



The emergence of intelligent, cloud-enabled content solutions

Growing into the future with agile,
intelligent information management



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The (spiraling) need to manage information

Organizations have always needed to manage business information effectively, but today the need to balance usability with security and remote working with compliance means that IT departments are under more pressure to deliver than ever. That pressure has increased recently with the rapid transformation of the workplace and hybrid work requirements, forcing organizations to adapt across several diverse areas.

In times of rapid change and uncertainty, it may seem natural to take a defensive business stance — but savvy organizations do the opposite. Using the volatile environment to fuel their goals, enterprises that make wise investments during times of crisis are perfectly positioned to reap the rewards in the future.

Managing your business-critical information is one of the most fundamental and important areas to focus on.

In this e-book, we explore why organizations are looking to information management to help manage change, contain risk and drive business value — and how cloud-native content services platforms are answering their call.



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The 6 Vs of information management

The pandemic is not the only catalyst for change in the information management space.

The six Vs of information management are driving the need for better business solutions and practices to handle key information and content. Each of these areas increases the pressure on organizations of all sizes.

1 Volume

The amount of data and content generated and received by organizations is growing faster than their ability to store and process it. This trend shows no sign of slowing soon.

2 Variety

Modern content is more than just scanned office documents. It includes videos, images, SMS messages, unstructured data and much more.

3 Velocity

The speed at which information is generated is growing, but so is the speed at which information must inform or automate decision-making. This requires intelligent automation to meet corporate SLAs.

4 Variation

Organizations must manage a combination of information from disparate sources, repositories and business systems, requiring integration between systems to both access information and automate actions.

5 Value

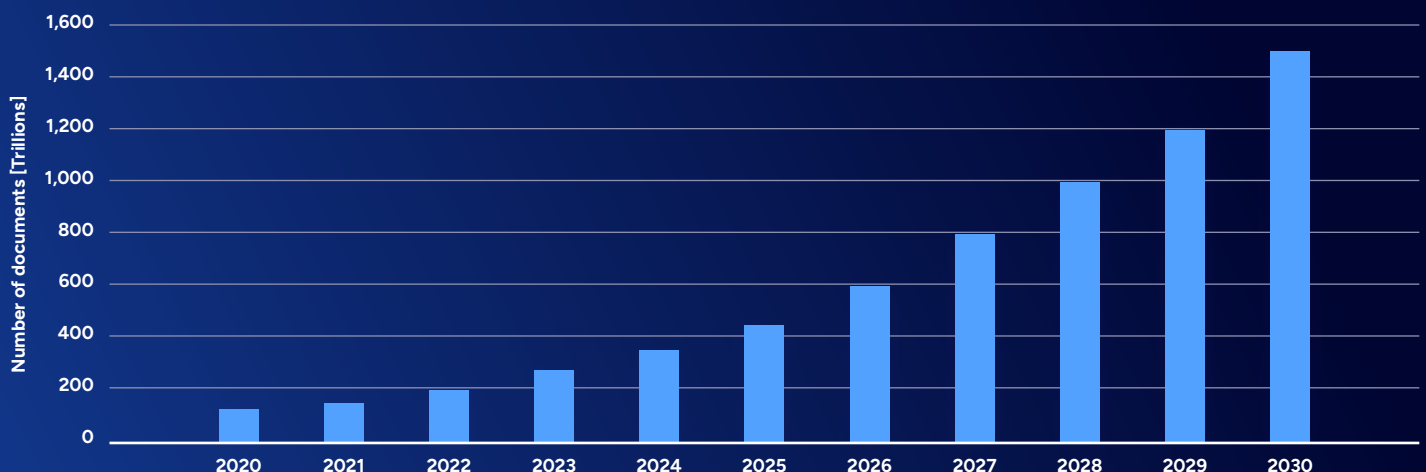
Unstructured data throughout the enterprise is a core component of critical business processes, so effective identification, data extraction and routing is vital.

6 Visibility

As organizations grow, so do the number of information silos and systems they manage. An elegant solution is required to find and manage information across these myriad tools.

The traditional tool used to manage information within the corporate world is the enterprise content management (ECM) system. However, many antiquated, legacy ECM platforms struggle to adapt and provide solutions to real-world business challenges.

The last 5 years vs. the next 5



The evolving need for ECM

Enterprise content management platforms have been around since the early 2000s and are proven within organizations of all sizes to govern and control documents and data. However, the business world in the 2000s was hugely different to the world we now occupy in the 2020s and, as a result, the strategies and tools used to manage information must modernize. There are several factors to consider regarding this transformation to modern content management.

Aging platforms

Many traditional ECM platforms still have the same dated, monolithic framework they were born with. This leads to limited functionality, challenges integrating with more modern solutions and expensive development and maintenance cycles for add-ons.

Cloud limitations

Some ECM vendors and their customers initially resisted the cloud, but the need for anytime, anywhere content access and improved confidence in information security is convincing increasing numbers of companies to make the move. Ensuring the content management strategy and tools within an organization are cloud-ready and fully functional in the cloud is a core requirement.

Limited innovation

The focus on rearchitecting for modern infrastructures can lead to a drop in innovation and new features for certain legacy vendors. Users of these platforms will miss out on new core capabilities such as artificial intelligence and machine learning, intelligent automation, integration with collaboration and business applications and modern, simplified management and user interfaces — putting them at a serious competitive disadvantage.

Continued high implementation costs

The deployment of most ECM systems requires careful planning, lengthy development cycles and significant user training. Combined, this results in high implementation costs — especially when compared with the flexible, monthly pricing models and extensive customization options available in modern platforms.

Information sprawl

Despite years of claims that one system would store all the content within an organization, vendors failed to deliver on this promise, resulting in the deployment of multiple, disconnected information systems — none of which were ever designed to work together. The result is a collection of aging platforms, abandoned collaboration sites and isolated departmental solutions that make it difficult, if not impossible, to leverage unstructured data to quickly make decisions and improve business efficiency.



4 areas where content services comes to the rescue

According to Gartner, the term “enterprise content management” no longer fits the dynamics of the market and should be replaced by “content services” driven by a “content services platform.” We see content services platforms as the next evolution of ECM — and an opportunity to address the challenges faced by aging, outdated ECM platforms. Content services takes a wider view of the business. Below, we focus on four business areas that can be reimaged using a strategic content services approach:



Information access:

Increased access to information from any device, any location, at any time



Business automation:

Accelerated processes through intelligent automation that streamlines tasks, improves decision-making and boosts efficiency



Intelligent content solutions:

Transforms unstructured data into AI-ready content, reveals hidden insights and supports tailored Agentic AI solutions

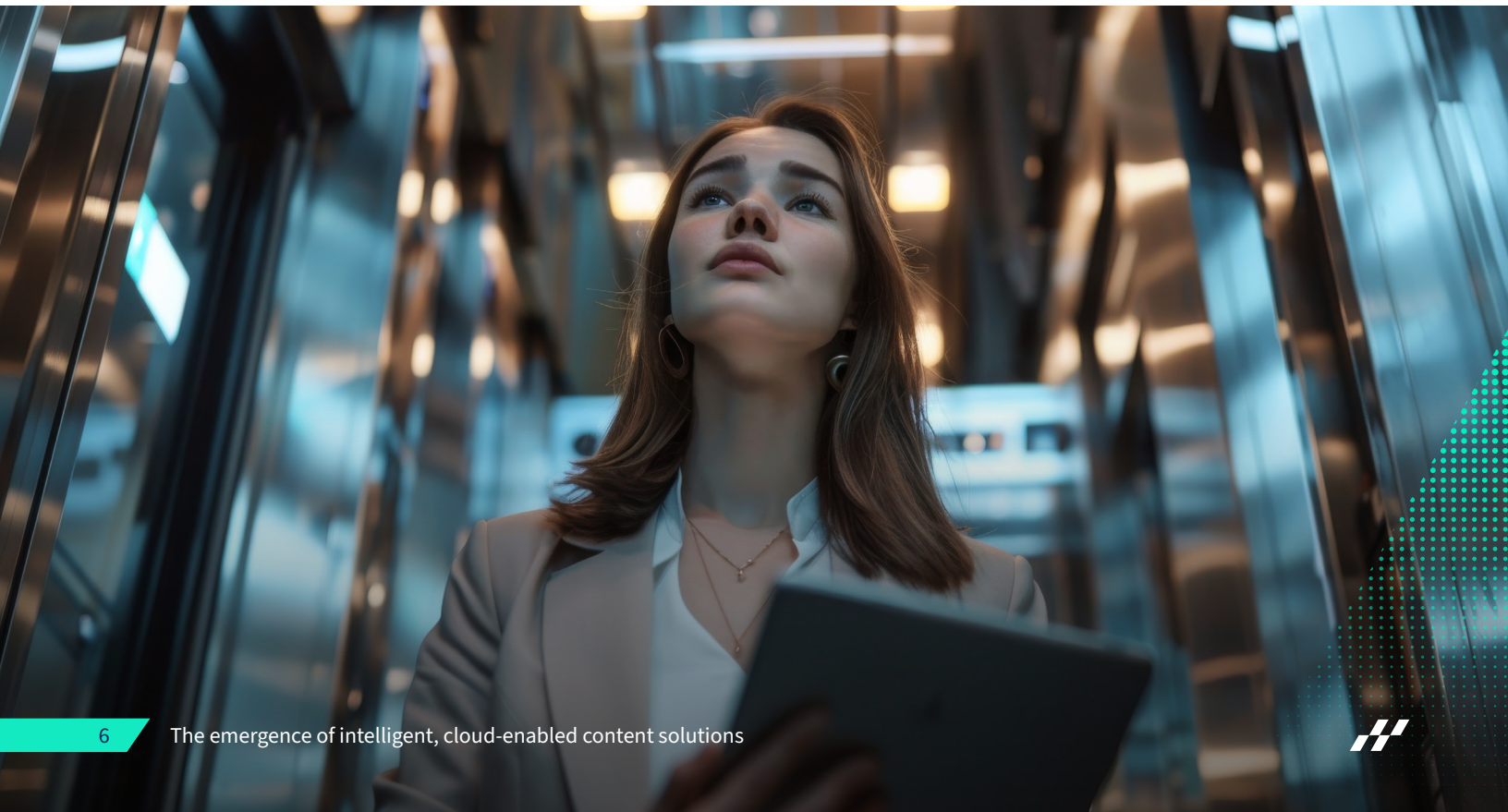


Solution creation:

Faster and cheaper creation of business-focused solutions — that are subsequently easier to maintain

As we have seen, the need for information management is greater now than ever before. With a modern content management solution, organizations can go beyond simple information management to achieve true digital transformation — with flexible pricing via consumption, subscription and perpetual licensing models.

Are you ready for the journey?





Information access

If the rapid transition to hybrid workforces taught us anything, it's the need to have access to information from any device, at any time, from any location. For information managers, this means having remote and mobile tools to access content, as well as to interact with several content-driven areas of the business, including:

- Execution of business workflows
- Integration to cloud-native services for optical character recognition (OCR), translation, transcription, sentiment analysis and more
- Creation of fresh, custom/business-specific solutions using low-code development tools
- Use of analytics and AI to drive value from their corporate information assets

For knowledge workers, this can take the form of seamless access to all content from any business system, whether that is their email system, content creation tools, ERP or CRM business systems or the native content services interface. Customers are increasingly investing in self-service portals, allowing users to add documents and data to corporate systems and to drive their own workflows for activities such as product selection, loan applications and account management.

An empowered customer is a happy one. From a content services perspective, this means providing a cascading series of cloud-powered options — from simple mobile apps to the ultimate content services platform offerings built entirely on cloud-native architectures.

Key solutions

Information architecture

Today's content platforms go beyond traditional ECM. They're AI enabled, cloud-delivered and built for automation, app development and governance. Generative AI enhances how organizations create, transform and analyze content — boosting outcomes and productivity. Still, success depends on core capabilities and vendor expertise.

Gartner defines document management as the tools and practices for capturing, storing, processing and accessing content across the enterprise. With up to 80% of enterprise data being unstructured, effective management is critical to unlocking value and maintaining control. To support these needs, a modern cloud-powered information architecture delivers key advantages:

Limitless scalability

The cloud offers unparalleled elastic scalability. One example is the ability for a university to scale up processing during student application season and to scale down resources during holiday periods.

Controllable total cost of ownership

Cloud architectures reduce running costs, simplify resource management and offer greater control over long-term platform ownership costs.

Microservices architecture

A cloud-powered platform takes advantage of modular scaling and is perfectly positioned to take advantage of new cloud-native services.

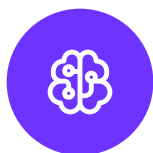
Instant access to innovation

The constant innovation, constant delivery (CI/CD) model of software management utilized by many cloud-powered platforms means that updates can be rolled out instantly and without user intervention.

Multiple integration options

Cloud-powered solutions offer the ability to easily integrate content access within other business applications. Whether serving related content to a customer record in the cloud-based Salesforce CRM or providing historical document access in an on-premises HR solution, flexible and fast integration can drive significant business benefits.





Intelligent content solutions

With 74% of content management decision-makers expecting AI to have a large or significant impact on their ability to meet priority content management objectives, [according to a 2025 Forrester study](#), now is the moment to evaluate and embrace content intelligence.

Modern intelligent content management systems have several key features that distinguish them from traditional point solutions:

- Use of AI to unlock new levels of efficiency. AI and machine learning models help scale and aggregate content. Ensure that identified tools specialize in transforming unstructured content in actionable intelligence.
- Increased flexibility and extensibility. Favor solutions that seamlessly integrate with enterprise applications. Extensibility enable solution builders to maximize value from their technology investments.
- Open standards. As forward-looking organizations are considering their next phase of modernization, it's important to look beyond the next few years and the specific solutions available. Selecting technology that isn't locked in or propriety to a particular vendor provides options to modify the technology as its business needs evolve.

Unstructured data makes up 80% of enterprise content, spread across multiple repositories, both on-premises and in the cloud. Without the right tools, this data remains untapped, limiting its value. However, when properly harnessed, unstructured data can become a catalyst for innovation, automation and digital transformation.

By transforming unstructured content into AI-ready data, organizations can integrate contextual insights, drive AI-powered automation and establish a robust framework for data quality and governance. This not only streamlines operations but also accelerates decision-making and enhances productivity, freeing employees to focus on higher-value work.

Interested in content intelligence?

- [Explore these five Hyland tools that are redefining content management with AI.](#)

Key solutions

Content intelligence

Embedding AI throughout the information lifecycle to transform raw data into strategic value drivers addresses these challenges. This approach powers smarter decision-making, agentic automation and innovation, all while unlocking new opportunities for growth.

Data curation

Transform content and unstructured data across 600+ file formats into structured, AI-ready data for use by AI agents and systems.

Context enrichment

Enhance unstructured data by linking it with relevant contextual information, improving searchability while providing both deeper insights and more contextual understanding.

AI-powered search

Unlock actionable information from multiple content repositories and other tools that generate data for a unified view of information.

Verify AI-generated output

See which documents were used in the AI-generated response and easily open them to verify accuracy or read more.

Agentic AI

Build enterprise AI agents that can read large volumes of content, decide what to do and take action. Embed these Enterprise Agents into new and existing workflows, manage their lifecycle, and provide human supervision when needed.

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Business automation

Automating business processes can bring significant benefits to the organization — from improving efficiency to reducing costs and errors. Early document management systems offered rudimentary automation capabilities centered mostly around storage, search and retrieval of content. Over time, ECM systems came to provide more advanced automation of common business workflows and actions pertaining to content like routing for approvals, digital signatures and retention management.

Today, however, legacy ECM systems struggle to provide the level of automation capabilities modern organizations require. Here are just some of the areas where today's organizations are feeling a painful automation gap with legacy ECM:

- Automatically processing incoming content, accurately extracting data and entering it into the business systems without human intervention
- Accurately separating mixed document packets (e.g. onboarding documents) into individual document types (e.g. tax form, ID, invoice, etc.) for processing
- Automatically validating entered data against systems of record (e.g. invoice amount vs PO amount)
- Integrating with modern business systems for automated data entry, lookup and validation
- Finding content across multiple enterprise repositories and automatically surfacing relevant content or insights based on the task or case
- Providing prebuilt reports and dashboards for auditing and compliance
- Using AI to automate or simplify common user tasks
- Scaling to process and manage high volumes of records, and cost-effectively handling seasonal fluctuations in volume
- Providing simple tools for users to build automation without requiring technical expertise

Fortunately, modern content services platforms offer all the automation capabilities today's organizations need, enabling them to drive new levels of efficiency and innovation.

Key solutions

AI-powered automation

Modern content services not only provides robust automation capabilities but also put the power of AI at your service, enabling your organization to process content faster and more accurately, automate virtually any data-centric task, easily find the information your users and customers need, and provide relevant insights and improve decision making.

Here are just some of the automation features your organization can gain with a modern content services platform:

- **Intelligent document processing (IDP):** Use the power of AI to automatically capture, separate and classify documents and extract relevant data.
- **Process orchestration:** Automatically direct relevant content to the right workflows, systems or people for review, signature, approval and other business tasks.
- **Systems integration:** Connect disparate systems and applications, facilitating smooth flow of data and processes across your organization.
- **Productivity features:** Give users the right tools to manage their workloads with automated queue management, alerts, reminders and insights.
- **Case management:** Manage data, tasks, activities, correspondence and events for unstructured cases and knowledge-driven processes.
- **Agentic process automation:** Use AI agents to perform complex tasks or even entire business processes autonomously or semi-autonomously, without predetermined scripting.
- **Automated content enrichment:** Leverage generative AI (gen AI) to empower users with prompt-based information discovery and on-demand content analytics and insights.
- **Intuitive, low-code automation building:** Use gen AI-powered prompts and simple visual design tools to build automations without requiring technical expertise.

With these and many other automation capabilities, a modern content services platform enables you to unburden your users from tedious, repetitive data tasks, reducing employee burnout and freeing them to focus on higher-value work.

With the right automation technology, you can eliminate bottlenecks and optimize business processes to run faster, more consistently and more accurately — improving the customer experience.





Solution creation

Every organization is unique, and rarely do commercially available solutions exactly address the specific needs and challenges of the business. As a result, the purchase of any corporate IT solution is inevitably followed by business-specific customization. However, many legacy ECM systems lack the quality of the tools required to develop meaningful solutions on top of the platform.

Modern organizations are looking for agility in all areas of the business, including information management. They need tools that allow them to:

- Rapidly develop purpose-built content and case management business solutions
- Increase business agility via rapid configuration and customization of existing solutions
- Simplify initial development and future changes and maintenance
- Support open source initiatives to access accelerated solution development from open source communities
- Accelerate prototyping of new apps — driving increased productivity and problem solving
- Increase the speed of innovation

Thankfully, most content services platforms come complete with the tools to deliver against all these prerequisites. How? They make use of low-code development tools.

Key solutions

Low-code powered solution creation

Low-code development tools are not new — they have been used in areas such as software development for many years. Those of us who grew up building apps using Visual Basic are familiar with GUI-based development tools. Similarly, within information management, workflow design tools offer a visual way to create and manage business processes. But in a modern content services platform, low-code tools are much more capable and offer the business a wide range of benefits. Some of their key characteristics:

- Easy to learn due to their visual and declarative design model
- Highly collaborative, which enables them to engage business analysts and IT developers alike
- Rapid prototyping, encouraging a focus on rapid innovation
- Iterative development, allowing any developer to refine and maintain apps
- Business-centric, letting teams rapidly develop purpose-built content and case management applications that solve genuine business pain points

A word of caution: While low-code development tools allow rapid prototyping by a wider, less developer-focused team, there are situations in which organizations need to create low-level code. Having a low-code environment does not replace the need for a custom-coding environment, open standards or an open and accessible application programming interface. Modern content services platforms need to provide capabilities and tools from low code to full code and everything in between.



Building the future

With the rise of AI, organizations find themselves in a perfect position to invest and innovate around their information management practices. The ability to give structure to vast amounts of previously hidden unstructured enterprise content opens the door a new era of content management, and modern content services platforms are ready for the challenge.

Content services platforms offer distinct new opportunities for information managers. Cloud-powered solutions provide employees, partners and customers instant and ubiquitous access to their key information anytime, anywhere and on any device.

Still, many business leaders struggle to know where to start to reap the benefits offered by modern content services platforms. For these organizations, we present a five-step roadmap to getting the most out of content services.

1 Imagine

For too long, organizations have been forced to constrain their expectations of business software. Modern content management platforms remove those constraints and allow information management leaders to think in terms of how they can help the business as they fuel their digital transformation journey.

Build a wish list of solutions, projects and features that help your staff, your partners and your customers. Dare to dream big, and the results could be spectacular.

2 Check the boxes

Once an organization has identified its business requirements, identifying the core content management functionality that is needed to address those requirements should be straightforward. Refer to the four main areas addressed in this e-book: Content access, content intelligence, intelligent automation and rapid solution building.

Every vendor and content services platform will have strengths in different areas. Identify those that match your specific functional needs before moving forward.

3 Check the reviews

Enterprises have been using ECM tools for some time, and many are happy to share their views and experiences — both good and bad. Case studies, peer review sites and analyst reports are excellent resources when identifying potential platforms. Take the time to review as many of these resources as possible.

4 Try it out

Modern content vendors make frequent references to agility and the speed at which new solutions can be created. So put them to the test! Before committing to any new platform, organizations should look to try it out — whether by performing a proof of concept or running a small pilot project with clearly defined goals and success criteria.

5 Get moving

The key to any project is to get it started. Technology is moving faster than ever, the amount of content is growing at exponential rates and every day you delay moving to a modern content services platform gives your competitors an edge. To paraphrase an old saying: “There are only two days when nothing can be done. One is called yesterday; the other is called tomorrow. Today is the right day to do.”

Modern content solutions are much more than just a successor to legacy document management systems. The move to hybrid work may have accelerated the digital transformation of organizations over the last few years, but modern, intelligent content platforms will enable them to continue that drive for the next decade and beyond.



About Hyland

Hyland empowers organizations to unlock profound insights that fuel innovations — fundamentally redefining how they operate and engage with those they serve. As the pioneers of [Hyland Content Innovation Cloud™](#), a unified content, process and application intelligence platform, we work with you to capture the full potential of your unstructured data and guide you toward unprecedented efficiency and insight. By leveraging AI and cloud technologies, you can transform your enterprise content into a more powerful asset, driving digital transformation and unlocking new opportunities for growth.





➤ Learn more about Hyland’s modern content services platform and our vision for the future.

[Pushing the boundaries of enterprise content](#)



