

# QUICK STUDY: CONTENT SERVICES

Terms, stats and tools to get you up to speed on content services

40%

of respondents said they have a vague understanding of the differences between ECM and content services but cannot effectively describe them

- AIIM: Embracing content services report >

66%

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

- AIIM: Embracing content services report >

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 >

“45%

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

- Forrester whitepaper: Think Beyond Buy Versus Build >

## FROM ECM TO CONTENT SERVICES >

**(Old) Enterprise content management (ECM):** Primarily a 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.

**(New) 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 stakeholders, customers and collaborators both inside and outside company firewalls.

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**Low-code platform:** 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. [Keep studying low-code >](#)

**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 (content not yet published)

## DIGITAL TRANSFORMATION >

“Digital transformation is the process of using digital technologies to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements.”<sup>i</sup>

[Keep studying digital transformation >](#)

**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

## 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.”<sup>ii</sup>

[Keep studying RPA >](#)

[Read this 2019 RPA eBook from AIIM >](#)

**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.

## CLOUD-FIRST STRATEGY >

An organization 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.

[Keep studying cloud deployment >](#)

**Why it matters:** According to an IDG survey, 67% 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 organizations get their crucial solutions running as soon as possible after an emergent situation.”

- Hyland: Top 7 reasons to host enterprise solutions in the cloud >

“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 (content not yet published)

“86%

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

- Deloitte: 3rd Annual Global Survey Report

“83%

of enterprise workloads will be in the cloud by 2020”

- Forbes >

<sup>i</sup>Salesforce: What is Digital Transformation?

<sup>ii</sup>AIIM: What is Robotic Process Automation?