

QUICK STUDY: DIGITAL OPTIMIZATION FOR YOUR ECM

Defining and leveraging content services to stop information chaos and drive payer digital transformation forward



Hyland™

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Introduction

Content services. It's the catchphrase you may have heard frequently in the information management space over the last couple of years. Why? The benefits of content services go far beyond just increasing the efficiency of systems and processes.

But what exactly is content services? And, more importantly, how can content services benefit your organization? Read on to take a deep dive into expert perspectives and important facts. You'll gain insight into why content services is a key factor to continuing your organization's digital transformation momentum.

"Content, and the processes that surround it, are powerful enablers of digital transformation. Enterprise documents, records, messages, images and related metadata are a rich source of data with the power to help payers meet obligations to external stakeholders such as members, employers, providers and regulators, improve employee productivity, and delight members."

"Content, and the processes that surround it, are powerful enablers of digital transformation."

*- Content at Your Service,
Forrester, March 2019*

Are you ready for the new era of content services?

Are you ready for the new era of content services?

Digital transformation isn't a new topic. In fact, it's been a central theme for the past several years. And this year is no different. But how have conversations around digital transformation changed since the introduction of the term "content services"?

The content management landscape is evolving, reflecting the new ways organizations collect, manage and interact with information as well as the increasing user demand for content via on-demand, tailored and contextual experiences.

As a result, the enterprise content management (ECM) capabilities of the past no longer fully reflect the way organizations — and their users — create, use and interact with information. Even with a content management strategy in place, disconnected information silos still abound.

This shift in focus — from the monolithic, central content repository to the emphasis on aggregating content across multiple repositories and putting it to use in meaningful ways — is a huge part of the conversation around digital transformation today.

DEFINITIONS AND STATS: DIGITAL TRANSFORMATION

"Digital transformation is the process of using digital technologies to create new — or modify existing — business processes, culture and member experiences to meet changing business and market requirements."ⁱ



Top benefits content services users

say they've already realized or expect to realize include improvements to employee productivity, security and privacy, as well as to customer and employee experience. Over half also report faster decision-making and process efficiencies."

– Forrester: [Content at Your Service whitepaper](#)

Why it matters: "Digital businesses use technology to win, serve and retain customers by improving experiences, enhancing offerings and increasing operational agility"

– Forrester: [Content at Your Service whitepaper](#)

The evolution of the ECM industry

The evolution of the ECM industry

The appeal of ECM was the ability for payers to utilize one content repository for business needs and users across the enterprise. However, the reality is — and really, always has been — that content lives in multiple places, from different content management systems to SharePoint sites to core applications like ERPs. For some, narrowing the volume to one central location seemed unrealistic.

“ECM was all about driving people toward that central repository,” one attendee at the Association for Intelligent Information Management’s (AIIM) 2018 conference explained. “The ‘enterprise’ in the title scared people away from it. They dismiss it because it sounds expensive and impossible to achieve.”

Content services, on the other hand, embraces the more realistic multi-repository environment, taking advantage of key capabilities, like integration, to connect different information sources.

“When I hear something like content services, it sounds like a solution — something I’m trying to deliver,” says Jim Cincotta, senior technical product manager of content services at Northwestern Mutual. “We have pockets of information in scattered repositories, and what we’re trying to do is abstract those things, providing a layer of services to all of those repositories that are common capabilities to all of these disparate data sets.”

In fact, the true focus of ECM was purely that — content management. With the evolution to content services, the focus is broadened. While conversations in the past included technology like capture and workflow, content services spans even further and takes a user-centric approach, including areas like enterprise search, collaboration and case management.

DEFINITIONS AND STATS: ECM TO CONTENT SERVICES

(Old terminology) Enterprise content management

(ECM): Primarily means of transforming paper documents into electronic information, and organizing, storing and distributing that information to employees and staff. Historically a monolithic content repository that lacks the agility and modularity of a content services platform.

66%

of respondents said siloed content across different repositories and applications is still the largest content-related business challenge

– AIIM: [Embracing Content Services report](#)

(New terminology) Content services platform:

A set of applications and flexible technologies organizations can use to aggregate content across multiple repositories, connect disparate applications, provide complete, centralized views of information and enable the sharing of content with members, employers and providers both inside and outside company firewalls.

74%

of respondents would prefer to pick and choose the content management capabilities they need for a particular problem, rather than buying everything

– AIIM: [Embracing Content Services report](#)

Why it matters: “Two-thirds or more of organizations report that they’ve ‘completely’ to ‘significantly’ evolved their content management approach because of trends like cloud computing, increased use of mobile apps and devices, automation and empowered customers. Legacy ECM suites are inadequate to support digital transformation in the type of environment that demands agility and flexibility. To modernize, some organizations have turned to a content services approach.”

Forrester: Content at Your Service whitepaper

THE SHIFTING TIDE OF INTELLIGENT INFORMATION MANAGEMENT

John Mancini, chief evangelist at AIIM, also covered this concept during his keynote presentation at AIIM 2018. With the shifting tide in the information management industry, came the evolution of new terminology, including content services and what AIIM refers to as intelligent information management (IIM).

AIIM showed it was all-in with this shift, changing its name from the Association for Information and Image Management to the Association for Intelligent Information Management.

And, as Mancini explained during his presentation, organizations must continue to drive the momentum forward regarding IIM within their organizations.

“Every organization is on — or should be on — a digital transformation journey,” he said. “The heart of this transformation journey is understanding, anticipating and redefining internal and external customer experiences.”

INFORMATION CHAOS AND CONFUSION

But less than one in five organizations feel like they are in a good spot with their digital transformation initiatives that deliver these experiences, according to 2018 AIIM research.

In fact, 53 percent of respondents in a recent AIIM survey said they are concerned about a serious disruption in their business models within the next two years.

As Mancini pointed out, this is most likely because “digital transformation is imperiled by a rising tide of information chaos and confusion.”

Despite major improvements in information management capabilities over the last decade, payers have marginally kept pace with the new wave of big content challenges. As needs increase, the average number of content systems in use continues to grow, rising nearly 30 percent over the past five years.

While payers continue to increase the number of content systems they use, a rising portion of critical business content remains outside those content management systems, which leaves room for other capabilities to manage this unmanaged content.

“This is behind the information chaos standing in the way of what organizations want to do with digital transformation,” Mancini said.

“Every organization is on — or should be on — a digital transformation journey. The heart of this transformation journey is understanding, anticipating and redefining internal and external customer experiences.”

John Mancini
Chief Evangelist, AIIM

The need for content services



The need for content services

As payers move away from the pursuit of a single content repository, the focus now is on building solutions that connect multiple repositories together and allow users to access and interact with information using the systems and methods that specifically work for them.

For Cincotta, his need for content services involves records management across the enterprise. Staff struggle to ensure records retention for each new channel of data ingestion as well as document versioning.

To solve this problem, Cincotta is looking at content services as a “logical layer on top of these content repositories.” The records can live anywhere, but a content services approach will make their management successful across all repositories.

“The idea meshes with me,” he says. “It’s not a box solution, but a set of capabilities that serve specific needs.”

And many payers are increasingly looking for content services platforms that can be deployed in the cloud to alleviate the burden of in-house maintenance and storage and address a wide variety of challenges like disaster recovery, data availability, cost savings and security. Heinen’s, a successful grocery chain, was able to simplify employee information management, reduce risk and lower costs by hosting their solution in the Hyland Cloud.

DEFINITIONS AND STATS: CLOUD-FIRST STRATEGY

Payers with a cloud-first strategy considers deployment in the cloud to be the first, best choice and develops the user experience, interface, and all features and functionality with a cloud user in mind.

“83%

of enterprise workloads will be in the cloud by 2020”

- Forbes

Why it matters: According to an IDG survey, 67 percent of IT buyers cite disaster recovery as the top reason to use a cloud-based solution. “Improved disaster recovery capabilities, including the economic resources to replicate content in multiple locations, helps payers get their crucial solutions running as soon as possible after an emergent situation.”

- Hyland: Top 7 Reasons to Host Enterprise Solutions in the Cloud



From 2011 to 2012, the company grew by 20 to 25 percent, opening four new stores. But [with content management from Hyland] the number of bodies doing the work stayed the same in HR.

Bob Walters

Business Analyst, Heinen's

It's all about choice

It's all about choice

Instead of buying a monolithic system designed for the entire enterprise, the promise of content services is that you purchase only what you need. In fact, 74 percent of respondents said they would like to pick and choose the services they want rather than buying everything, according to [AIIM research](#). “It’s a reset of expectations,” Gibson explained. “You don’t need to buy an entire product suite — you buy just what you need.”

The appeal of low-code, rapid application development adds additional benefits to this approach.

“You can take low-code platforms and build the common framework for content services; you don’t have to build it from the ground up like you had to in the past,” said another attendee at AIIM 2018.

And as Craig Hatfield, lead developer at Sherwin-Williams, explained, utilizing a content services platform has enabled him to “only write code when it’s a last resort.”

WHAT’S IN A NAME?

Although some payers find it easy to articulate the evolution of the information management industry, many are still unsure about the new terminology.

This is likely due to the fact that the term is still somewhat new — many companies were only just exposed to the term in 2017 after Gartner published its first Magic Quadrant for Content Services Platforms. Since 2018, Hyland has been named a leader in the [Gartner Magic Quadrant for Content Services Platforms](#).

Based on what our payer customers are asking for, our commitment to our expanded platform of content services capabilities continues to grow. We’re continuing to develop our technology to make it quickly and readily available; building lightweight, responsive applications and intuitive user interfaces; and empowering payers of all sizes by partnering with them on their journeys toward digital transformation.

DEFINITIONS AND STATS: LOW-CODE

A low-code content services platform minimizes the need for costly custom coding, allowing you to rapidly configure a variety of business applications — including dynamic case management and process automation — that share common information and content and fill in the gaps between your line-of-business systems.

“45%

of companies reported using 100 or more applications on at least a weekly basis”

- Forrester whitepaper: [Think Beyond Buy Versus Build](#)

It's time to evolve our information management strategies

It's time to evolve our information management strategies

They say truly disruptive moments occur once in a generation. But for those in the technology space, we know that change is a constant.

And right now, we're in the midst of a monumental change — a shift in technology and information management specifically that payers are starting to embrace.

The monolithic model that characterized ECM in the past has been replaced by a desire to leverage more content and process capabilities as needed, across multiple repositories and to connect disparate applications. This falls in line with the very intention behind a content services approach: To implement the specific capabilities organizations need to solve business challenges across a variety of users and business units — not one antiquated content management standard for the entire enterprise.

That's likely why 92 percent of organizations believe something has to change and they must modernize their intelligent information management (IIM) strategy accordingly.

And most already have plans in place to further their digital transformation initiatives in the year and years to come. Regarding where they plan to invest in the future:

- 51 percent said analytics and machine learning
- 37 percent said automating compliance and governance
- 40 percent said digitalizing core organizational processes
- 47 percent said modernizing the information toolkit

With these initiatives in mind — and their focus on specific aspects of information management — it's no wonder we're seeing this technological landscape (and its terminology) evolve.

"We're in a very transformative time," AIIM's John Mancini says. "It's not too late to get serious about IIM." And it's definitely not too late to modernize your digital transformation strategy with a content services approach that keeps your organization's momentum toward success going.

DEFINITIONS AND STATS: ROBOTIC PROCESS AUTOMATION (RPA)

RPA refers to "software tools that partially or fully automate human activities that are manual, rule-based, and repetitive. They work by replicating the actions of an actual human interacting with one or more software applications to perform tasks such as data entry, process standard transactions, or respond to simple customer service queries."ⁱⁱ

"86%

of respondents indicate that their expectations of productivity improvement from RPA were met or exceeded"

– Deloitte: [3rd Annual Global Survey Report](#)

Why it matters: RPA automates tasks where human touch does not add business value. It improves human capital utilization by moving employees from repetitive tasks to higher-value business activities to improve engagement and reduce employee churn.

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About Hyland

Hyland provides a complete view of the right information to the right people, where and when they need it. Serving as a content services hub, we smartly surface content in context by connecting data and systems across the enterprise. By providing users with easy, secure access to complete information — anytime, anywhere, on any device — we enable organizations to digitally transform and facilitate more responsive, meaningful interactions.

By harnessing innovative and intelligent automation technologies that anticipate the needs of users and customers, we help organizations and their employees focus on high-value tasks to develop more meaningful, relevant connections with the people they serve.

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

By providing users with easy, secure access to complete information — anytime, anywhere, on any device — we enable organizations to digitally transform and facilitate more responsive, meaningful interactions.

¹Content at Your Service: How Modern Content Services Platforms Power Digital Transformation, a Forrester Thought Leadership Paper Commissioned by Hyland, March, 2019

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