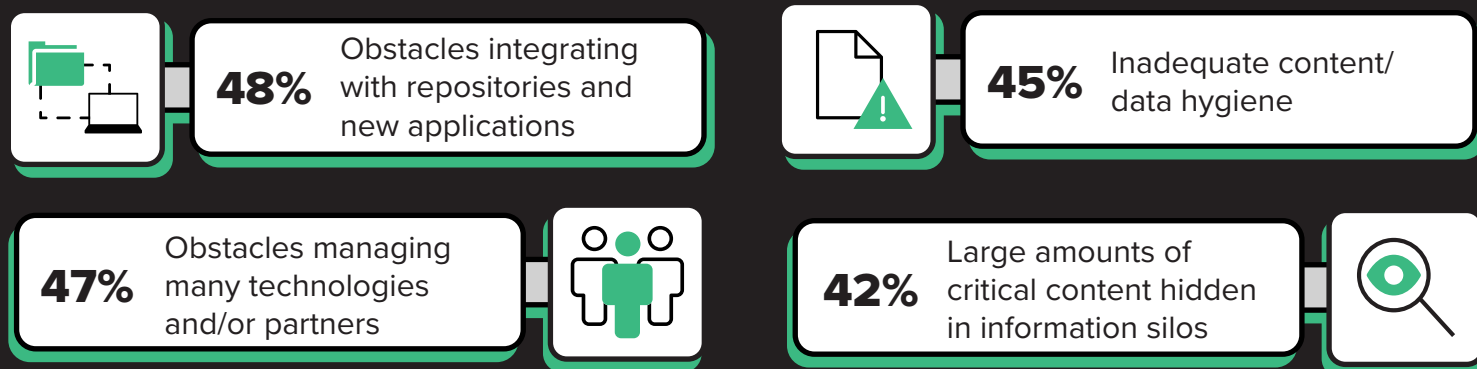


Content Services Platforms Usher In AI-Enabled Work

Why many are making content services a priority to reach the next level of digital competence

SURFACING CRITICAL CONTENT AND INFORMATION IS HARDER THAN EVER

As they pursue experience and productivity improvements, content leaders are contending with:



THE ROLE OF AI AND AUTOMATION IN ADVANCING CONTENT GOALS IS GROWING

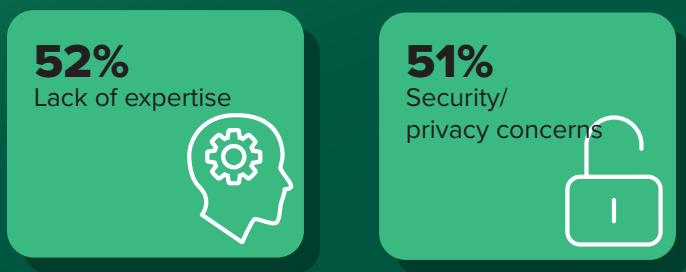
AI-enabled automation streamlines processes, boosts efficiency, and unlocks valuable insights.

Today, just **30%** are augmenting content-related automation with AI.

In two to three years, **81%** expect AI-enabled automation to meaningfully improve content-centric processes.

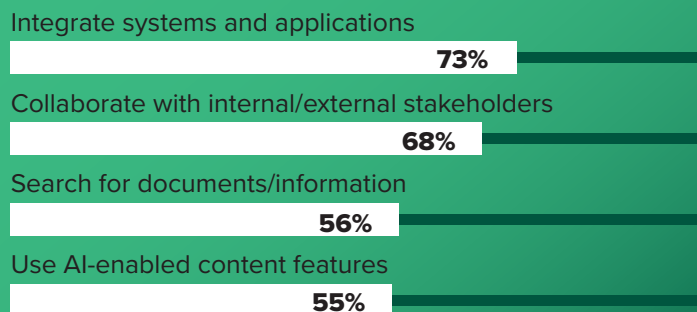
INTELLIGENT AUTOMATION REQUIRES NEW CAPABILITIES AND PRACTICES

As organizations try to keep up with the rapid pace of AI innovation, these barriers are slowing adoption:



A MODERN PLATFORM DELIVERS VALUE WHERE LEADERS NEED IT MOST

A content services platform is a gateway to important capabilities, making it easy to securely:



Base: 405 global enterprise content management decision-makers
Source: A study conducted by Forrester Consulting on behalf of Hyland, October 2023

[Read the full study](#)