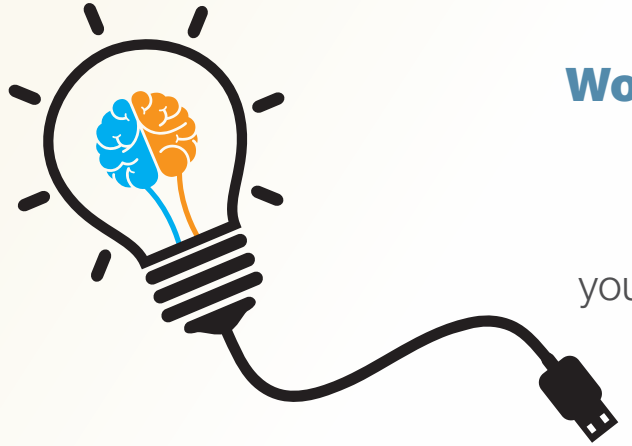
An IDC InfoBrief, Sponsored by Hyland | July 2019

IDC
ANALYZE THE FUTURE

Drive Business Value
with Intelligent Automation

The Path to Intelligent Automation and a Competitive Advantage

Intelligent automation must be part of your organization's **overall strategic, well-funded** digital transformation initiative.



Work transformation is one of the key capabilities required to **effectively scale** your digital transformation initiatives.

Automating and optimizing to make your **content flow frictionless** is a primary attribute of work transformation.

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Executive Summary

Less than half of organizations have made the strategic decisions for successful digital transformation (DX) initiatives.

- IDC defines DX as the application of 3rd Platform technologies (cloud, mobility, big data analytics and social business) to transform decision making.
- Work transformation is a key component of DX. Work transformation is a fundamental shift in the creation and delivery of goods and services; automated and augmented by human-machine collaboration; enabled by new skills and work experiences that manifest in a dynamic work environment un-bounded by time or physical space.
- Both DX and work transformation offer opportunities—as well as increased security and compliance considerations.

Intelligent automation is a key component of the future workspace.

- The future workspace provides anytime/anywhere access to content and content-centric workflows, enabling secure collaboration and contribution.
- Automating content-centric workflows offers cost, productivity, collaboration, and operational advantages.

The transformation of content workflows must be a core component of a broader, strategic, and well-funded DX program.

Intelligent process automation, including intelligent capture, plays a key role in transforming content-centric workflows.

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Methodology

The content for this IDC InfoBrief is based on interviews with Hyland customers and the following published research from IDC:

- *IDC Global Digital Transformation Leaders Survey, June 2018*
- *IDC Future of Work Survey, November 2018*
- *IDC MaturityScape Benchmark – Content Centric Workflow Survey, July 2018*
- *IDC Content Workflow Automation Survey, June 2017*
- *IDC Managing Enterprise Content User Needs & Strategies Survey, June 2017*

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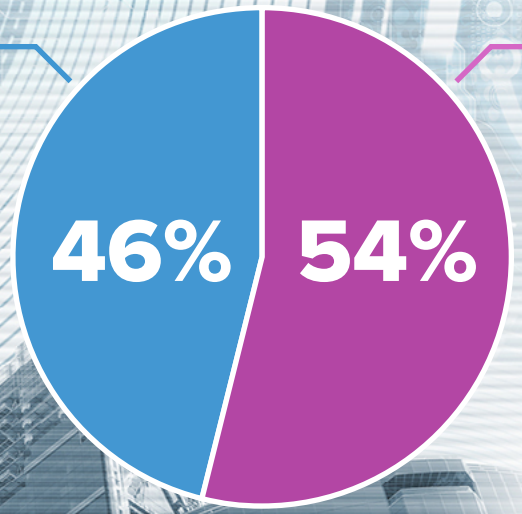
Where Is Your Organization On Its Digital Transformation Journey?

IDC research shows a divide between organizations that are digitally transforming and those that are struggling.

DIGITALLY DETERMINED

Making the strategic, organizational, technology, and financial decisions that set them up to digitally transform their organization



DIGITALLY DISTRAUGHT

Still battling to digitally transform

IDC Global DX Leaders Survey, June 2018

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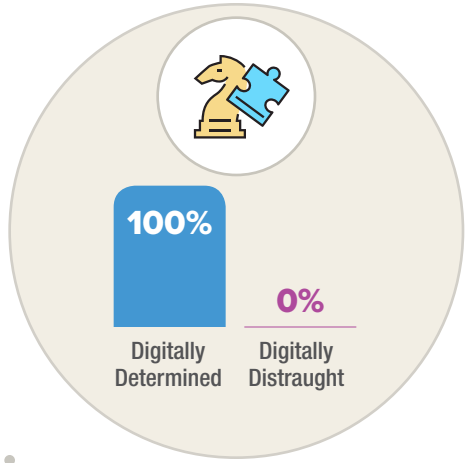
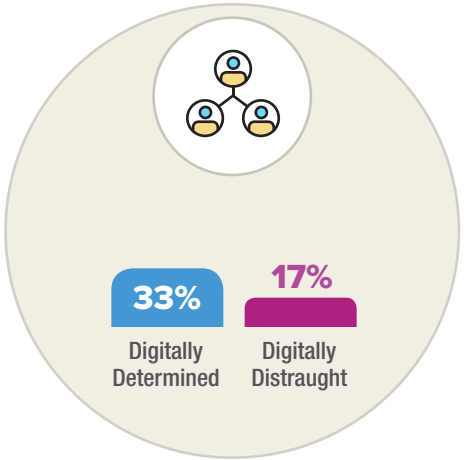
Is Your Organization Digitally Determined?

INTEGRATED ENTERPRISE-WIDE DIGITAL STRATEGY



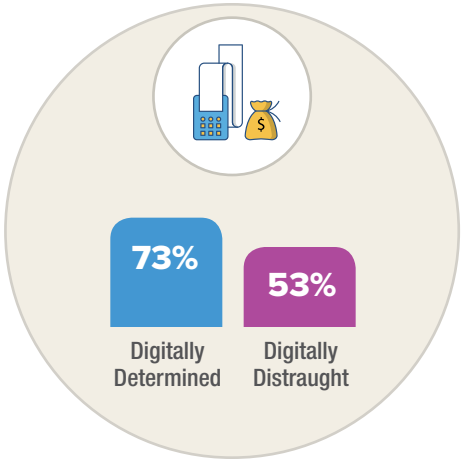
The defining characteristic of digitally determined organizations is a single enterprise-wide strategy, as opposed to multiple digital strategies rooted in various lines of business.

EMBEDDED DX ORGANIZATIONAL STRUCTURE



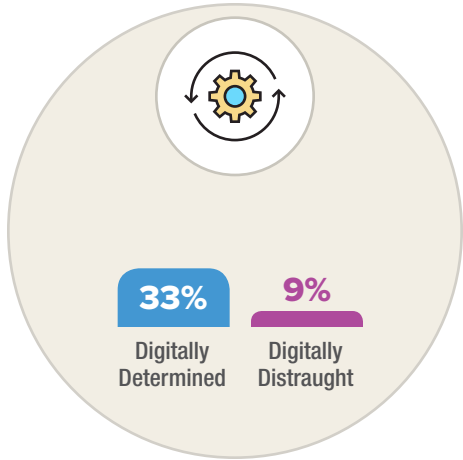
Digitally determined organizations are 2X more likely to have digital embedded throughout the organization and culture, as opposed to residing in a central digital group.

DX FUNDING FROM CAPITAL BUDGET



73% of the digitally determined are funding their DX initiatives through a capital budget (investing in a long-term venture) as opposed to short-term funding mechanisms.

ENTERPRISE-WIDE INTEGRATED DIGITAL PLATFORM



1/3rd of the digitally determined are focused on scaling digital operations and therefore are working towards a single digital platform — including intelligent automation.

IDC Global DX Leaders Survey, June 2018

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IDC Defines 5 Dimensions of Digital Capabilities Required to Successfully Scale Digital Transformation Initiatives

Intelligent automation is critical to work transformation; work transformation is critical to DX and therefore integral to customer experience and operational excellence.

Future of Customers

Empathy at Scale

Future of Intelligence

Insights at Scale

Future of Operations

Operations at Scale

Future of Work

Work Model at Scale

Future of Culture

Leadership at Scale

Organizations must have an enterprise-wide strategy for work transformation, including:

- A culture focused on employee experience
- An over-arching vision, strategy, and dedicated funding for work transformation initiatives as part of overall DX initiatives
- A digital platform that supports a modern workplace

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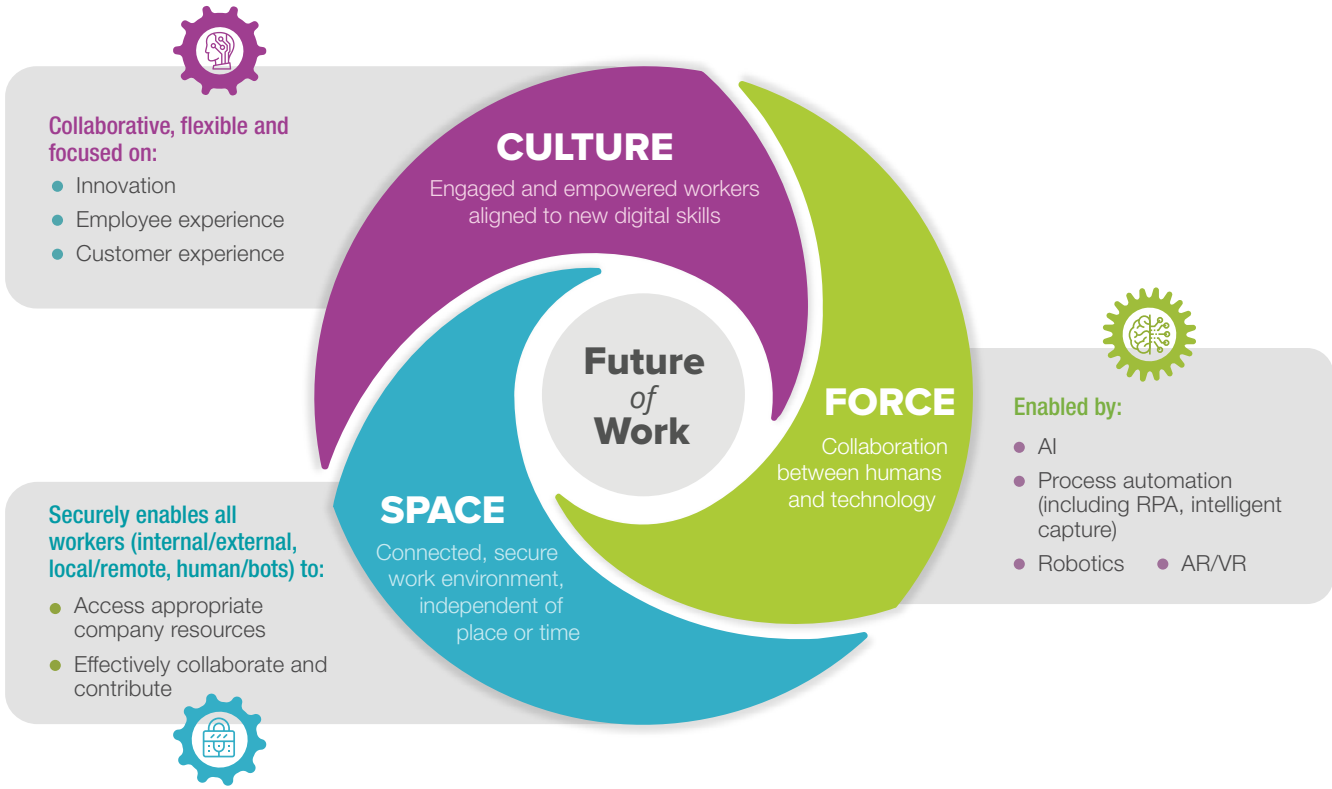
IDC's Future of Work Framework Provides a Structure for Framing Work Transformation Initiatives



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Work Transformation – Where Are We Today?

Most Organizations are Just Starting Their Work Transformation Journey

8%	5	OPTIMIZED	FoW Disrupter
		FoW initiatives agile, adaptive, learning, transformational and deliver competitive advantage.	
18%	4	MANAGED	FoW Transformer
		FoW supported by enterprise technology platform; initiatives extend beyond corporate boundaries.	
31%	3	REPEATABLE	FoW Practitioner
		Pan-enterprise FoW strategy supported at senior levels but internally-focused; some silos still exist.	
36%	2	OPPORTUNISTIC	FoW Apprentice
		Some recognition of FoW but enterprise-wide strategy still lacking; initiatives are siloed and limited.	
8%	1	AD HOC	FoW Laggard
		Little or low realization for FoW initiatives; no overarching strategy, funding, or support.	

IDC Future of Work MaturityScape Benchmark survey, n = 150, March 2019

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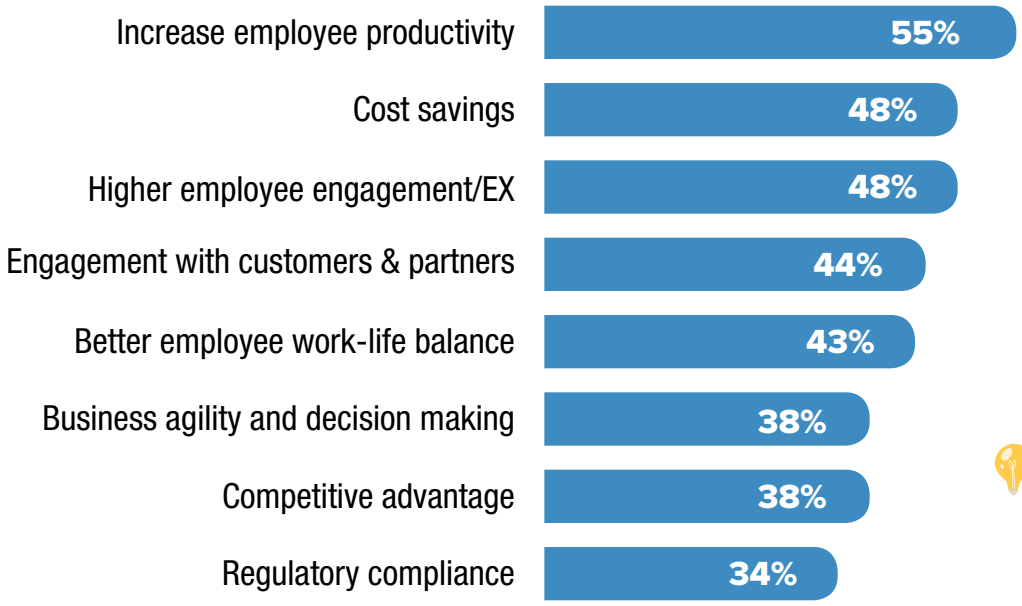
Work Transformation Drivers

Increased Productivity Tops the List of Work Transformation Drivers



IDC Future of Work Survey, November 2018

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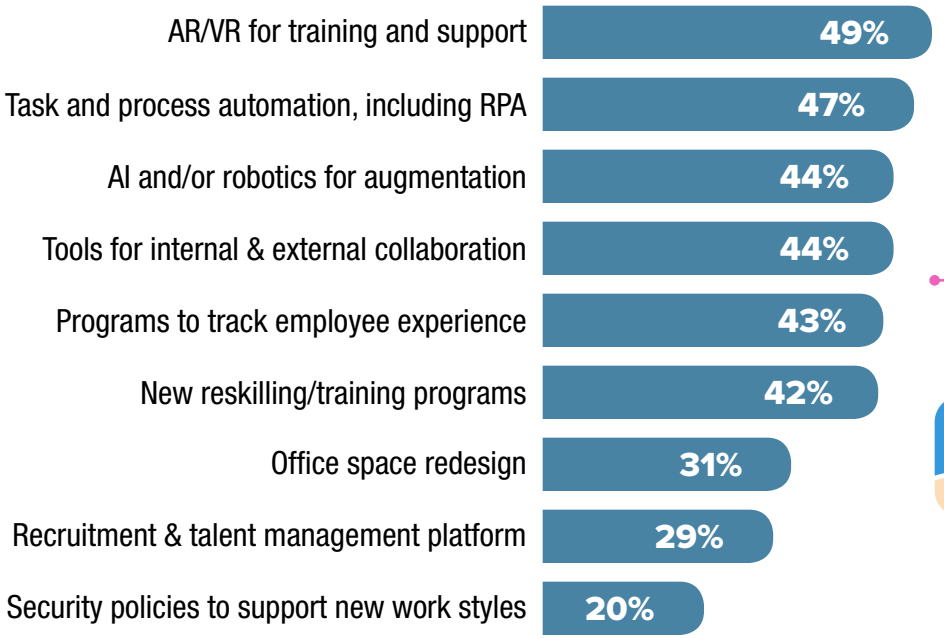
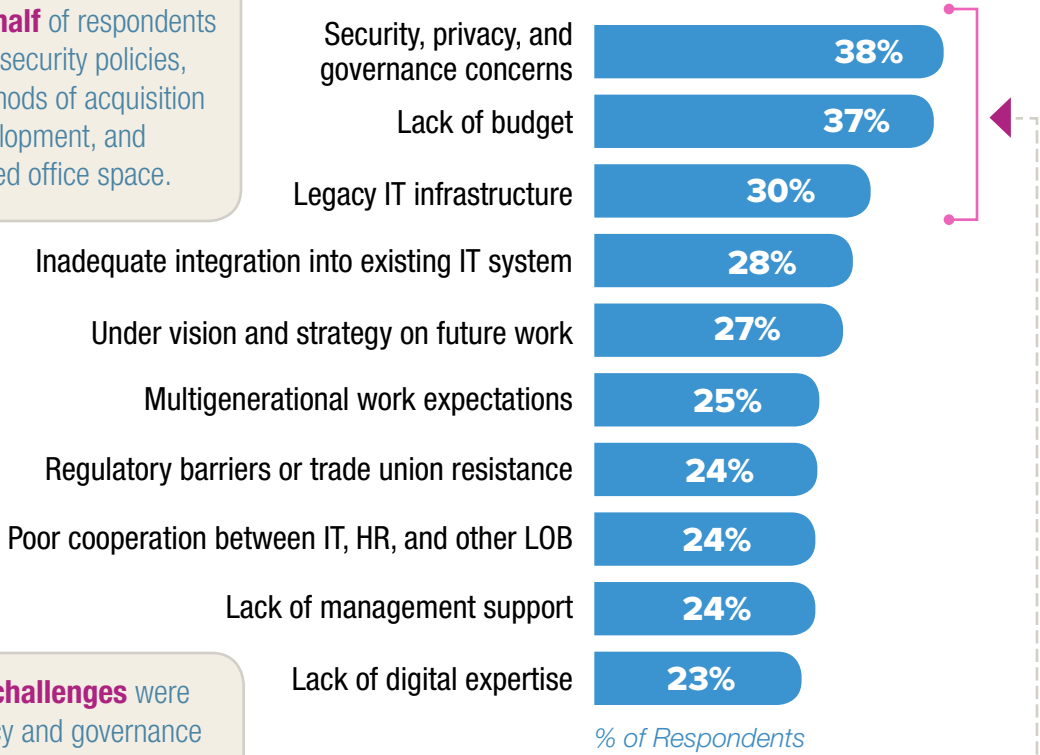
Today's Work Transformation Initiatives and Challenges

Work Transformation Initiatives Today



Almost half of respondents had new security policies, new methods of acquisition and development, and redesigned office space.

Primary Work Transformation Challenges



The biggest challenges were security, privacy and governance concerns, lack of budget and managing legacy infrastructure.

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Intelligent Automation Is a Key Component of the Future Workplace

Intelligent automation technologies include intelligent capture, workflow automation, and robotic process automation (RPA). Organizations have the opportunity to incorporate artificial intelligence, including machine learning and content analytics, to make these tools "intelligent."

Transforming organizations say that **intelligent enterprise capture** has been deployed and is used to engineer efficient, automated workflows.

These organizations have deployed **workflow design and orchestration** technologies enterprise-wide.

The most mature organizations have deployed some type of **automated document generation** technology.

Many are using or are planning to use **robotic process automation** (RPA) software to automate and optimize content-centric workflows.

IDC MaturityScape Benchmark – Content Centric Workflow Survey, N=150 July, 2018

76% expect **AI** to significantly or moderately **increase the productivity** of front-office functions; 65% say the same for back-office.

64% expect **RPA** to significantly or moderately **increase knowledge worker productivity**.

IDC Future of Work Survey, November 2018

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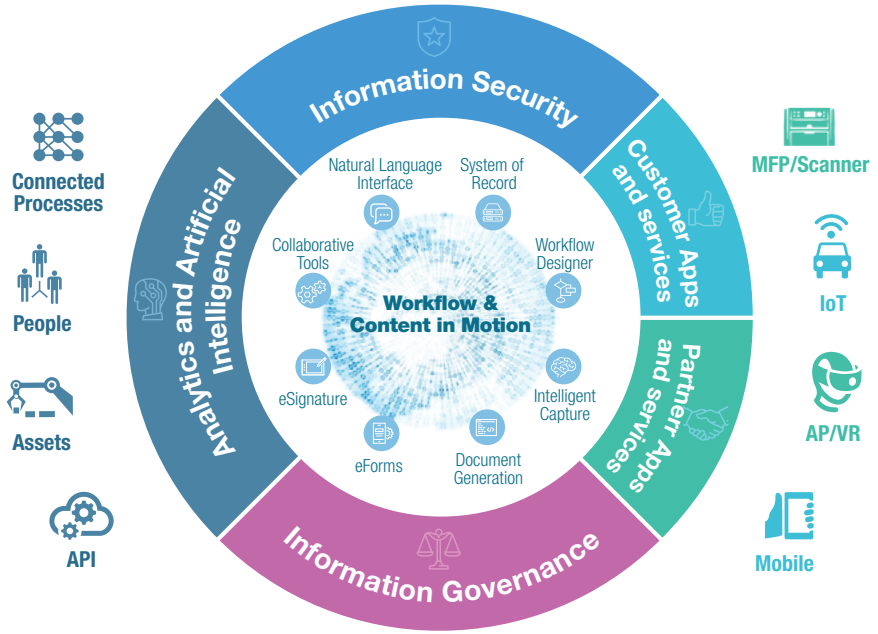
Intelligent Automation and Content Workflows

The Future Workspace provides anytime/anywhere access to content and content-centric workflows, enabling secure collaboration and contribution.

> We have different types of interagency agreements… We are able to route [them] based on conditions that we gather… from the initial form.
>
> *– IT department of a U.S. state government body*

Components of the Content Workflow Ecosystem



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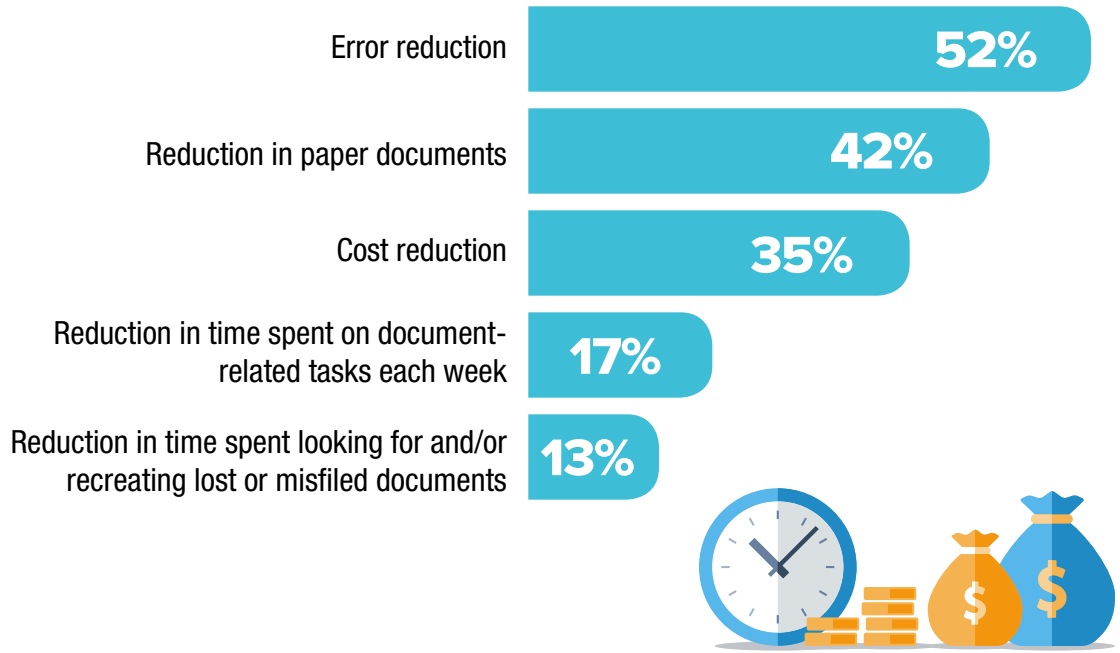
Hyland customer interviews, April 2019

Benefits of Automating Content Workflows

Q. What benefits did your organization experience as a result of deploying technology related to digitizing, automating and optimizing document workflows?



The IT department of a U.S. state government deployed **content workflow solutions** to automate accounts payable, requisitions, and purchasing processes. The department saved an average of **350 hours/month**, equating to estimated annual savings of **$140,591**.

> People can [review and] approve [invoices] on their mobile devices because we have **[a responsive, web-based interface]**. If someone doesn't approve it within a couple of days, there's an automation reminder that goes out.
>
> *– IT department of a U.S. state government body*

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Top Priorities for Content-Centric Workflows

Q. What are your organization's top priorities for transforming content-intensive workflows and how content is managed?

% of Respondents (N=325)

Reducing cost and **improving business operations efficiency** continue to be the primary drivers for transforming content-intensive workflows and management of enterprise content. Collaboration and productivity are also key.

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Source: IDC's 2017 ECM-FSS User Needs & Strategies Survey

Where Is Your Organization In Its Content Workflow Automation Journey?

1	2	3	4	5
Digital Laggard (Paper based)	**Digital Apprentice** (Functional)	**Digital Practitioner** (Enterprise)	**Digital Transformer** (Networked)	**Digital Disruptor** (Intelligent)
No overarching strategy, funding or support.	Digital replication of paper workflows.	Enterprise-wide strategy for digitizing, automating, and integrating content-centric workflows.	Focus on improving CX. Full integration with enterprise applications and departmental systems of engagement, enabling DX across the network.	ML and AI technologies support orchestration and decisioning within content-centric workflows.
11% *of organizations*	**24%** *of organizations*	**32%** *of organizations*	**19%** *of organizations*	**14%** *of organizations*

IDC MaturityScape Benchmark – Content Centric Workflow Survey, July 2018

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Developing Your Organization's Content Workflow Maturity

If your organization is at stage:

	1	2	3	4	5
	Digital Laggard (Paper based)	**Digital Apprentice** (Functional)	**Digital Practitioner** (Enterprise)	**Digital Transformer** (Networked)	**Digital Disruptor** (Intelligent)
Then:	• Inventory existing content types, technologies, workflows • Identify individual areas that could benefit from content workflow automation • Obtain support for a proof-of-concept or pilot project • Research relevant technologies	• Share business unit successes • Engage IT to serve as a starting point for new deployments and source of best practices • Permit experimentation • Define a common set of KPIs to guide new efforts	• Establish an enterprise-wide task force or center of excellence focused on content workflows • Evaluate processes that extend outside the organization for additional efficiencies • Engage with other initiatives focused on customer experience • Explore greater use of analytics to provide insights into content usage and workflow optimization	• Evaluate results for additional areas of innovation • Extend workflow oversight to include AI technologies • Deploy analytics to automate response mechanisms and augment decisions • Build a central AI team with key business stakeholders • Have road mapping discussions with vendors about their transformational capabilities	• Continue to promote innovation in transforming workflows • Establish shared services teams by use cases; include representative stakeholders • Continue to monitor technology and best practices for ongoing automation and business value

IDC MaturityScape Benchmark – Content Centric Workflow Survey, July 2018

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Essential Guidance

Consider the transformation of content workflows as a core component of a broader, strategic, well-funded digital transformation program that will:

- Increase business value by reducing costs and improving speed, accuracy, and transparency.
- Improve the employee experience by minimizing repetitive, manual tasks and removing bottlenecks, enabling workers to focus on higher-value assignments.
- Improve customer experience (and all stakeholder experience) by serving the right information to the right users at the right time.

Intelligently automate the workplace with AI-enabled process automation throughout the information lifecycle:

- Including intelligent capture, workflow automation, robotic process automation and related technologies.
- Automate the ingestion and distribution of unstructured information with advanced capture and correspondence tools.

Focus on leveraging transformation for improved customer and employee experience:

- Leading to increased business value.

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About Hyland

Hyland is a leading content services provider that enables thousands of organizations to deliver better experiences to the people they serve. With more than 3,000 employees and 21,000 customers around the world, Hyland is widely known as both a great company to work for and a great company to do business with.

By harnessing innovative and intelligent automation technologies, we streamline processes and help organizations and their employees focus on high-value tasks and providing exceptional customer service. Find us at Hyland.com