

5 Considerations for Transforming Your ECM Strategy with Cloud Content Management

WHITE PAPER

Digital transformation is forcing businesses to rethink how collaboration and process occurs across their extended enterprise, blurring the definitions of “back office” and “front office.” It’s also making it increasingly important to get more value out of their content, while also addressing modern security and regulatory requirements. Although legacy enterprise content management systems helped manage the most sensitive content, they were never designed to accommodate the new mobile, highly agile business processes of the digital age. A new strategy is needed.

Enterprises in all sectors are under big pressure to deliver better services and products—and to do so faster than ever. This means they need more efficient, comprehensive and collaborative use of content across their entire ecosystem, including customers, suppliers, internal teams and trading partners.

Achieving this deeper, broader and more timely access to content is critical to delivering better, more relevant products and services to market, and making smarter and more actionable decisions along the way.

But businesses are undergoing a dramatic paradigm shift, driven by inexorable forces that are reshaping how, where and when business is done. Mobility, cloud computing and the need to support engaging digital experiences for customers, employees and the entire business ecosystem are just some of the powerful drivers that are forcing enterprises to rethink how content is used to achieve a competitive advantage. Unfortunately, legacy enterprise content management (ECM) solutions lack the efficient, process-aware and agile approach necessary to use content for modern business processes across systems.



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THE MOVE TO CLOUD CONTENT MANAGEMENT

As a result, ECM is morphing—fast and furiously—from expensive, static and inflexible on-premises systems, often running on big iron, to a cloud-based service that is more agile, more affordable and better attuned to new business processes.

Just how dramatic is this shift? Consider one analysis: In 2017, the overall ECM market will exceed \$31.6 billion, with cloud-based solutions accounting for 31% of that total market value. But by 2022, cloud content management approaches will grow at a robust 29% compound annual growth rate, exceeding \$34 billion and comprising more than half of the total ECM market.¹

This all boils down to acknowledging and acting on the understanding that organizations need a new way to think about content—specifically, how can teams and stakeholders best use content as a competitive weapon? At the heart of this transition is the combined power, cost efficiency and flexibility of cloud content management to make migrations possible and successful. There are some important things for content teams and decision-makers

to keep in mind when transitioning to a new content management framework—one built on the assets of the cloud.

5 CONSIDERATIONS TO TRANSFORMING YOUR ECM STRATEGY WITH CLOUD CONTENT MANAGEMENT

How do you go about modernizing your approach to content management to support new business goals and rapidly changing business processes? Here are five considerations to get started:

- 1. Focus on deploying a platform that works for any of your content, versus building siloed applications.** Legacy ECM systems were traditionally deployed for specialized, and isolated, use cases, and inevitably took a long time to deploy because they focused on controlling access to content rather than promoting collaboration and business process across the extended enterprise. Your cloud content management framework should be built on five key pillars:
 - a. It must support collaboration and adaptive processes **across the extended enterprise** as a core competency.

¹ "Cloud Enterprise Content Management Market - Global Forecast to 2022," MarketsandMarkets, May 2017

- b. **Security, governance and compliance** need to be designed into the platform for any industry and geography, since so many content collaboration processes ignore those traditional restrictions.
 - c. **Integration** with all other productivity and process-specific applications across the enterprise is an absolute. In this way, the platform acts as a secure hub for the massive and fast-growing library of unstructured content throughout the extended enterprise, without requiring users to move content to and from different systems for different processes.
 - d. Providing a **superior user experience** is a vital element, because no platform will encourage widespread and efficient user adoption if it's cumbersome and asks users to adapt their workflows and preferences to arcane requirements. It also must be easy for IT to deploy and easy for developers to build flexible, powerful systems that promote collaboration through the extended enterprise.
 - e. In an era of tight budgets and highly scrutinized IT spending, the cloud content management platform should **help organizations jettison as many legacy systems components as possible**, such as file servers and big iron-based ECM solutions, in favor of a more affordable and flexible cloud solution.
- 2. Consider ways to make content more valuable in your cloud content management platform versus other systems.** It's important to get a sense of your organization's content management maturity in its quest to turn content management into a strategic asset. IT leaders, business stakeholders, senior executives and even outside groups like key partners and strategic customers should vet the following questions in a candid manner:
- Do our content management solutions support our most significant business process and collaboration objectives?
 - How can we extract greater value from specialized cloud-based technologies such as machine learning and artificial intelligence by consolidating critical content in the cloud?
 - Do we have a strategy for identifying, locating, sharing and mining content to support our business goals?
- 3. Consider cloud content management as an opportunity to rethink processes, not just move legacy processes to the cloud.** Decision-makers should reconsider traditional thinking that is based on simply recreating existing processes and instead look at how they should re-engineer their processes in an environment that reflects changing market and business requirements. Business and IT leaders alike need to lead the charge in rethinking processes now that their workforces have become more mobile, more virtual and more comfortable in a self-service environment. Consider the transition in how customers and businesses have interacted. Traditionally, consumers walked into a retail store, mailed a package or picked up the telephone to speak to someone at a business, utility or government agency. Now, those and many other processes are initiated, implemented and completed on a mobile device, the web or even a digital sensor. Old, waterfall-type processes no longer work, which means you need a modern, agile platform that can securely move your most sensitive content across business boundaries.
- 4. Protect yourself against technology stagnation.** Because nearly every part of how business is conducted is changing faster than ever, organizations need systems that are flexible enough to adapt quickly to changing conditions and requirements. This means employees, customers, partners and all stakeholders demand a superior user experience, regardless of their preferences on devices, applications or even where and when to work. This means your technology choices must constantly adapt, without commensurate increases in IT investments, especially Capex. That's why so many organizations are migrating to software-as-a-service vendors that innovate at scale. This way, your organization and users benefit from the SaaS vendor's adoption of powerful, flexible, secure and transformative technologies.
- 5. When it comes to use cases, think big but start small.** Moving to cloud content management doesn't need to be a massive undertaking. In fact, it shouldn't be, especially with the highly functional and workflow-centric cloud services available. You don't have to boil the ocean; remember, you are going to learn as you go along, so start with a manageable use case or two to build success and create an air of empowerment throughout the organization. You might want to look

at something like automated content workflows that enhance and facilitate collaboration among disparate groups, or reducing overall content management capital expenditures by breaking free from hardware refresh cycles that are traditional in legacy ECM solutions. Other suggestions include moving from paper-based processes to digital, and creating formal content retention policies beginning with specific departments. Start small—but smart—and consider that cloud content management is an iterative solution that grows and improves over time, even while delivering value from the start.

CONCLUSION

As organizations of nearly all sizes and in all geographies and industries embrace digital transformation as a new framework for advancing their business goals, new

ideas are necessary to use content as a centerpiece for digital transformation. As enterprises become both more interconnected and more virtualized, sharing the right content at the right time with the right team members becomes essential—and challenging.

As organizations face intensified competitive, financial and operational pressures to develop new products and services faster and more efficiently, they need new strategies to ensure multifaceted content collaboration across the virtual enterprise, throughout the full organizational ecosystem.

Legacy ECM solutions no longer meet the diverse, rapidly changing content collaboration needs of today's organizations. Instead, more and more organizations are adopting a cloud content management framework to support the agility, flexibility, affordability and real-time scalability required in the age of digital business.

ABOUT BOX

Box (NYSE:BOX) is the cloud content management company that empowers enterprises to revolutionize how they work by securely connecting their people, information and applications. Founded in 2005, Box powers more than 76,000 businesses globally, including AstraZeneca, General Electric, P&G, and The GAP. Box is headquartered in Redwood City, CA, with offices across the United States, Europe and Asia. To learn more about Box, visit <http://www.box.com/>.