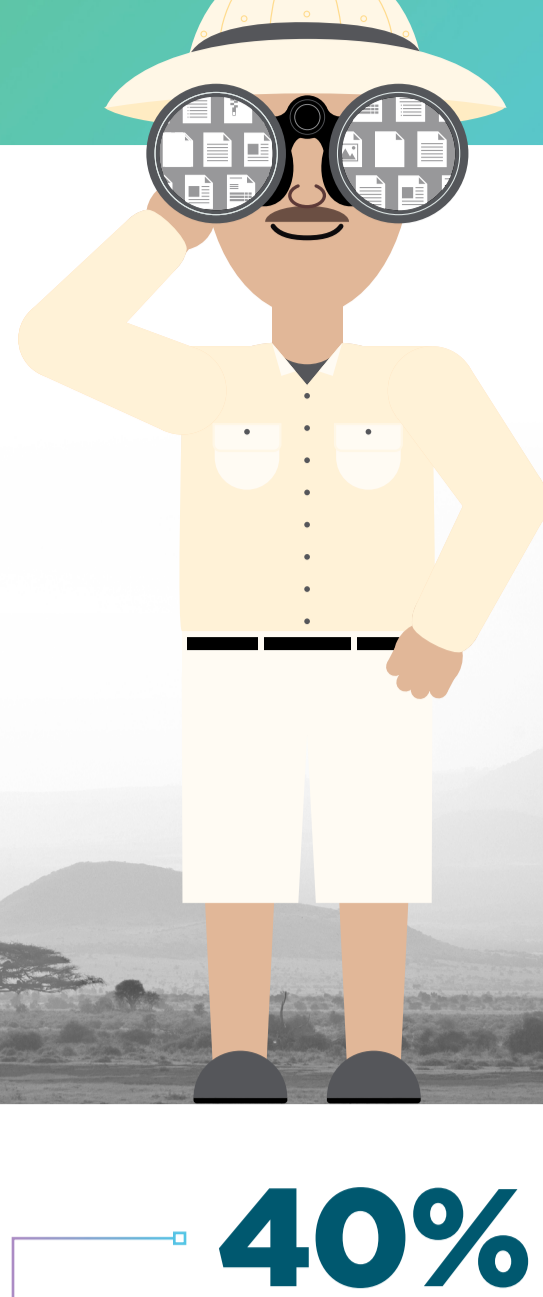


LET'S GO ON A CONTENT SERVICES SAFARI

Jump on board and take a tour with us through key benchmarking data from AIIM. We'll help you identify a clear path toward establishing an attainable content services vision for your organization — *and maybe have a little fun along the way, too.*

All data referenced is from AIIM's 2018 report: "Embracing Content Services: Setting the Vision for Your Organization," which surveyed 120 AIIM members about content management within their organizations.



STUDY YOUR FIELD GUIDE

ECM VS. CONTENT SERVICES — SO WHAT'S THE DIFFERENCE?

(Old) Enterprise content management (ECM): Primarily a means of transforming paper documents into electronic information, and organizing, storing and distributing that information to employees and staff.

(New) Content services platform: A set of applications and flexible technologies that aggregate content across multiple repositories, connect disparate applications, provide complete, centralized views of information, and enable the sharing of content with stakeholders, customers and collaborators both inside and outside company firewalls.

40%

of survey respondents have a vague understanding of the differences but can't describe them

31%

of survey respondents say the difference is not clear

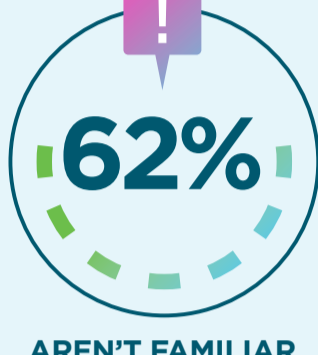
74%

would prefer to buy only the content management capabilities they need, rather than buying everything

48%: Agree
26%: Strongly agree

Modernizing and strengthening information ecosystems will be essential to growth and success, as will automating core business processes.” - AIIM

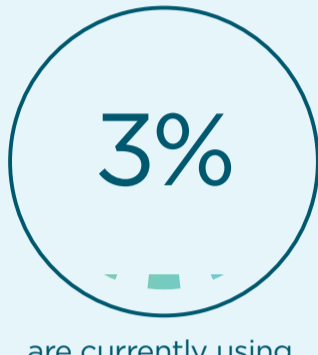
ALSO: GET FAMILIAR WITH LOW CODE/NO CODE SPEAK



AREN'T FAMILIAR WITH THIS TECHNOLOGY



are familiar



are currently using

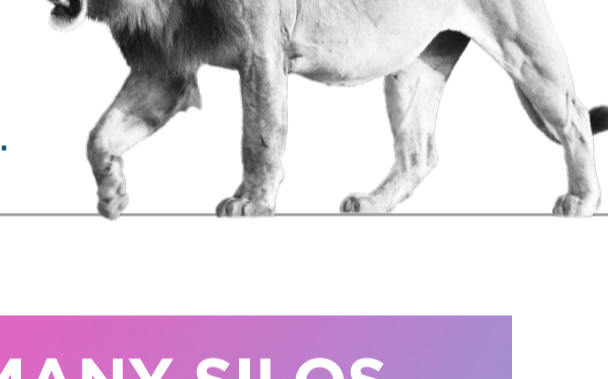


plan to purchase

A low-code platform minimizes the need for costly custom coding, allowing you to rapidly configure a variety of business applications

LOOK OUT FOR GAPS, CHALLENGES AND (THE OCCASIONAL) HUNGRY LION

Thinking strategically about your technology stack means saying goodbye to ancient “beastly” systems and hello to modern, scalable platforms.



MANY SYSTEMS

21%

HAVE MORE THAN 10 ECM OR CONTENT MANAGEMENT SYSTEMS

45%

HAVE TWO TO FIVE ECM SYSTEMS

MANY SILOS

LARGEST CONTENT-RELATED BUSINESS CHALLENGES:

66%

CONTENT SILOS ACROSS REPOSITORIES AND APPLICATIONS

53%

SEARCH-ABILITY

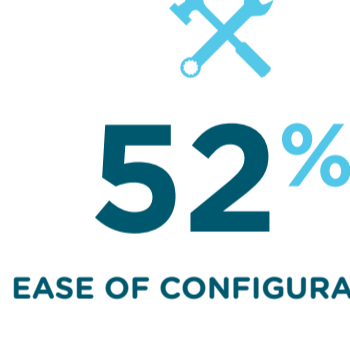
51%

DUPLICATION ACROSS REPOSITORIES

BIGGEST STRUGGLES WITH CURRENT CAPABILITIES



CONTENT ANALYTICS



EASE OF CONFIGURATION



OVERCOMING INFORMATION SPRAWL

ORGANIZATIONAL ROADBLOCKS

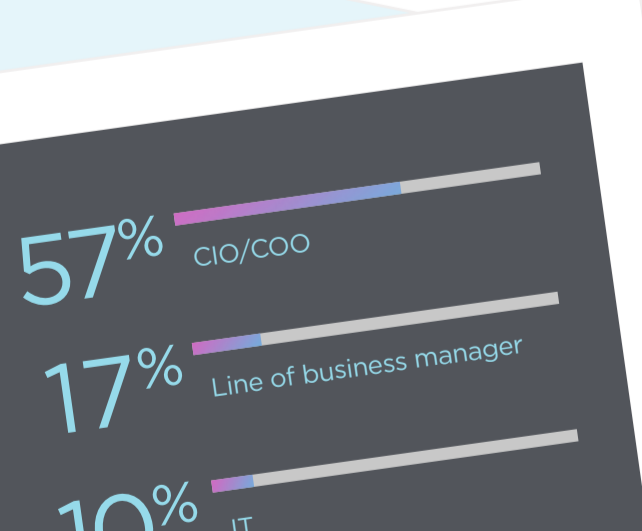
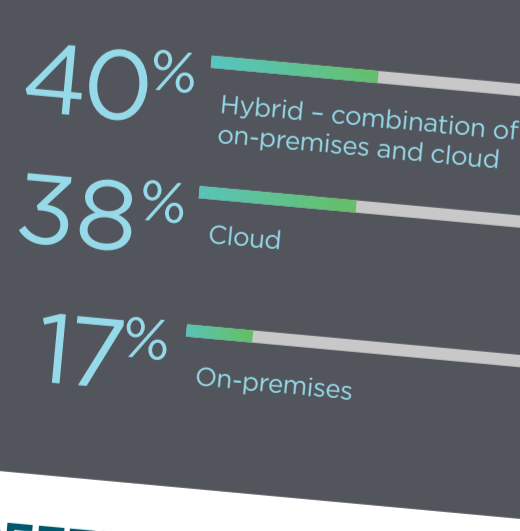
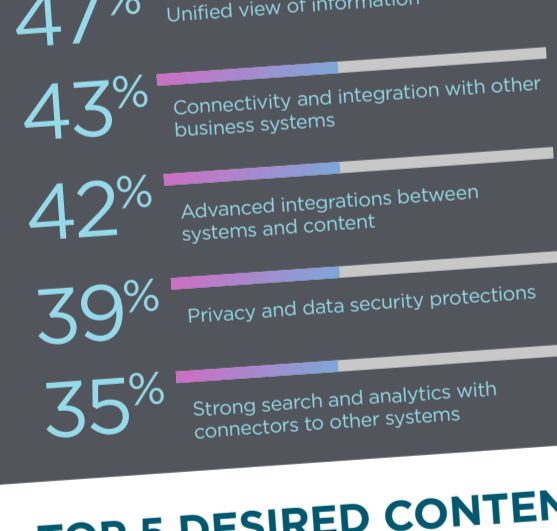
32% NOT ENOUGH BANDWIDTH - ATTENTION AND RESOURCES DEDICATED ELSEWHERE

28% WON'T TRY UNTIL THE TECHNOLOGY IS PROVEN

If you are unhappy with the performance of your current system, document the reasons and work to change the situation either with your current supplier or a third party who can fill this need.” - AIIM

TAKE SOME SNAPSHOTS ALONG THE WAY

Keep these insights in mind as you evaluate your organization's content services needs



The best approach involves working as a team to develop the business and functional requirements, evaluate potential solutions, and make the decision collectively.” - AIIM

FEELING WILD ABOUT CONTENT SERVICES? PLAN YOUR OWN SAFARI:

1. Take inventory of your content management systems and tools
2. Set a goal to synchronize systems and allow user community to access information across repositories
3. Assess how your core capabilities match up to the five functional requirements above
4. Identify strengths and weaknesses and work to improve

[Get more insight from AIIM's 2018 content services report >](#)