A **GOVERNMENT TECHNOLOGY** THOUGHT LEADERSHIP PAPER

Maximizing Efficiency & Productivity with Content Intelligence & AI-Powered Automation

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Why Agencies are Turning to AI for Enterprise Content Management

85% of enterprise content is unstructured, including emails, video files and memos.[1]

Content is disconnected and often scattered **across 21 systems, on average.**[2]

Employees lose about **25% of their workweek** searching for information.[3]

67% of agencies said a solution that can surface, govern and derive intelligence from enterprise content that lives across various content stores would **have a large to significant impact** on their innovation goals.[4]

Just **30%** of businesses leverage **AI-enabled automation to drive impact** and unlock valuable insights in content-related processes.[5]

INTRODUCTION

State and local agencies face skyrocketing volumes of complex, unstructured data. But most legacy systems are too antiquated to process such large amounts of information. That hinders government efficiency, data accessibility and service delivery.

At the same time, other forces — including sweeping efficiency initiatives at the federal level and the explosion of innovative technologies like artificial intelligence (AI) — are compelling state and local agencies to rethink operations. More than 700 bills related to AI use were introduced in more than 40 state legislatures in 2024.[6] Thirty states have also issued guidance on AI,[7] indicating how quickly the technology is becoming integral to public service.

With these shifting dynamics, there's a critical need to modernize enterprise content management and unlock the full potential of an agency's content to deliver insights, automate processes and fuel innovation.

Public sector organizations face two critical challenges, says Rohan Vaidyanathan, vice president of product for content intelligence at Hyland, a leading provider of AI-enabled solutions for the public sector.

"Their unstructured data is scattered across countless content repositories and tools — and they need to turn that data into smarter processes and better customer experiences," he says.

How can they achieve that? With an approach centered on AI-enabled solutions. Content intelligence and AI-powered automation can help agencies harness the power of enterprise content and unstructured data to increase efficiency, enhance constituent service delivery and achieve their mission.

WHAT IS CONTENT INTELLIGENCE?

Content intelligence integrates AI across the information lifecycle to allow organizations to maximize the value of their content. It enables smarter workflows, improved productivity and faster decision-making.

In essence, content intelligence transforms unstructured data to make it more usable, discoverable and actionable. That might mean enabling department staff to quickly summarize a large, complex document using AI tools. Or having the ability to search instantly across multiple repositories to fulfill a Freedom of Information Act Request (FOIA) request using natural language processing.

60% of organizations now prioritize content intelligence.[8]

Core Capabilities of Content Intelligence

As Hyland defines it, content intelligence comprises three core capabilities:

Knowledge Enrichment | **Knowledge Discovery** | **Agent Builder**

1. Knowledge Enrichment:

Catalog what you have. Knowledge Enrichment transforms raw, unstructured data into high-quality content for use in AI-based automation and app development.

Enrichment involves ingesting, curating and enriching metadata using predictive AI models. Content is analyzed to generate new metadata, and then this enriched data is tied back to the original source in its repository.

As data is ingested, Knowledge Enrichment inspects the content, extracts data and transforms it into vectors, known as embeddings, which are optimized to provide AI-ready information for use by large language models (LLMs).

As content is curated and contextualized, the system also removes personally identifiable information (PII) and other sensitive data.

2. Knowledge Discovery:

Find what you need. Knowledge Discovery lets users find relevant business insights with a simple natural language query, leveraging AI to answer questions and generate reliable, accurate information.

Because these answers and information are grounded in the organization's own data and LLMs, Knowledge Discovery delivers insights with far greater accuracy than open AI tools, which make large approximations based on predictions rather than actual facts. Those broader tools can also rely on faulty or incorrect training data that affects the quality of their outputs.

"Though there are many LLMs and AI tools available in open communities, implementing solutions with strong data quality, context enrichment and built-in support for security and compliance requirements is crucial," Vaidyanathan says. "This is where AI must be tightly integrated with content management systems to federate data."

3. Agent Builder:

Act on your content. AI agents can be programmed to perform specific content-driven tasks, augmenting government workforces and letting agencies implement AI at scale.

With a tool like Hyland's Agent Builder, users can create AI agents for specific workflows or operational areas, or ones that specialize in specific knowledge bases, such as traffic data, permitting applications or procurement RFPs. Alternatively, agencies can adapt off-the-shelf agents to deploy these tools more quickly. They can also take advantage of multi-agent collaboration for more complex workflows that traditionally require more steps and human interactions, such as processing benefits applications.

"The power of content intelligence is in Agent Builder," says James Morrison, a senior solution engineer at Hyland. "Simply create the agent and select the data sources for AI to crawl. The agents do not care if the data is coming from a legacy or modern system, the action is the same."

Each AI agent can be configured to comply with internal governance policies. Agencies can easily manage agents throughout their lifecycle through versioning, testing, deploying and continuous monitoring and by constantly improving the data inputs and governance rules that power these agents.

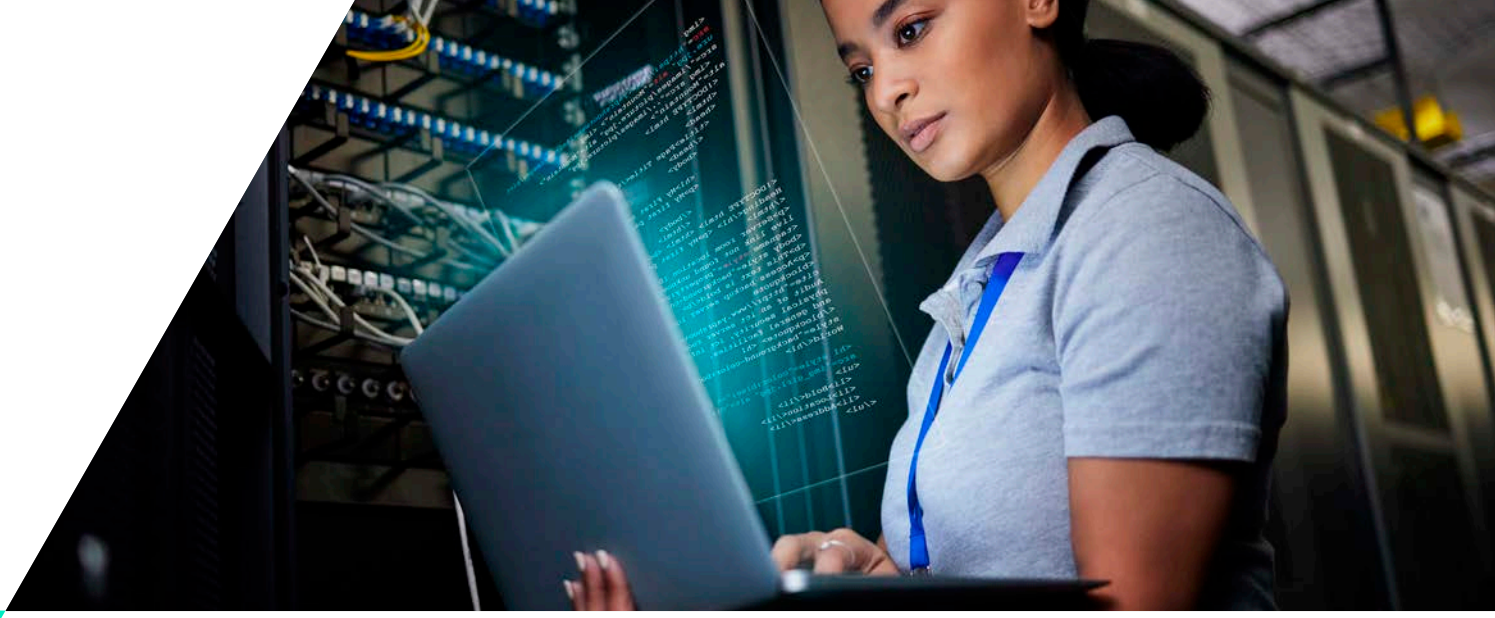
WHAT IS AI-POWERED PROCESS AUTOMATION?

AI-powered process automation integrates AI with automation to manage complex business processes more efficiently and adaptively.

Unlike traditional automation, which focuses on programmatic automation of repetitive tasks, AI-powered process automation enables systems to learn, make decisions and respond to real-time data. That allows organizations to automate more intricate workflows involving judgment, prediction and adaptation to changing conditions.

At a time when more organizations are open to exploring AI and integrating it into their processes, AI-powered automation offers a significant opportunity for agencies to increase operational efficiency and productivity. Eighty-eight percent of organizations are already planning intelligent automation or expect to start within six months.[9] However, only 30% of organizations fully leverage AI in their content workflows today.[10]

That's a missed opportunity. AI can help agencies scale efficiency and enhance service delivery through two primary capabilities: intelligent document processing and real-time insights from unstructured content.



Core Capabilities of AI-Powered Automation

Intelligent Document Processing (IDP). IDP removes human touchpoints to mine text and data from enterprise content and extracts information that can be used to populate business applications and derive actionable insights.

IDP processes structured and semi-structured data across various dynamic file formats, such as reports, contracts, emails and images, at speed and scale.[11] IDP helps agencies break free from bottlenecks with powerful process automation capabilities:

- **Intelligent data capture:** Minimizes exceptions and manual effort with deep learning and optical character recognition.
- **Automated document separation and classification:** Shortens batch processing times with accurate document identification.
- **AI-powered data extraction:** Reduces data errors with advanced extraction and validation capabilities driven by continuous online learning.

With IDP, every decision the AI makes is explainable, so agencies have complete transparency into how the system processes information from documents. The platform also shows confidence scores for its predictions. That helps employees determine how to use the AI outputs. "Users should always have the option to reject AI-driven decisions or recommendations and trigger a different action when needed," Vaidyanathan says.

IDP offers three main benefits for agencies:

1. **Improved efficiency:** Equip your workforce to address backlogs, streamline workflows and focus on higher-value tasks.
2. **Enhanced accuracy:** Quickly surface insights to validate information, minimizing human error.
3. **Accelerate document processing:** Eliminate time-consuming manual processing that slows decision-making, while keeping a human in the loop for more complex cases.

Real-Time Insights from Unstructured Content. AI-powered IDP can dramatically improve processes and generate critical insights from data locked inside of documents.

According to a 2025 Forrester study, "The Rise of Content Intelligence: A New Era of Innovation in ECM," 65% of leaders say unstructured data represents a largely untapped opportunity for content intelligence within their organizations.[12] AI-powered process automation transforms this untapped opportunity into an operational advantage for agencies.

Using AI agents and a range of AI-powered capabilities, a modern enterprise content management platform extracts insights from the customers' own data and manages content in alignment with an organization's records and retention policies, driving stronger information governance. These capabilities make organizations more innovative, responsive and efficient, Vaidyanathan says.

"AI-enabled solutions are transforming how end-user experiences are delivered. There are now opportunities to drive richer, more personalized experiences for end users and solution builders," he says. "Content can be generated and delivered at the right time, in the right format."

5 KEY PLATFORM CAPABILITIES FOR DRIVING GOVERNMENT EFFICIENCY

As agencies seek to implement content intelligence and AI-powered automation, it's critical they select a modern enterprise content management platform with five key capabilities that can further power content innovation.

1. Scalable, cloud-native and open source

Cloud-native architecture, open source flexibility and scalability give agencies a future-ready foundation to reap more value from enterprise content.

- **Cloud-native architecture** facilitates rapid deployment of new features and capabilities. The cloud also delivers the availability, reliability and built-in redundancy agencies need to effectively manage and harness their data.
- **Open source platforms** make agencies' existing systems extensible, allowing them to integrate third-party applications to meet evolving operational and constituent demands.
- **Scalability** ensures an agency can adapt to its changing needs and meet evolving requirements — without undermining business continuity or the user experience.

2. Content federation

Content federation enables organizations to manage records across applications and repositories, preparing it for content intelligence and facilitating faster document retrieval while reducing the need for costly migrations. Content federation leverages connectors that respect original user and group mappings and security filters within those repositories, allowing users to access content and records in place.

This is a critical capability considering that enterprise content is spread out across 21 different systems, on average. Agencies know they need to address their fragmented data and content ecosystem: 61% of them are investing in governance and federation tools to unify data across siloed systems.[13]

3. Low-code application development

Low-code application development eliminates custom coding to accelerate modernization and AI enablement without a heavy IT lift.[14] This helps agencies to be more flexible and responsive to evolving business needs. Within an advanced enterprise content management platform, users can build AI agents through a no-code interface and deploy them for Knowledge Discovery or

to create end-to-end autonomous business processes, such as onboarding new vendors or managing public notifications around street repair projects.

4. Secure information governance

Secure information governance strengthens the security of enterprise content across its entire lifecycle, ensuring compliance and reducing risks.[15]

Secure information governance should encompass:

- Automated document retention and records management
- Federated control that establishes a single source of truth for enterprise information
- E-discovery support to find relevant content across systems and apply governance rules to this information
- The ability to manage both digital and physical records with a strong chain of custody and uniform retention policies
- Robust compliance and auditing capabilities that support adherence to government regulations

5. Systems integration

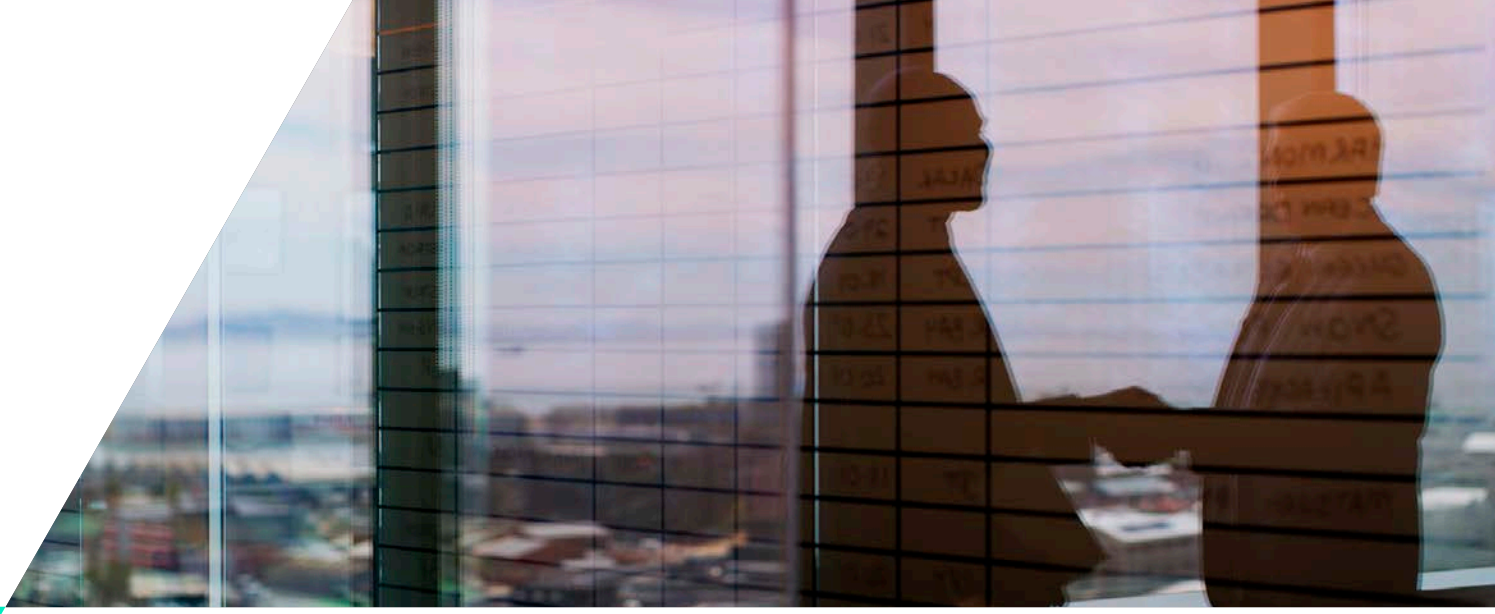
With an integrated enterprise content management platform, staff can surface and deliver critical content in context by connecting with an agency's unique applications. This capability supports operational continuity and minimizes disruption because agencies don't have to overhaul existing systems to modernize enterprise content management.

Users can leverage REST APIs[16] to automate and streamline document management, user access, enterprise search and a host of other features through a cloud-based repository. API-led integration allows agencies to overlay existing applications and communicate with third-party applications, including content repositories and productivity solutions such as external workflow tools.

PUTTING CONTENT INTELLIGENCE AND AI-POWERED PROCESS AUTOMATION TO WORK

Once agencies onboard an enterprise content management platform with the right foundational capabilities, they can put content intelligence and AI-powered process automation to work for numerous use cases.

- **Public assistance:** Flag incorrect, inconsistent or missing information in benefits applications, accelerating processing time and eligibility determinations.
- **Business licenses and permits:** Launch self-service portals that guide constituents and businesses through the submission process. Automate backend workflows to ensure users receive timely updates on their application status.
- **Document analysis:** Empower agency staff to quickly and accurately analyze large volumes of data and documents, such as tax filings, grant applications and handwritten case management notes.
- **Public records requests:** Automate each step in the request process, from initial submission to



document retrieval. Identify duplicate requests, search multiple repositories for requested documents, and streamline status updates.

- **Vendor contract management:** Create contracts instantly and review them for inconsistencies or missing information. Content intelligence also surfaces insights that help agencies improve strategic sourcing and discover cost savings.

- **Regulatory compliance:** Easily access data across systems to review internal policies, ensure alignment with current regulations, flag potential compliance risks, and streamline auditing and reporting.

Key Benefits of Enhancing Content Management[17]

Government agencies say they expect to realize the following benefits from content services enhancements:

Advanced digital transformation **(75%)**

Improved constituent experiences **(69%)**

Enhanced governance **(67%)**

Faster decision-making **(55%)**

Improved process efficiency **(47%)**

AI-READY: A FRAMEWORK FOR SUCCESS

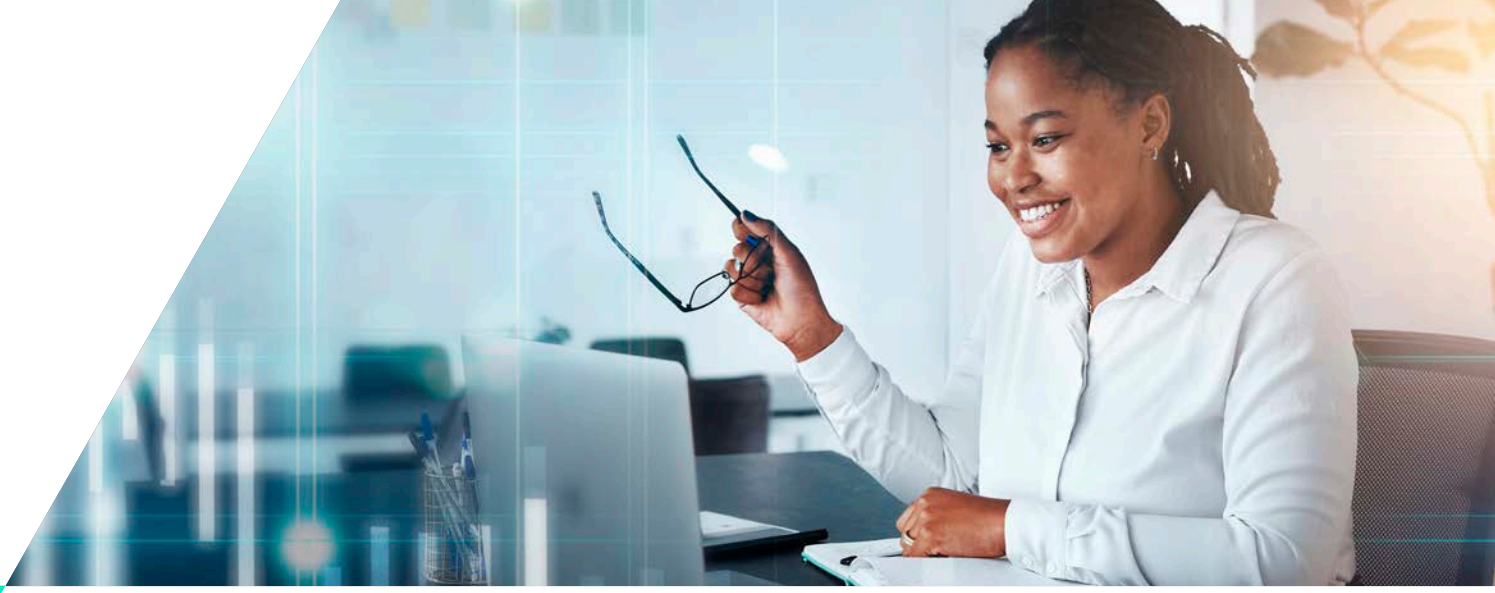
State and local agencies should address several challenges before they invest in AI to unlock the full potential of their enterprise content. Currently, more than 60% of leaders say their technology and governance frameworks aren't AI-ready;[18] 40% of agencies cite lack of AI-ready content as a barrier;[19] and 83% of organizations implementing AI projects excluded systems due to poor data quality.[20]

Collaborate with a strategic partner who offers a robust AI framework anchored on five key pillars: infrastructure, content, governance, ethical AI and skills development.

1. Stand Up the Right Infrastructure

Agencies need a robust framework to manage data in this environment. The cloud provides the right technical foundation for content intelligence and AI-powered process automation.

"Before jumping headfirst into AI tools, consider your current data quality and infrastructure," Morrison says. "Where is most of your data and content stored? Has there been any standardization of the data and formats? Do you have API connectivity? Does your organization want to maintain servers and data models yourself, or would you prefer a cloud solution with common LLMs available?"



2. Ensure AI-Ready Content

To get high quality results, you must input quality data to train AI models and systems.

"Without the correct data, any AI project is bound to fail," Vaidyanathan says. "Put in the effort to analyze whether enough data is available, whether the quality of data is suitable, what gaps exist in getting this data in a form that is usable in the AI project — and determine the cost to sustain this data quality."

3. Establish Good Governance

Establish mechanisms to monitor data access and detect malicious incursions. Develop strict standards to govern data use, sharing and activation both internally and with your external partners. An AI council can help oversee implementation of this strategy.

4. Prioritize Ethical AI

Ethical, responsible AI is essential. Create guardrails, such as human-in-the-loop oversight and explainability requirements, to monitor, detect and mitigate AI model bias. Establish benchmarks to show the accuracy of AI content. Ensure clear alignment with stakeholders on privacy and transparency requirements.

5. Upskill Your Workforce

Develop a strategy to improve data and AI literacy throughout your organization. Workshops led by data scientists, AI practitioners or AI power users in government could be beneficial. Consider AI boot camps and virtual training courses. Designate internal champions to share the value of AI and showcase how all employees can apply the technology to their everyday work.

An effective training strategy should emphasize that AI will enhance employees' roles — not replace them.

TRANSFORMING GOVERNMENT WORK WITH AI-ENABLED SOLUTIONS

Content intelligence and AI-powered automation offer a clear path to faster decision-making, better service delivery and increased operational efficiency.

But to achieve these results, agencies need to first assess and advance their AI readiness. Collaborating with a strategic technology partner can accelerate this process.

The right partner will have expertise in unstructured data, secure and transparent content lifecycle support, and deep experience in the public sector. That will help you "plan strategically over longer horizons, evaluate use cases, plan data and deployment strategies, and select the right technology to achieve your goals," Vaidyanathan says.

Once agencies take these steps, they'll be better positioned to innovate with AI to maximize the value of their content for employees, constituents and the entire enterprise.

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