

THE VALUE OF MOVING CONTENT SERVICES TO THE CLOUD

How to increase productivity, do more with less and future-proof your organization's operations with content services in the cloud



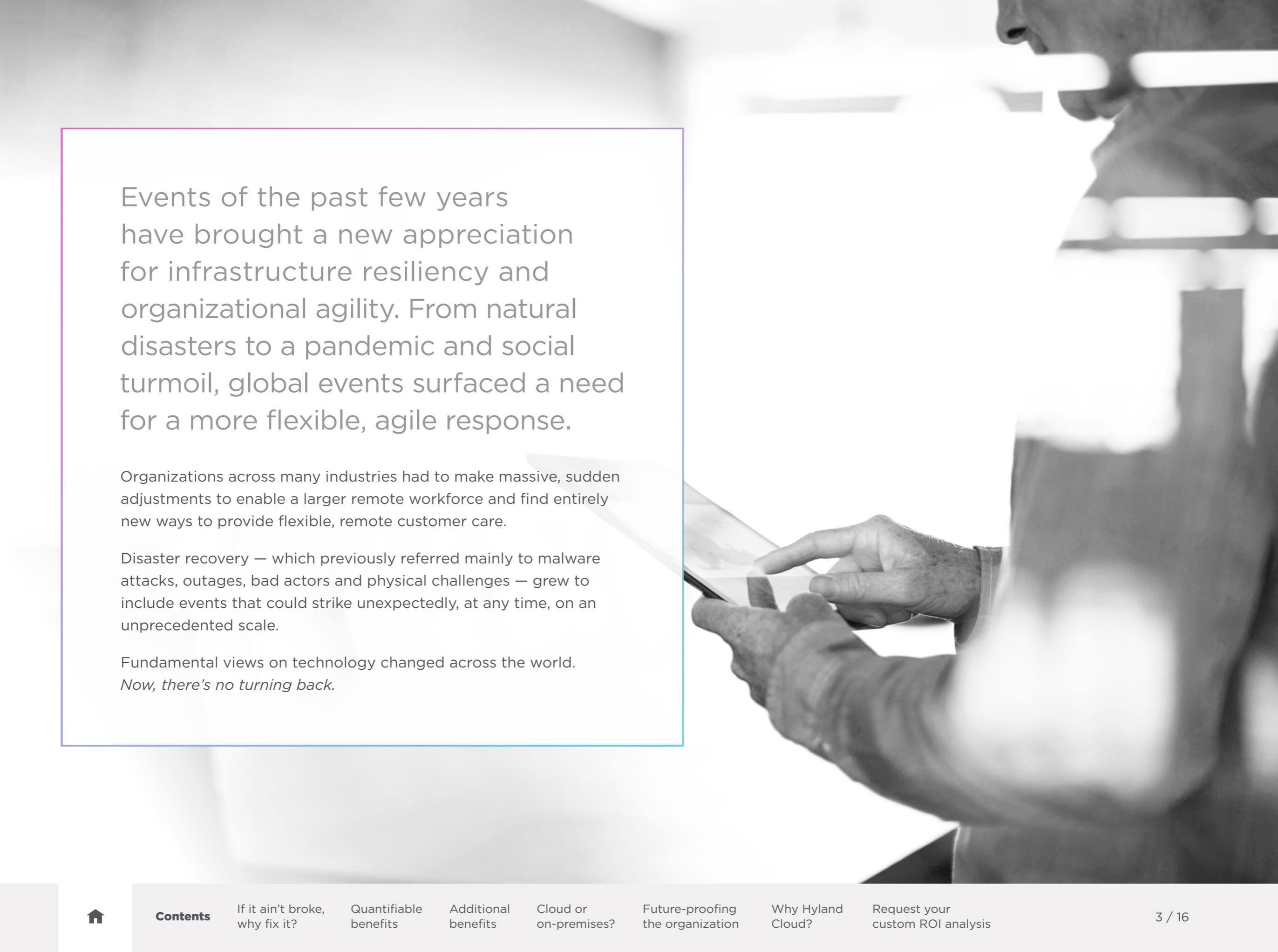
Hyland™

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A black and white photograph of a person's profile on the right side of the page, looking at a tablet device they are holding with both hands. The background is a blurred office environment with ceiling lights.

Events of the past few years have brought a new appreciation for infrastructure resiliency and organizational agility. From natural disasters to a pandemic and social turmoil, global events surfaced a need for a more flexible, agile response.

Organizations across many industries had to make massive, sudden adjustments to enable a larger remote workforce and find entirely new ways to provide flexible, remote customer care.

Disaster recovery — which previously referred mainly to malware attacks, outages, bad actors and physical challenges — grew to include events that could strike unexpectedly, at any time, on an unprecedented scale.

Fundamental views on technology changed across the world.
Now, there's no turning back.

If it ain't broke, why fix it?

Not long ago, many organizations were planning to move their business processes to the cloud. They just hadn't yet prioritized it.

Now, CIOs and CTOs increasingly see value in outsourcing the management and hosting of applications to cloud-based services. Recently, there has been a massive acceleration to the cloud. Even the most reluctant industries are prioritizing the move.

WHAT CHANGED?

The challenges of the pandemic massively catalyzed the prioritization of cloud projects. In order to keep their employees safe, while still enabling their employees to provide excellent service to those they serve, cloud-enabled access to processes and information became crucial. And failing to provide excellent service in a time of international need wasn't an option.

In these struggles, the potentially disastrous consequences of losing access to critical data and systems became very clear. A solid disaster recovery strategy was needed.

"[COVID-19] has accelerated and, in some cases, initiated digital transformation and the move to cloud-based services."

*— Director, healthcare, UK
Prepare for the Next Business
Stress-Test with Content Services,
Forrester Consulting, March 2021'*

BEYOND DISASTER RECOVERY

The pandemic may have hastened the shift, but a host of other reasons have long been drawing organizations to the cloud.

Among the most quantifiable benefits, offloading the management and maintenance of on-premises applications ranks high on the list. The continually growing number of applications and systems, along with exploding volumes of data and content repositories, create monumental complexity and risk for many organizations. Keeping up with updates, maintenance, patches, security and compliance is a tremendous task. Offloading these responsibilities to a cloud services provider removes these costs and burdens, freeing resources to focus on providing world-class experience for the populations your organization serves.

This ebook takes a deeper look at why so many organizations are choosing to move to content services in the cloud and the benefits of this approach.

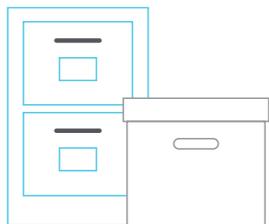


Quantifiable benefits

Many organizations approach their moves to the cloud judiciously, with a keen eye on value and ROI. Even organizations that are actively planning their retirement from the data center business aren't moving everything to the cloud at once.

Assessing the potential return on investment can help prioritize projects and help decide if a cloud move makes sense based on an organization's unique data. A cloud-based content services solution reduces operational costs, including staffing, overtime, maintenance and security.

Cost benefits of moving content to the cloud:



Eliminate or reduce the costs of storing paper and physical media:

Reduce or eliminate the costs of storing physical media, including facility or third-party storage costs, physical media and storage equipment.



More predictable budgeting:

With a managed services solution, application costs are flatter and more predictable as part of a subscription model. Included in a typical SaaS subscription are upgrades, patches and fixes, test environments, ongoing security, maintenance, data backups, redundancy and audits. Unlike a self-managed solution, disaster recovery is often built-in.



Avoid capital and operational expenditures:

Moving to the cloud cuts the costs of on-premises server maintenance and avoids purchases of additional servers for added storage space (or vendor costs if outsourced). It also eliminates the costs of accommodating more servers in the physical storage facility, as well as related software costs. Staff offloads the provisioning, installing, upgrading and maintenance of software, hardware and related costs for the physical facility.

Additional benefits

Some benefits of moving to a hosted content services solution are more difficult to quantify, but all organizations recognize the benefits of increased productivity, decreased risk and improved business outcomes.



INCREASE PRODUCTIVITY

- ✓ **Boost productivity by at least 50 percentⁱⁱ.** Collecting information via digital forms staves off copying millions of paper forms or other documents and avoids the need to sort through file cabinets or confusing digital database layouts. Information is quickly accessible within the context of your business processes.
- ✓ **Build content services in weeks, not months.** Building out content services solutions can take months. Templates and reusable workflows can dramatically cut process time, in some cases by 75 percentⁱⁱⁱ. Time spent on updates and iterations to solutions also becomes significantly shorter.
- ✓ **Speed up content workflows.** Cloud-based workflows make document routing faster, improve task management and facilitate better decision-making.
- ✓ **Reduce the need to maintain an in-depth in-house knowledge of servers and systems.** With a fully managed content services solution, your staff shifts hardware and application responsibilities — including provisioning, installation, upgrades, patches, maintenance and test environments — to expert teams responsible for monitoring and maintaining the integrity, availability and security of your systems.
- ✓ **Free up staff to focus on enhancing your solution.** Without the worries of hosting an on-premises data center, administrators can focus their efforts on the strategic work of optimizing and enhancing the functionality of your application set.



REDUCE RISK

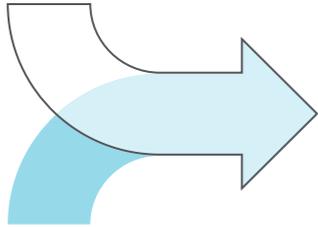
- ✔ **Increase resilience to disruptive events.** Managing content in the cloud provides critical technology infrastructure for disaster recovery and business continuity, and allows providers to better respond and adapt to natural or man-made disruptive events.
- ✔ **Increase scalability and adaptability.** When content is hosted in the cloud, providers can respond on-demand to the fluctuating needs of remote and on-site work and accommodate the ever-growing volumes of content without disrupting important work.
- ✔ **Strengthen security.** A SaaS cloud strategy removes this stressful, expensive and important business factor from your plate, and can relieve some of the burden of security audits and certifications, and legal, regulatory and contractual compliance.



An effective content services strategy can insulate an organization from significant disruption and allow it to bounce back from any disruption more effectively.”

Prepare for the Next Business Stress-Test with Content Services

Forrester Consulting, March 2021^{iv}



ALIGN ORGANIZATIONAL AND CLOUD GOALS

While early phases of cloud strategy discussions may focus on lower infrastructure costs, reduced maintenance and increased scalability, many organizations find that their cloud strategy goals align well with their organization's broader goals. This alignment helps to ensure the success of their cloud strategy.

Some common goals include:

- Flatten expenses and become more predictable in required technology investments
- Optimize workflow and performance
- Empower staff to make better informed decisions
- Be agile to change and quickly course correct
- Focus on excellence
- Improve user experience and up-time
- Enable everyone to be more efficient
- Be a leading solution provider and innovator
- Take advantage of technological advances and cultivate a reputation for technical sophistication
- Avoid break-fix as a norm



Cloud or on-premises?

If servers, security, maintenance and storage for your content application were someone else's worry, what could you do with the extra time and resources?

In a cloud-based content services scenario, the right vendor can deliver all of these services.

An infrastructure that is optimized for your solution lets you capitalize on its strengths and features and empowers you to extract the most value from your investment *and* your content. With someone else responsible for the infrastructure and management of the platform, you are free to focus on optimizing your applications.

What are you responsible for?



ON-PREMISES

- + Provision servers
- + Maintain servers
- + Generate content and data
- + Operating system, network and firewall configuration
- + Encryption, authentication
- + Server-side encryption
- + Networking traffic protection
- + Global infrastructure
- + Redundancy and monitoring
- + Physical hardware
- + Operating and infrastructure software
- + Physical security
- + IDS/IPS
- + Compliance and governance
- + Business continuity
- + Disaster recovery
- + Security audits and certifications
- + Data replication



CLOUD SERVICES

- + Identity and access management
- + Application administration
- + Generate content and data

Future-proofing the organization

There are many wide-ranging benefits to a cloud services approach. It sets a flexible, yet future-proof foundation across the enterprise, and serves as a key enabler in digital transformation.

In report by Frost & Sullivan^v, cloud was cited as an enabler to help drive transformation, given its many advantages as compared to on-premises models, ranging from operational to cost factors. The bottom line is that the cloud is not only about the bottom line. It's about laying a foundation for success in a technology-driven world.



Why Hyland Cloud?

The Hyland Cloud is built by design to optimize delivery of Hyland content services using a multi-cloud architecture that delivers multi-instance and/or multi-tenant SaaS solutions.

Backed by innovative technologies, security-driven policies and the support of an always-on team of experts, the Hyland Cloud gives you access to powerful SaaS solutions across Hyland's content services portfolio.

ADVANTAGES

- **Simplify your content services with a SaaS content management solution.** Hyland manages upgrades, hardware, software, installs, test environments, servers and patches while maintaining security.
- **Disaster recovery built in.** All solutions include disaster recovery tailored to the application level at no additional cost.
- **Ensure data availability.** N+1 redundancy delivers a highly available architecture optimized for Hyland content services applications. Hyland has a proven track record of 99.99 percent uptime.
- **Secure data through defense in depth practices.** Independent layers of security continuously protect your policies and procedures, physical environment, perimeter, internal network, host layer, application layer and data layer.
- **Enhanced compliance:** The Hyland Cloud is subject to SOC audits and governed audits and operates in ISO 27001 hosting facilities. It supports a wide range of compliance initiatives including NIST, HIPAA and GDPR.

Request your custom ROI analysis of moving content services to the cloud

Should you invest in new hardware to accommodate a new — or upgraded — solution? Or is this the time to make the leap to the cloud?

Hyland's ROI tool can help you decide.

- Quantify the impact of moving to a SaaS solution.
- Analyze trends over three to five years.
- Use your unique criteria, assumptions, data and calculations.
- Get a shareable summary of financial findings, intangible benefits and an executive summary for an easy-to-digest snapshot.

**Request your free, custom cloud value assessment from Hyland today.
Contact your Hyland account representative.**

Hyland Cloud



BILLIONS
documents
managed



1,500+
Cloud
customers



98%
Renewal rate



>15 BILLION
documents
converted to
Hyland OnBase
Content Services
platform



LEADER
Gartner Magic
Quadrant for
Content Services
Platforms,
11 years in a row



FURTHER READING:

- i., iv. [*Prepare for the Next Business Stress-Test with Content Services*](#), a commissioned study conducted by Forrester Consulting on behalf of Hyland, March 2021
- ii., iii. [*The Total Economic Impact™ of Content Services in the Hyland Cloud*](#), a commissioned study conducted by Forrester Consulting on behalf of Hyland, November 2020
- v. [*Leveraging a Healthcare Content Services Platform to Improve Performance and Outcomes*](#), Frost & Sullivan, 2021

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Learn more at [Hyland.com](https://www.hyland.com)