SIX REALITIES WHERE MANAGED SERVICES IS A STRATEGIC MOVE

Today's technology landscape opens the door for significant, rapid transformation

Hyland®

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Introduction

Rapid innovation is rampant in today's marketplace, and organizations must be agile to keep up

Operational agility and resilience have ascended to be among the most essential initiatives for today's organizational leaders.

Even before the world changed in 2020 — and operations in every industry have had to drastically evolve to digitally accommodate immense remote workforces — organizations in every industry have been challenged with an unprecedented pace of technology-enabled innovation and disruption.

Organizational leaders are at critical juncture where it is essential to capitalize on digital transformation opportunities in order to meet rapidly evolving user needs, keep pace with peers and the current state of remote service delivery requirements, and increasingly critical security requirements. Organizations that can't evolve with the pace of market-driven needs risk being left behind.

This can be a heavy burden for in-house IT teams who must work with business units across the organization to deliver solutions that will meet highly specific needs, while ensuring a secure, high-performing, transparent and compliant environment. To overcome this threat, IT leaders must strategically leverage their limited resources to manage priorities.

Managed Services is a key model that accelerates agility and ROI today's digital world

A trusted partnership with a Managed Services provider could be the key differentiating strategy for accelerating successful outcomes — now and into the future. By providing new models for administering and optimizing digital information management solutions throughout the IT organization, Managed Services has the potential to transform not just our technology capabilities, but the very delivery model for outcome-based technology innovation going forward.

KPMG 2021 CEO Survey [1]

52%
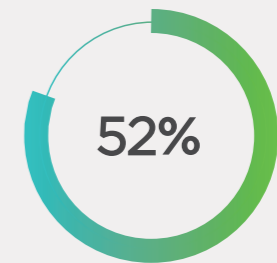
CEOs say that application of new technology will be a top business driver of success over the next 12 months

Reality one

The gap between leadership goals and in-house resource capabilities for innovation is significant

We are witnessing a monumental rise of information management and content services capabilities available today that are essential for success in our digital world. Capabilities like simple interoperability with other critical systems. And secure, mobile applications that users and the marketplace are increasingly demanding.

While the idea of IT-driven innovation is widely supported among organizations, the reality is, competing priorities rob the time necessary for it.

In The State of Work Report, U.S. 2019 Edition, sixty-four percent of IT workers say they are regularly asked to think of how they can do things in a completely new way. But fifty-eight percent say they're so engulfed with getting day to-day work done that they don't have time to think beyond daily tasks. Additionally, fifty-seven percent are also pulled into being "accidental project managers".
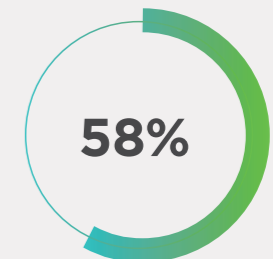
Still, the rapidly evolving technology landscape does present strategic opportunities to shift the way we support, expand and optimize our critical solutions. Many organizations are choosing to move to cloud and managed services models for key areas to ensure their information management solutions are expertly maintained by trusted partners, and are continually optimized to meet their exact needs.

This unburdens in-house IT professionals from the project management, daily maintenance and constant knowledge acquisition of emerging content services capabilities required to ensure solutions are performing as needed. It also enables IT experts to rise to the challenge of planning, designing and implementing the innovative technologies across their organization that create true differentiation in the marketplace.

WHAT IT WORKERS ARE SAYING...[2]
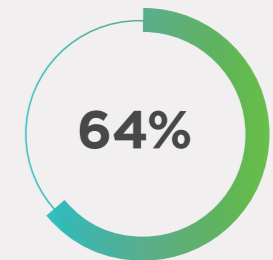
64%

say they are regularly asked to think of how they can do things in a completely new way

58%

say they're so engulfed with getting day to-day work done that they don't have time to think beyond daily tasks

57%

say they are also pulled into being "accidental project managers"

Reality two

Upskilling workforces and securely leveraging emerging capabilities are a top priority for CEOs, rapidly shifting resource requirements

In today's digital world, opportunity — and even survival for many organizations — comes to those who are prepared. Being prepared means:

- Having the resources to ensure your critical operations keep pace with industry standards,

- Ensuring your expert staff is focusing on the most important work supported by the best digital capabilities, and

- Ensuring that you and those you serve are protected with security appropriate for all emerging and strategic technology direction.

In short, it means having the right people tending to the right areas.

The 2019 Global CEO Outlook stated that 100% of CEOs plan to upskill their workforce in new digital capabilities over the next three years and 71 percent say that their organization sees information security as a strategic function and a source of competitive advantage.

With a proliferation of digital solutions automating processes in every corner of the organization, capabilities and resources to maintain and optimize solutions must expand. But the answer is not always to expand head count.

It doesn't makes sense to try and take it all on in-house. With industry-specific and transformational content services capabilities — as well as security regulations and capabilities — emerging so rapidly, relying solely on continually improving or getting new skills in-house is no longer a scalable model.

WHAT CEOS ARE DOING AND SAYING...[3]

56%
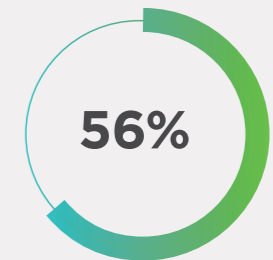
Upskilling 1% to 50% of the workforce

44%
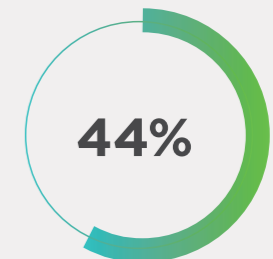
Upskilling 51% or more of the workforce

71%

Information security is a strategic function and a source of competitive advantage.

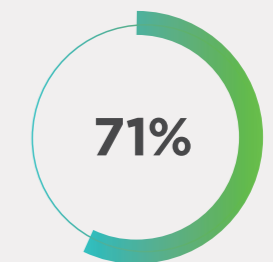In terms of IT priorities, the daily, weekly, and monthly tasks required to maintain your organization's data-driven solutions — including responding promptly to user needs — are just as important as developing transformative new solutions.

This is where Managed Services provides strategic capabilities to IT teams who don't want to have to sacrifice innovation for stability.

Managed Services is a broad category with practices carried out in many ways in the technology industry. Its reach ranges from outsourcing of IT infrastructure or cloud-based applications to niche, defined outsourcing needs in specific areas that enable IT initiatives to meet predictable outcomes.

Where Managed Services is distinctly useful for IT teams managing increasingly complex data-driven technology projects is when they can outsource specific, vital but time-consuming maintenance and optimizaton to experts in those disciplines. This frees up specialized in-house staff to be able to trust those areas are in good hands, and focus on other mission-critical or transformational information management initiatives that create successful outcomes for their organization.

MANAGED SERVICES DEFINED:

Managed services is the practice of outsourcing day-to-day technology management responsibilities to a third party as a strategic method for improving operations and accelerating a return on their technology investment... categories consists of a group of service elements that are designed to enable a customer to achieve an intended outcome.

TSIA
(Technical Services Industry Organization)

Reality three

Gaps in resources can consistently pull experts from one project to save another, stalling initiatives
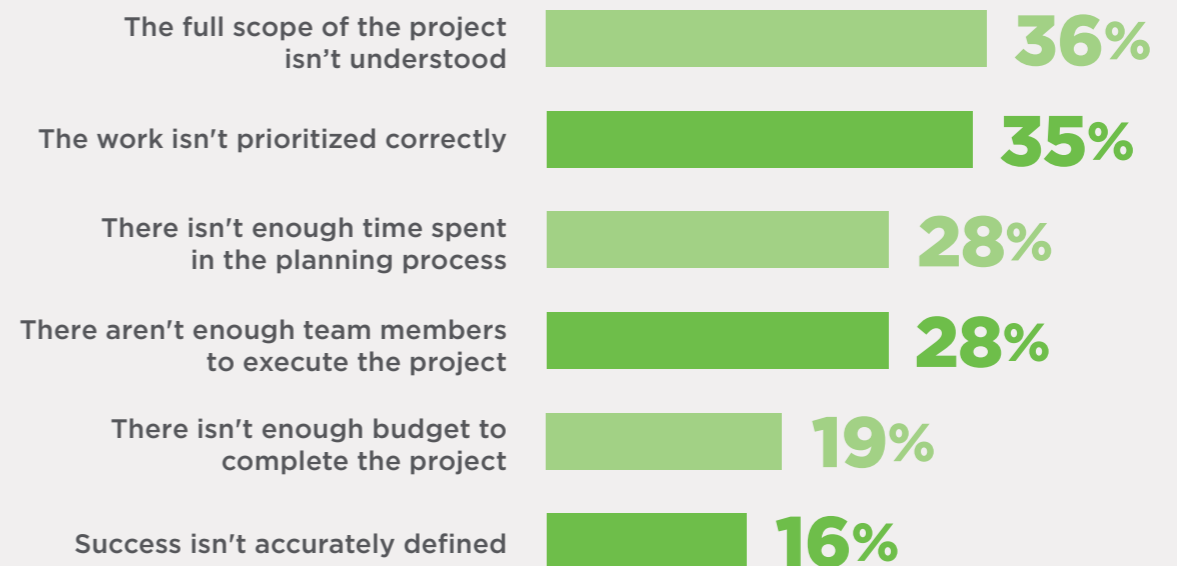
There are valid reasons IT professionals must pivot from one project to keep another, more important one moving forward. Reasons include acquisitions, new leadership priorities, and unforeseen market changes or opportunities.

But that type of strategy for day-to-day project management can have far reaching negative impacts on an organization's capability to keep pace with rapidly evolving digital capabilities. Projects may need to be delayed for months, or canceled altogether due to a simple lack of resources.

The kind of transformative momentum and strategic capabilities we are increasingly seeing in today's technology landscape are only possible when projects can have a reasonable predictability of expected and successful outcomes. Including finishing on time.

THE STATE OF WORK REPORT, U.S. 2019 EDITION[5]

What are the primary one or two reasons a typical project gets delayed?

Reason	%
The full scope of the project isn't understood	36%
The work isn't prioritized correctly	35%
There isn't enough time spent in the planning process	28%
There aren't enough team members to execute the project	28%
There isn't enough budget to complete the project	19%
Success isn't accurately defined	16%

Reality four

When in-house IT experts can rise to succeed in today's data-driven opportunities, everybody wins

Innovation is the heart and soul of IT teams, especially in this unprecedented age of digital transformation.

Far from being change resistant, today's IT workers want to be at the heart of designing and implementing innovative solutions. Creating solutions that transform the day-to-day experiences of those they serve for the better has a significant, high appeal for IT teams. This energized work environment can also produce transformational outcomes for your organization.

However, IT workers need time to ensure they are using the best methodologies for high performing, secure and competitive solutions. IT workers also cannot choose between innovation and secure stability of existing solutions; the latter will always win.

With organizations increasingly prioritizing activities supporting digital transformation for business units enterprise-wide, the time is now to be strategic in managing a technology ecosystem that includes in-house and outsourced resources to manage both innovation and stability.

Increasingly valuable will also be an organization's capabilities to manage this dynamic in a way that provides predictable costs, outcomes and tactical forward-thinking strategies, including technical innovation roadmaps.

This will increase in-house competencies in cutting-edge technology, but also agility and problem solving skills.

IT organizations are increasingly realizing there is intrinsic value in leveraging Managed Services experts to man day-to-day maintenance tasks and ongoing optimizaton of existing solutions.

Critical project stages include upgrades, go-live events, or design phases where you are looking for the best methods for the outcome you need to achieve.

Or industry-specific workflow design phases, workflow expansion implementations or solutions involving case management, advanced capture or integrations.

Sometimes, the key to meeting success criteria is just having a proficient project manager for one or multiple critical projects underway.

This way, in-house staff who are technical experts — but also authorities on your infrastructure, processes and user needs — can focus the majority of their time on the innovation critical to your organization.

QUESTIONS TO CONSIDER

Ask yourself these questions to help build your business case for Managed Services:

☑ Are you missing out on opportunities to innovate with mobile, integrated or self service solutions that would increase employee productivity, or improve customer service?

☐ Are there critical initiatives you've identified to meet customer expectations or market demand, but don't have the bandwidth to execute in the time-frame required?

☐ Is your current solution at risk for compliance or security threats?

☐ Do your IT professionals feel that there is an optimal career path by staying with your organization, or are there more tangible opportunities for innovation elsewhere?

IT MANAGEMENT CONCERNS/ISSUES[4]

The 2020 SIM IT Trends Report is one of the most comprehensive investigations of IT leaders and practices within organizations in the United States. There were 1033 IT executives from 618 organizations that participated in this year's study.

The study identified organizations' ten most important IT management issues from 2019 as:

1. Security/Cybersecurity/Privacy
2. Alignment of IT with the Business
3. Data Analytics/Data Management
4. Digital Transformation
5. Compliance and Regulations

6. Cloud/Cloud Computing
7. Agility/Flexibility (Business)
8. Cost Reduction/Controls (IT)
9. Innovation
10. Cost Reduction/Controls (Business)

Reality five

Disparate IT initiatives and services projects impede momentum and digital agility

Three of the biggest reasons projects face delays and added costs are:

1. Underestimating the scope of work in critical phases.

2. Work that isn't prioritized properly.

3. Unforeseen capital expenditures arising from one-off outsourced projects or consultation.

In a Managed Services engagement, the technical professional should act as an extension of your team, encouraging bi-directional sharing of user feedback, business process and industry insight, and best practice methodologies in optimizing solutions.

Managed Services professionals also provide project management strategies that logically guide project work priorities and solution milestones, enabling you to achieve successful outcomes faster, often in a predictable, fixed, operational cost structure.

This type of partnership and collaboration organically increases the knowledge and enthusiasm of staff who become increasingly capable and self-sufficient in their key areas of organizational processes, powered by leading-edge information management solutions.

Engaging the expertise of the right Managed Services provider means that you are partnering with someone who understands your business, including operational goals for strategically optimizing the capabilities of existing and planned technology, and increasing user adoption and technology skills for your workforce and those they serve.

It also means you'll have predictable project costs and on-time, on-budget projects.

Strategic Managed Services providers will have discrete offerings that can meet you where you are in terms of expertise, budget and duration.

A strategic Managed Services partnership gives you insight into both where your technology solutions fall among your peers in the industry, and into leading digital methods and best practices for information interoperability and access.

This extends the value of existing technology investments, accelerates ROI and supports rapidly evolving user expectations with rapid and meaningful solution delivery.

The right Managed Services partner will also have proven insight based on experience with thousands of customers and digital transformation strategies. This is often helpful in executive and leadership efforts to determine the best technology strategy to meet organizational goals.

QUESTIONS TO CONSIDER

☑ How much time do IT staff spend researching or troubleshooting content services methods for optimized or new solutions? How do you know what "best-in-class" looks like? How is project success defined?

☐ How much downtime can you afford for unexpected events during a go-live event? What SLAs or agreements are in place for delivery models?

☐ How many projects are your in-house teams managing? How many have been on the list for more than a year? Could they benefit from an extra set of expert hands or a project manager?

☐ Do you feel confident that IT staff are fully confident to answer questions from leaders in the organization about content services and information management strategy? What are the risks in solution delay?

☐ What would you do if your Hyland platform system administrator resource had to leave tomorrow?

Reality six

A trusted technology partner who understands your business is a conduit to successful outcomes, now and into the future

Organizations today are increasingly looking for technology partners who understand their organization, and will work together as their needs evolve, rather than vendors who only work off of strictly defined requirements.

Additionally, IT teams need to trust that their technology partner will be able to contribute to successful outcomes from initial implementation, through change management and evolving solution development.

With today's pace of speed-to-market innovation, and a world marketplace whose priorities have vastly shifted for a term as yet unknown, the conversation is changing from focusing primarily on immediate financial value to focusing on innovation strategies that meet rapidly evolving requirements in order to remain competitive and successful in the marketplace for the long term.

Organizations must be ready to capitalize on strategic opportunities as they arise. Managed Services are a strategic tool that provide flexible, powerful channels of expert guidance and service delivery that enable this agility. Managed Services can help organizations:

- Meet the technology requirements for industry-specific innovation,

- Increase your in-house technical resource capabilities, and

- Have a predictable model for outcome success and accelerated ROI with a predictable cost structure.

This approach also creates an engaged, energized IT environment with high appeal for IT professionals, contributing to a continually improving forward-thinking digital strategy.

92%
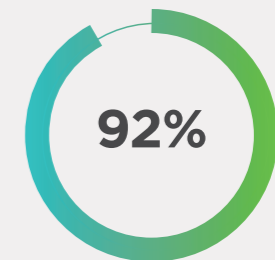
of organizations believe that something needs to change and that they must modernize their information management strategy.[6]

Conclusion

Hyland's Managed Services

Our world today is immersed in a digital and operational paradigm shift, with recent realities and technologies redefining the way organizations in every industry conduct business.

Rapidly emerging and evolving technologies, industry standards, regulations and customer expectations mean that your organization must have digital agility in order to keep pace. Our Managed Services are here to support your teams and the business they need to drive.

Organizations in every industry are choosing to employ managed services models for their data-driven solutions to ensure solutions stay current, high-performing and able to optimize with evolving business requirements. This allows your organization to lower the costs of administering and supporting your critical solutions, while bringing a variety of resources with the most skill to continually optimize them.

You know your business best and we know what tools and processes will ensure your Hyland solutions get you and your people to where you need to be, now and as your requirements evolve. Partnering with our teams to manage the optimization of your solutions enable your organization's resources to focus on your business.

Our Managed Services ensure your solutions are always at the top of their game — and deliver the value your organization and the people you serve expect.

Learn more about Hyland's Managed Services by reaching out to your Account Manager
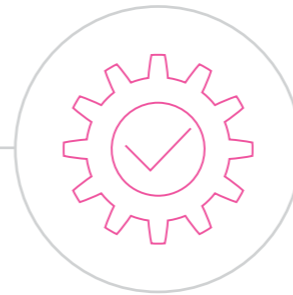**or visiting Hyland.com/Services.**

Hyland global services

You know your business better than anyone; and we know content services for your industry. Trust your business to a content services market leader.
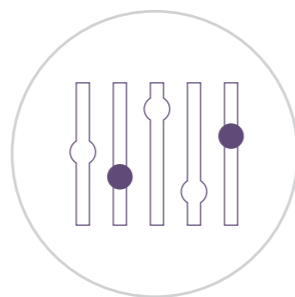
14
vertically aligned disciplines

11 years'
experience on average for the leadership team dedicated to Hyland's core values
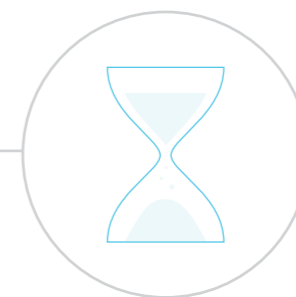
2,300
unique engagements annually

1,300
unique customers annually trust our services

8 years'
experience delivering Hyland solutions for the average consultant

28+
years of growth

90%
of projects delivered on-time and within budget

About global services

Hyland Global Services is committed to helping our customers leverage their talents and technologies to succeed in your goals.

Since 1991, Hyland's driving force has been to empower you to continually improve work processes by making information that exists in you organization work better for you.

We've been successful in empowering our customers for more than 25 years by working side-by side with you, listening to the real-world challenges you face, and collaborating with you to develop industry-leading information management solutions that enable you to attain critical goals.

We succeed when you succeed.

INDUSTRY RECOGNITION

In its 2020 Magic Quadrant for Content Services Platforms Report, Gartner named Hyland as a Leader based on our completeness of vision and ability to execute.

Click to get the report

Hyland®

Learn more at **Hyland.com/ManagedServices**

SOURCES

1, 3, 2019/ 2020 Global CEO Outlook, KPMG International 2,
5, The State of Work Report, U.S. 2019 Edition
4   IT Trends Study - 2019 SIM IT Trends Study
6   AIIM The Intelligent Information Management Starting Line – 3 Tasks to Target Now, 2019