



5 drivers for modernizing enterprise content



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Introduction

Enterprises today face a defining moment. The pace of change is relentless, and the stakes are high: digitize operations, optimize business operations, deliver superior customer experiences and innovate continuously.

Failure to deliver often risks falling behind. Yet many organizations remain shackled to legacy enterprise content management (ECM) systems.

Built for a different era, these platforms increasingly act as anchors, slowing progress with rigidity, ballooning costs and outdated user experiences.

Perhaps you've experienced these common challenges:

1

Compliance audits become crises across fragmented systems.

2

Manual workflows drain productivity while automation initiatives stall.

3

Users bypass legacy ECM, creating shadow IT risks.

4

IT maintains aging infrastructure instead of enabling innovation.

5

Critical insights remain locked in unstructured content.



A modern approach to managing content

Modernization isn't just an upgrade. It's a strategic reinvention of how your organization operates, competes and grows. A cloud-native content intelligence platform transforms knowledge into insights, compliance into advantage and automation into speed — laying the foundation for sustainable success.

This eBook explores the five critical drivers compelling organizations to modernize their content strategy. Understanding these drivers reveals how leading organizations are unlocking capabilities that deliver tangible competitive advantages and sustainable business results.

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Enterprise content management (ECM) is reorienting its focus from incremental back-office enhancements to driving vital imperatives like innovation and experience improvements. These goals are now more attainable than ever before as artificial intelligence (AI) introduces novel ways to derive value from enterprise content and unstructured data.

Forrester, The Rise of Content Intelligence – A New Era of Innovation in ECM, 2025



1

Intelligent content and insight



A staggering 80% of your enterprise information — potentially your most valuable strategic asset — sits locked away in unstructured formats. Imagine documents gathering digital dust, images rich with insights, videos containing crucial knowledge, emails documenting critical decisions.

This isn't just data. It's competitive intelligence, customer sentiments, operational wisdom and innovation fuel — all rendered invisible and useless by its unstructured nature.

Every day this valuable data remains underutilized represents strategic opportunities lost to better-equipped competitors, customer needs unmet and critical patterns missed. Your organization is data-rich but insight-poor, sitting atop a goldmine with no way to extract its value. The opportunity cost is staggering and growing.

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The enterprise content management market has undergone a significant transformation and today is exemplified by AI-enabled cloud content platforms. Generative AI is transforming how we create, consume, and govern content, driving unprecedented innovation and automation opportunities. Businesses adopting these platforms gain agility, scalability, and the ability to deliver personalized, intelligent experiences—making AI a cornerstone of competitive advantage.

Forrester Wave™: Content Platforms, Q1 2025

Transforming content into strategic assets

Modern content platforms deploy natively integrated AI and machine learning to automatically classify information with precision, extract actionable data at scale and surface insights that would remain buried in traditional systems.

Case in point: Consider a financial services organization struggling with regulatory oversight across thousands of client documents. By implementing intelligent content capabilities, the firm automatically identifies and flags compliance-sensitive information, applies appropriate controls and surfaces risk patterns in real time — work that previously required months of manual document review.

The result: faster audits, reduced compliance risk and the ability to redirect skilled analysts toward strategic work.

This is what intelligent content makes possible: Your unstructured data becomes enriched, searchable and genuinely valuable. Modern platforms convert vast content repositories into an intelligent information layer that continuously learns, adapts and delivers value. This evolution powers new digital services, enhances business processes and reveals opportunities invisible to competitors still treating content as mere storage.

2

Operational efficiency and process automation



Manual, document-intensive workflows are significantly suppressing efficiency. Every day, your talented teams — people you hired for their expertise and creativity — waste countless hours trapped in tedious cycles of data entry, document routing, and approval chasing.

These productivity bottlenecks don't just frustrate employees; they drain morale, accelerate burnout and drive your best people toward the exit. Meanwhile, operational silos multiply throughout your organization, while costly errors — inevitable when humans perform repetitive tasks at scale — impact your bottom line. Your competitors are rapidly seizing market opportunities, while your teams remain constrained by manual processes and legacy infrastructure.

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AI and intelligent automation are reshaping the way organizations operate, offering a transformative opportunity for enhanced efficiency, decision-making, and competitive advantage. Early adopters report that 88% of AI projects meet or exceed targets, demonstrating the growing role of automation in driving operational success.

Deep Analysis, Market Momentum Index™: Intelligent Automation, Artificial Intelligence, and Data, 2025

Driving employee productivity with intelligent automation

Modern content platforms orchestrate seamless, end-to-end digital workflows that connect people, content and processes into a unified operational system. Intelligent automation handles everything from content capture and classification to data extraction and intelligent routing — eliminating bottlenecks and accelerating operations.

With integrations that embed content directly within core line-of-business applications, information flows to your employees exactly when and where they need it.

A claims processor no longer switches between systems to retrieve documents; they're available within the processing interface. A loan officer accesses customer history without leaving their primary application. These friction-free experiences simplify tasks and amplify employee impact.

Leading organizations have achieved dramatic improvements after modernizing:

- Compressed document retrieval times from hours to seconds
- Reduced approval cycles from weeks to days
- Dramatic cost reductions

These gains don't just improve efficiency — they redefine what's operationally possible in your industry and enable your team to compete effectively in a rapidly evolving market.



3

Compliance and information governance



Regulatory pressures are mounting across industries and municipalities, creating a complex web of policies and mandates that organizations must navigate — often with severe consequences for failures. When content becomes scattered across systems throughout the enterprise, managing governance becomes reactive and resource-intensive.

Fragmented repositories create confusion.

Audits become stressful ordeals.

Business continuity becomes uncertain.

This chaos creates significant risk exposure, as sensitive customer data slips through the cracks, reputation-destroying breaches loom and outdated rules leave your organization dangerously exposed to regulators wielding enforcement power.

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By infusing automation, orchestration, machine learning, and AI into compliance processes, platforms accelerate productivity, improve accuracy, and provide executives with real-time visibility into risk and compliance postures. This shift transforms compliance from a reactive necessity into a proactive driver of efficiency and competitive advantage.

IDC, Governance, Risk and Compliance Solutions, 2025

Transform compliance into advantage

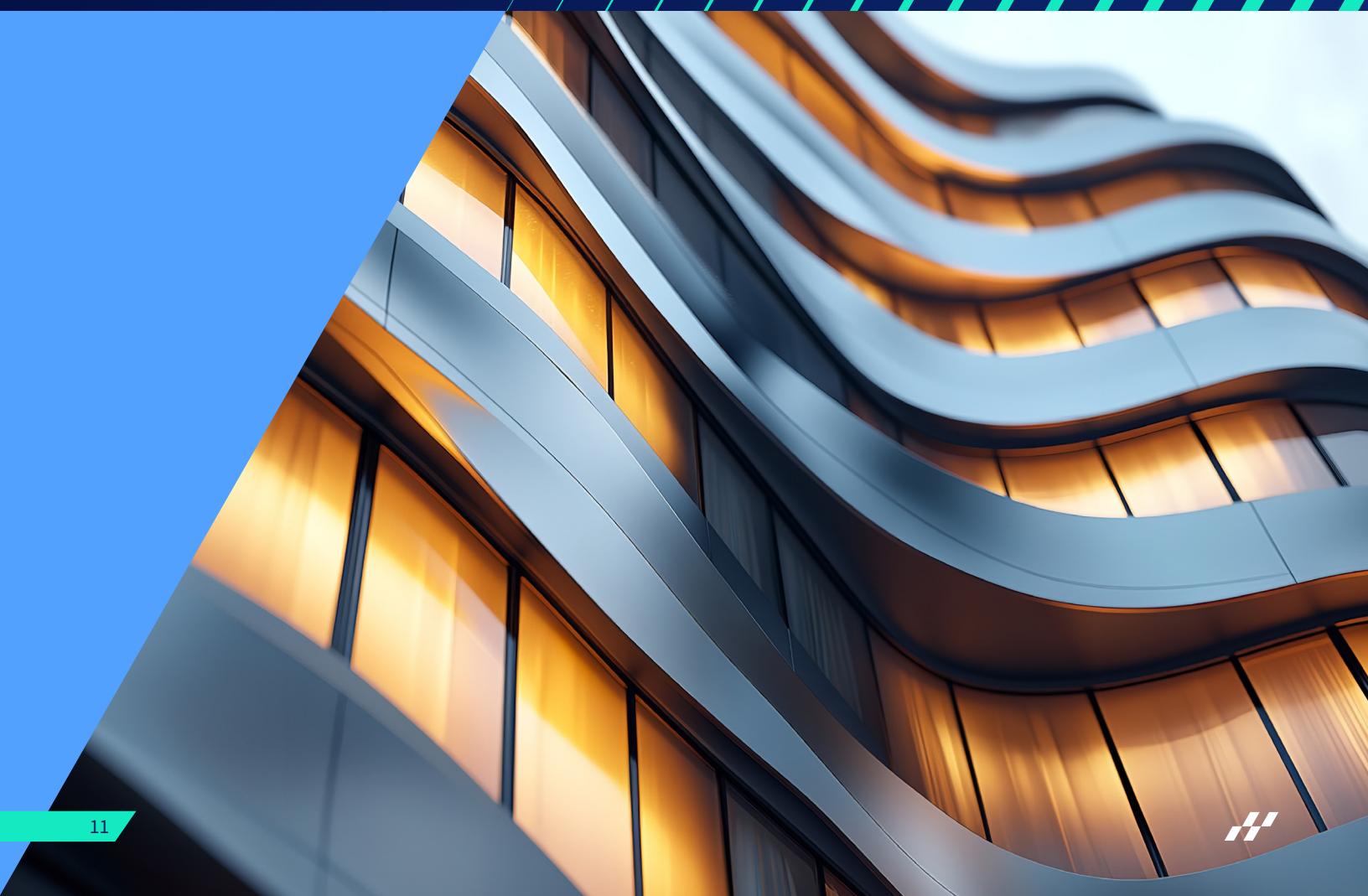
Imagine transforming compliance from your greatest liability into your most powerful market edge. With a modern cloud-native content platform, you will establish a reliable governance foundation that unifies policies across your enterprise, federates disparate repositories and ensures consistent application everywhere, every time.

By harnessing advanced AI, you can autonomously identify and classify sensitive information with precision, as well as apply calibrated controls to govern security and retention. These advances dramatically reduce manual effort and eliminate human error. Rather than reactive remediation, you achieve proactive risk management. Instead of compliance overhead, you build stakeholder trust and operational resilience.

You'll position your organization to not just survive regulatory changes but leverage them as barriers that competitors cannot easily cross. Your compliance infrastructure becomes the foundation for sustainable competitive advantage, transforming what once consumed resources into an asset that attracts customers, investors and regulators' confidence.

4

Customer and employee experience



Fragmented systems and siloed content are systematically destroying the experiences you're working to create. Your customers encounter frustrating dead ends when seeking information. Your employees burn valuable time hunting for documents that should be at their fingertips.

When critical information remains difficult to find or access, users make a predictable choice: They bypass your cumbersome legacy systems entirely, spawning dangerous shadow IT ecosystems (unauthorized tools and workarounds that expose your organization to security breaches and compliance violations). Shadow IT emerges not from malice but from users' frustrations as they seek faster, simpler solutions to everyday problems.

The statistics paint a damning picture: according to Systemscope, "50% of ECM deployments have lower-than-expected user adoption." Half your investment abandoned. Half your potential unrealized. Your technology isn't empowering people; instead, it fails users and undermines trust.

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In Forrester's Future Of Work Survey, 2023, 94% of highly engaged employees agreed that they could "easily access the information and sources of information to do [their] job." This sharply contrasts with the 43% of the least engaged employees who agreed with the statement. Simple trusted access to content to make decisions, perform a task, or understand a customer request is an essential component to an optimal digital employee experience.

[**Forrester, Future Of Work Survey, 2023**](#)

Delighting users with intuitive experiences

You will revolutionize how every user — customer and employee alike — experiences your organization by delivering instant, contextual access to precisely the right content, at exactly the right moment, on any device they choose.

Modern content platforms create a unified intelligence layer that surfaces relevant information directly within users' primary applications, eliminating the productivity-killing need to switch systems or hunt through folders. An insurance adjuster sees relevant policy documents and customer history without leaving their claims system. A customer service representative is provided a complete account history before speaking with the customer.

Powerful low-code capabilities enable your teams to rapidly design and deploy engaging, purpose-built applications that users enthusiastically embrace rather than tolerate. With mobile-first design supporting modern workstyles and collaborative tools fostering real-time teamwork, you empower your workforce to deliver exceptional results from anywhere.

This is the experience advantage that separates market leaders from the rest: frictionless, intelligent and genuinely empowering. Your users will feel the difference immediately, and your metrics will prove it.



5

Agility and speed to transformation



Your monolithic, inflexible legacy system has become an anchor, limiting your organization's ability to adapt to rapidly changing market dynamics and business conditions. While competitors pivot rapidly to seize emerging opportunities, your IT teams are trapped in a perpetual struggle just to keep aging infrastructure operational, let alone innovate.

As Jim Williams, Managing Director at RBC Capital Markets, bluntly observes: "A lot of the platforms we are moving away from are very difficult to maintain and keep evolving."

Every market opportunity you miss, every digital initiative delayed by months, every customer experience that falls short because your systems can't adapt fast enough — all of these "misses" create widening competitive gaps that intensify over time.

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Meaningful business transformation won't happen with most lift-and-shift migrations to cloud. ECM program leaders must embrace opportunities to reallocate their team resources to improve business processes, automate tasks, and gain insights into employee engagement with content.

Forrester, Five Key Trends That Will Shape Your Content Services Strategy In 2024

Modern architecture enables business agility

Modern content platforms feature modular, API-led architectures that enable rapid integration of sophisticated content services and AI tools into any existing application, giving you the flexibility to innovate continuously without the risk of massive rip-and-replace projects.

Cloud-native platforms built on modern development principles accelerate your development cycles from months to mere weeks, fostering a thriving culture of continuous innovation that attracts top talent and generates competitive advantages. And solutions that provide open-source options provide flexibility and guarantee freedom from vendor lock-in, ensuring that your solutions remain future-ready as your business evolves

This is transformational infrastructure done right — enabling your organization to respond to market changes at digital speed rather than moving at the pace of your legacy constraints.



Your path forward

Building the foundation for tomorrow

Modernization isn't just about replacing an old system — it's about architecting an intelligent, agile and secure content foundation that propels your organization into a position of sustained competitive strength. Modern cloud-native content platforms provide the capabilities to make this vision real, with modular architecture that lets you move at your own pace, delivering quick wins while building toward comprehensive transformation.

The organizations that will dominate your industry tomorrow are making these foundational investments today. You have the opportunity to join them — and to lead.

The cost of standing still

Make no mistake: Staying with a legacy ECM system carries mounting costs. The drain of maintenance consumes resources that should fuel innovation, while competitors on modern platforms move faster, serve customers better and attract the talent you're losing.

Every day on legacy systems means missed opportunities compounding into strategic disadvantage. Customer expectations evolve. Regulations tighten. Market dynamics shift. Your organization's ability to respond — to adapt, to compete, to thrive — erodes steadily under the weight of technical debt.

The question is no longer whether to modernize, but when?

Discover how [**Hyland Content Innovation Cloud™**](#), our cloud-native intelligent content platform, can help you modernize your content strategy and accelerate your digital transformation journey before the window of opportunity closes.

➤ Ready to explore your modernization path?

[**Schedule a brief consultation**](#) to assess your content strategy and unlock the competitive advantages waiting in your enterprise data.



Looking for more insight? You might like:

↗ [From legacy to leading-edge: Reimagine ECM with Hyland](#)

Learn how five companies replaced legacy systems, transformed their content management capabilities and achieved new levels of efficiency, innovation and scalability.

↗ [Before you invest in AI, assess your AI-readiness](#)

Before AI can achieve what you expect it to, your enterprise content must be AI-enabled. Here's the AI-readiness framework to consider.

↗ [Switching to Hyland](#)

Smarter, stronger, faster growth is waiting for you. It's time to elevate how you and your teams connect, innovate and interact with the world.





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