliance.

4. Offers a single source of truth

Information is flowing into the enterprise at ever-increasing rates from ever-diversifying sources. Regulatory and legal demands are escalating, and customers refuse to accept uninformed answers.

Most organizations are stuck in the middle with a content management infrastructure that was outdated five years ago.

There is hope. Build on an existing ECM platform with Content Services to solve productivity issues and extend governance best practices to processes, one step at a time.

Creating the proverbial "single source of truth" is a journey and every step closer brings more information under control, making it available to drive innovation, enhance customer service and reduce risk.

Conclusion: What is next and how do I get there?

The cost of not adopting new approaches to information management is easy to quantify. The digital transformation of consumers, enterprises and entire industries means that, for most organizations, survival depends on effectively managing and extracting incremental value from its most valuable asset: Information.

Fortunately, the foundation for becoming an Intelligent and Connected Enterprise, one prepared for a future of insight infused system integrations comprising cloud, automation and AI, is already in place.

An organization's existing ECM platform is its foundational backbone and extending Content Services is the next evolution. It becomes flexible and holistic, driving further value from business processes by delivering content insights. People and processes become more connected and productive, in ways that work for them, while increasing the amount of information that is brought under governance control.

The secret to success is in small steps, not giant leaps. Identify a specific challenge or opportunity within a function or process, and partner with a reputable vendor to identify a solution and implement it. Then move on to the next one.

"We've got the trilogy. OpenText™ Content Suite is the source of truth. OpenText™ Extended ECM for SAP® Solutions is the source of process. And OpenText™ Application Governance & Archiving for Microsoft® SharePoint® is the outer limits."

Rick Quarmby
Principal Knowledge
Management Advisor
Hydro Tasmania

⇥ Read the Success story

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Partner with the industry leader in Content Services

OpenText is the industry leader in Content Services solutions. OpenText™ Extended ECM Platform helps:

- Integrate with lead applications at the heart of critical processes

- Bridge siloes and facilitating information flows across the enterprise

- Create simple, intuitive user experiences to effectively work with ever-increasing amounts of diverse content

- Increase the reach of trusted information governance and security functionality

- Run anywhere with cloud-native technologies that vastly simplify deployments, upgrades, and the quicker introduction of new features.

OpenText was once again named a leader in the 2019 Gartner Magic Quadrant for Content Services Platforms. Learn more.

Resources

Learn more about the changing face of content management and how OpenText solutions are helping enterprises prepare for tomorrow.

- Read OpenText Vice Chair, CEO and CTO Mark Barrenechea's blog post, Delivering the Intelligent and Connected Enterprise, to discover the intelligent information core.

- Read the blog post, What are Content Services?, to continue exploring the concept and practice behind this new approach to ECM.

Discover how OpenText is empowering intelligent and connected business processes by connecting critical content insights to lead business systems.

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: opentext.com.

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