

WHITEPAPER JUNE 2023



## THE IMPORTANCE OF HOLISTIC, INTEGRATED CONTENT MANAGEMENT FOR EMPLOYEE INFORMATION

Leveraging Hyland's OnBase with industry-leading HCM/HR system drives maximum outcomes

Produced by *Human Resources Executive*®

Sponsored by

Hyland™



## Employers today can take advantage of an HCM-integrated, all-digital, seamless solution

As employers consider their core human capital management (HCM) application challenges and options now and in the future, HR professionals — and the workforce overall — say they need a smooth, uncomplicated way to take full advantage of today's high-level, complex HCM platforms.

Unfortunately, more often than not, meeting that prime objective is easier said than done. Worst case, many employers today are missing out entirely when it comes to getting the optimal results from their HCM system. Plus, the recent COVID-19 pandemic and the way it fragmented most workforces didn't make things any easier.

According to Don Dittmar, director of product management at Hyland Software, in Westlake, Ohio, the key is finding a protected, yet extremely visible channel for information related to employer-employee relationships. This ensures nothing is "lost in the noise" of overall workflows and collaboration tools. Most of all, he added, is the need to focus on usability with built-in flexibility.

"Especially for today's often-fragmented workforces, it comes down to having access to enhanced self-service and data across every aspect of an employee's working relationship with employers," Dittmar said. "You can call it a 'My Job' concept, where everything from compensation to benefits to learning and development is accessible in an intuitive, digital space that contains all things related to each employee's specific job or role."

Especially for today's often-fragmented workforces, it comes down to having access to enhanced self-service and data across every aspect of an employee's working relationship with employers

-Don Dittmar



With all that data and access to it to manage, Dittmar said, several functional realities exist on the employer-employee "wish list" continuum:

- **Collaboration** - More collaboration and easy information sharing between HR departments and the employees they serve
- **Competitive Edge** - HCM/HR technology solutions that help HR teams and the organization compete for talent
- **Agility** - HR being well-positioned with their tech stack to adjust to future workforce changes, such as the pandemic with its push for more work from home or in the office, and more sharing of information across systems
- **Optimization** - A better way to measure how inefficient their current HR processes are, especially when it comes to managing all the various and unstructured information generated during the employee life cycle
- **Sharing & Access** - Finally, how improved information access and sharing enhance the overall digital employee experience, which essentially describes the way in which employees want and expect to work today

In situations that aren't the norm — for example, an employee going on short-term medical leave — a lack of user-friendly, highly customizable connectivity makes a strong case for critical digital communications conduits, Dittmar added. An employee facing a medical furlough can't simply drop a message into a company inbox, especially if the employee is going to be off the job for a specific period.

"That type of need is a perfect example of the collaboration, information and document sharing between an employer and employee requiring its own prioritized channel," Dittmar said.

"Employees want access to content regardless of time, space or device," said Jono Bowles, product owner, financial process automation and integrations at Hyland. "They don't want paper; they want digital content ensuring the ability to collaborate easily with others. Most of all, that 'organic' process must be transparent to the user directly inside the core HCM/HR system."

"Rich content" HCM systems are fantastic at gathering employee data and records, Bowles said. The missing piece, however, is the ability to smoothly manage digital content — rich media images, employee-related digital documents, video, etc.

According to Bowles, having a "digital mindset" means covering a lot of territory. That's especially important during employee onboarding. In many cases, that workflow remains a paper-heavy process as someone transitions from applicant to employee.

"HR has a hard time trying to make sense of it, to put it together and then make that data referenceable — not only to that HR system, but then to any other systems that may need access to that data," Bowles said. "The challenge is to be very good at connecting not only with the core HCM/HR system, but also any of those adjacent HR systems that are used within onboarding."

In a nutshell, the lack of robust digital tools to help automate and manage critical content is hindering efficiency and employee satisfaction.

Apart from the above concerns and challenges, there are highly important processes, including incident management, legal compliance, and HR policies and procedures. This makes it even more critical to have a data-based solution that delivers easy access and organization to documents.

The pandemic and the growth of flexible working environments have certainly changed the way HR interacts with employees and job candidates

-Don Dittmar





What are employers and their HR departments doing to manage these digital data challenges? Dittmar outlines two outdated approaches that are still in play at many organizations:

### OPTION ONE

#### Manage digital content in the core HCM application

##### Pros

- **Cost:** No additional cost to purchase a supporting/complementary system to manage content
- No change to the user experience

##### Cons

- Content management capabilities in the core application will be very limited (basic document capture, indexing, etc.).
- Storing content in the HCM/HR system database isn't recommended, as this can degrade performance of the core application over time.
- Storing content in the HCM/HR system drives up overall storage amounts, which can lead to increased system costs. Most systems come with very limited storage capacity.
- Storing content in the HCM/HR system siloes that content. Only permissioned users of the system will be able to find and access content.
- Storing content in the HCM/HR system may put organizations at risk of being non-compliant with storage regulations governing their industry. For example, the manufacturing industry has strict ISO compliance regulations for how content is created (who creates it), revised, shared (published) and deleted. To be compliant, a full audit trail of all these activities must be shown.

### OPTION TWO

#### Continue to use their current enterprise content management (ECM) system, which may or may not be integrated with the core HCM/HR platform

##### Pros

- **Cost:** No additional cost to purchase a new system
- User familiarity of system due to history of use

##### Cons

- In most cases, an ECM system that isn't integrated with the HCM/HR system will force users to leave the HCM/HR system to find content that needs to be associated with employee records. This disruption of their work stream in the core HCM/HR system causes inefficiencies and results in staff taking more time to complete other more important HR-related tasks.
- Even if the ECM system is integrated with the HCM/HR system, most integrations disrupt the user experience when it comes to searching, finding or adding (capture/import) content. Also, such integrations can't easily be maintained when there is a version upgrade to the HCM/HR system or ECM system. This could lead to additional services/development costs to make the integration work again.



According to Dittmar, there are more effective options. One is to take advantage of a holistic content repository solution that gives HR and employers a detailed record of all employee-related content across all the available systems in use.

"It's a risk to underestimate how important enterprise information will be for employees and HR knowledge workers," Dittmar said. "And that means an HCM-adjacent solution that offers easy access — any device from anywhere."

At the end of the day, HR employees working in core HCM applications don't want to leave those applications to find information. Either through enterprise search or direct links to associated information, they prefer to stay in those applications to add or edit content.

"Most of all, it's important to ensure that content doesn't get siloed by storing it in applications

that not all employees can have access to," Dittmar said. "You can always enforce access and permissions, but you often want and need to repurpose content across business applications."

"The pandemic and the growth of flexible working environments have certainly changed the way HR interacts with employees and job candidates," Dittmar said, adding that at Hyland it's not uncommon for a new hire to not be in the same physical location as their manager, team or other employees for weeks or even months.

"HR leaders need technology more than ever to support the conduits of information between job candidates or employees who may not be in the office on a regular basis," the Hyland product management director said. "And that solution must mesh well with the large HCM systems dominating the HCM market today."

## Leveraging Hyland's OnBase with industry-leading HCM/HR system drives maximum outcomes

Hyland Software, through its OnBase platform, offers a range of effective solutions that can deliver exactly what HR and employers in the medium-to-large enterprise space need today.

Hyland's cloud-based technologies, solutions and services are helping thousands of organizations — including half of the Fortune 100 companies — and their HR practitioners by offering a platform that delivers a higher level of user-friendly experiences to the people they serve within the organization.

"Customers use our solutions to navigate the complex digital ecosystem that is essential for any thriving, modern organization," said Don Dittmar, Hyland's director of product management. "Our content services platforms offer the technical infrastructure for organizations to transform those siloed, disparate data points into unified, accessible, actionable content."





By definition, a content services platform (CSP) is the foundation of an organization's strategy for managing and using content. A modern content services platform can:

- **Capture, store, manage and secure** content and other digital assets
- **Unify access** to content across the organization
- **Enable compliance** with modern regulatory requirements
- **Automate** tasks and business processes
- **Serve** remote, mobile and external users
- **Enhance** collaboration
- **Enable** application development and integration
- **Deploy** in the cloud or on premises

Hyland's solution offers certified, API-level integration with HCM/HR systems that can be maintained during upgrades. For example, Hyland has an integration built using Workday Extend (for Workday HCM) and Workday Financial Management that delivers a near-seamless user experience. It practically has users feeling like they've never left the HR system, according to Dittmar.

In addition, Hyland can help HR teams overcome a serious pitfall — dwindling resources — in the always competitive world of talent management and recruiting.

"Recruiters today are asked to do more with less in a competitive but also saturated candidate pool," Dittmar said. "Employers, of course, must make quality hiring decisions, but they need to make them from a vast, complex wall of incoming content."

Hyland's solutions allow employers to create

process flows for that information by delivering solid control and oversight. This allows HR to better manage the overload of info and act quickly in reaching high-quality candidates.

"The pandemic and flexible working environments have certainly changed the way HR interacts with employees and candidates," Dittmar said. "Even here at Hyland, it's not uncommon for a new hire to not be in the same physical location as their manager, team or other employees for weeks or even months after hire."

HR leaders need technology more than ever to support the conduits of information between candidates and employees, many of whom aren't in the office on a regular basis.

"We're about trying to ease the decision-making process overall, and if you're a job candidate or an employee, you're trying to get in and get out and provide whatever documentation your employer or perspective employer requires," said Jono Bowles, product owner, financial process automation and integrations at Hyland.

"The idea is to make the process as frustration-free as possible," he added. "In fact, we build our applications with the intent of needing barely any end-user training. It's very apparent how to use OnBase right away — it's point and click and ready to roll."

**The pandemic and the growth of flexible working environments have certainly changed the way HR interacts with employees and job candidates**

**-Don Dittmar**

From the employer's side, Hyland delivers a complete picture of information about an employee or job candidate from any of the systems where either group may have provided information. HR or line managers are never required to hunt down information in 10 different, disconnected locations.

Hyland's "in-context" content management capabilities for HCM/HR mean an HR user can easily search, access and associate content to the employee record. Best of all, Dittmar said, Hyland's capabilities are so well-integrated they appear to be part of core HCM/HR system.

With the help of **Hyland's OnBase**, HR or the employer can:

- Create additional applications that can be used for incident management and policies and procedures management
- Provide easy access to the workforce or HR end user — from any device, anywhere
- Deliver a value-adding workflow engine to supplement core HCM/HR system process flows
- In most cases, customers using large HCM/HR systems can purchase certified/approved integrations from the respective app stores of the company.

"It's not only convenient, but it also gives the purchaser and future user confidence that the integrated solutions will not only work, but also meet their needs," Dittmar said. "HR content often is needed for business solutions related to safety, insurance and licensing that may be freestanding, away from the HCM system. Our solutions make that happen, by eliminating the typical frustration-creating, time-consuming and money-wasting data silos."

Hyland is a leading content services provider that empowers people to deliver their best in a constantly changing digital world. Our employee file management software helps organizations improve the worker experience and secures sensitive data. Are you wasting time searching for employee files? We can help.

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

# Hyland™

