# Guide: Build the business case to digitally optimize HR with content services

How to communicate the rewards and necessity of
a content services-empowered HR department

**HYLAND**™

**Imagine this scenario:**
Your HR department is asking for help. Whether they're coming to you for advice from an IT standpoint or because you manage the department, the message is clear: Your *HR team needs help, and the problems keep coming back to*:

- Challenges onboarding an increasingly global and remote workforce
- Unmanageable amounts of employee-related content
- Poor integrations with your extended IT portfolio
- The immensity of compliance requirements
- Driving employee engagement and talent management
- Realizing operational efficiencies to allow the organization to scale

**Bottom line:**
Your team is falling behind in the digital-first world we live in, and they don't have the tools they need to catch up.

## How to help your HR team

You know you need to keep this team sharp, competitive and running at full speed, and you know how to do it: By bringing on the right technology partner at the right time.

But first you need to build the case for digitally optimizing the department using a content services solution.

**We've got the roadmap you need to make it clear:**
HR is the heart of your business. It recruits, manages and cares for the people who keep you competitive. This team needs the tools to compete for the best hires, to deliver the exceptional experience to employees they expect, and to effortlessly thwart risk and meet compliance demands.

▶▶ **Let's talk about the "why" of content services for HR**.

## Content services solution: OnBase

OnBase is an enterprise information platform. When it comes to deploying for HR departments, it means giving your team the ability to:

- Drive employee engagement with rich content integrations
- Empower HR to focus on high-value work
- Decrease bottlenecks in hiring and onboarding
- Ease complex compliance burdens
- Minimize data risk
- Manage the entire digital employee record on one platform, from anywhere
- Provide seamless content integration to not just the HRIS, but any business application
- Automate review and approval tasks using workflow

# Why a digital-first HR department is imperative to your business's future

The best reason to digitally optimize your HR department? Because employees expect a seamless digital experience. If you want to attract and retain the best talent, here are some ways digital optimization can help.

## A digital-first HR department:

### Reduces the costs of manual processes

Investing in technology is a big deal, especially for non-revenue-generating departments. But, the cost saving benefit still has a major impact on the bottom line. A content services platform touches every piece of data, streamlining and protecting it. In practice, that looks like automation in creation, management, retention and destruction of documents, keeping workflows moving and creating powerfully helpful tools for the HR team and employees.

### Helps scale your business efficiently

A growth mindset is a critical part of most business goals. If employees are spending hours filing papers, looking for information, sorting out duplicated processing or working in disparate spreadsheets that quickly become outdated, that negatively impacts the entire business. A content services platform can position HR in a way that growth is more attainable, faster. For example, this HR OnBase deployment helped a customer grow by 20-25 percent through a combination of content services and a Hyland Cloud deployment.

### Streamlines hiring and onboarding processes

Now more than ever, we all expect seamless experiences, on-demand services and 24/7 connectivity from anywhere — not just in our everyday consumer experiences, but also at work. Content services improve both the HR and new employee experience, managing complex content to help speed recruitment and get new employees onboarded faster. Your HR team needs to be able to effortlessly administer the jobs from anywhere, and content services bolsters that shift to a more employee-centric approach that makes the critical new employee experience a positive one.

### Safeguards employee data

A content services solution gives visibility into every user that accesses an employee file and provides a complete audit trail of who accessed the documents and what amendments were made. It also minimizes risk by ensuring only secure, role-based user access to those files. Robust records management also automates compliance with document retention policies by taking action when a document enters the system, automatically assigning it a record type and applying the appropriate time- or event-based retention policy.

### Enables HR to focus on people

Once a content services solution comes aboard, HR can shift its focus from maintaining records and tracking down information to developing the best talent to drive the organization's success. HR practices have also been shown to have measurable ROI to an organization by increasing an employee's lifetime value based on processes involved with hiring, onboarding, developing talent and culture.

# In action: Play out the conversation

| If you hear: | You can counter: |
|---|---|
| **Digital optimization, digital transformation — what do these buzz words even mean?** | You're right, *digital transformation* has been thrown around as a buzz word for a long time. But, many businesses are beyond the transformation phase and looking more for digital optimization. There is a difference. By bringing on a content services platform, we're not starting on a path toward technology and looking for a transformation; we're looking at what can work better and optimizing it to meet our objectives. For HR, it means creating a single source of storage and truth for HR records, so our team members aren't spending time looking for things, working with outdated data, creating unnecessary security risks and getting hit with compliance fines.<br><br>The key is to identify which type of digital solution goes into the optimization. Growing amounts of research show a comprehensive content strategy platform is the best solution to capitalize on digital investments because it not only can migrate HR's legacy paper-based and/or manual systems, but it can also deliver core competencies to the department, like robotic process automation (RPA), which would help with our retention and destruction compliance, and digital records management, so our team has the most complete view into all of its data.<br><br>**57%** **of information over the next two years that will be unstructured content (like charts or word processing documents) or semi-structured (like an invoice or a form)[1]** |
| **HR isn't a revenue generator. It's hard to justify the spend there.** | You might be surprised. There are costs involved, but keeping manual-based processes is actually more detrimental and costly than digitally optimizing our processes. In my research, new adopters of content services platforms deployed in HR recoup costs quickly due to the new efficiencies. **In this study by Content Results**[2], 68 percent of new RPA users anticipate the technology will pay for itself in under a year, and 40 percent say in under six months.<br><br>Bringing all our HR content together in a smart way could reduce or eliminate hours of costly manual processes, help us pass audits and eliminate compliance issues, and put our talented HR team to work on higher value initiatives that truly drive value enterprise-wide.<br><br>**77%** **of leaders who say HR is much more critical to success than it was two years ago[2]** |

| If you hear: | You can counter: |
|---|---|
| **We have Hyland's content services platform in other areas of our enterprise. It works for them, but how easily can it work for HR?** | Hyland's HR-ready content services platform is called OnBase. It's both expertly tailored to the use in which it's being applied, and customizable through lowcode, rapid application development. This means that we not only extend an HR-ready platform into HR, but we also empower HR with OnBase's low-code ability to create platform-based applications that solve sudden or time-sensitive problems. Whether that looks like needing to start onboarding employees remotely due to a pandemic or customizing pre-built return-to-work apps, Hyland makes it easy to expand our solutions across departments. **98** **types of documents in Kwik Trip's HR department** See how Kwik Trip expanded OnBase from AP to HR to manage its 21,000+ employees |
| **We've already got an HRIS. Why would we keep adding to our IT stack?** | You're right — adding to our IT stack is not the goal. In fact, a content services solution helps identify what's working in our technology stack and what's duplication or outdated. For example, OnBase integrates with our current technology* and pulls all that important data from each one, so our HR team can access it more easily and from anywhere. Plus, once that content services platform is in place, it reduces our dependency on the HRIS, which gives us greater agility to make faster upgrades or transitions to newer technology. *OnBase can integrate seamlessly with every major HRIS* **3.1x more content** Volume of increase in HR information assets expected over the next two years[2] |
| **We need to focus on getting our cloud strategy in place.** | Right, getting our content and workforce to the cloud is imperative to the health of our business, and HR needs to be a part of that discussion. With cloud-based content services, such as OnBase deployed in the Hyland Cloud, the high-level security inherent in the platform also provides security coverage to HR team members, so they can work remotely, anytime and anywhere. In addition, applications that are based on the cloud are maintained and updated automatically, so our team doesn't have to deal with major disruptions or manual oversight to stay up to date. **More than half of business leaders identify cloud security as an operational advantage over on-premises storage[3]** |

# Your digital strategy for HR — or lack of one — has ripple effects on your entire business

Today's business climate doesn't reward stagnancy. You need action, innovation and the willingness to evolve. Now is the time to make your case for your HR team to have the tools it needs to help them better execute strategic priorities, enable business growth and position your enterprise to grow into the future with the best workforce.

**Hyland is here to help.**

↗ Learn more about Hyland's HR solutions.

## Sources

1  AIIM, Strategies to conquer information chaos with intelligent capture, assisted by artificial intelligence.
2  Content Results, Intelligent HR: Intelligent automation best practices within Human Resources.
3  IDG, Content services: Leveraging cloud for improved IT and business outcomes.