

Content is the lifeblood of any organization, including the HR function. As organizations strive for greater efficiency and agility, they must transform content-centric HR workflows with AI-enabled, intelligent content services.

HR Transformed: The Power of Intelligent Content Solutions

September 2024

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Transforming HR Content-Centric Workflows

Content is the lifeblood of any organization. It is difficult to think of business processes that are not dependent on some type of content for success. This is true for HR workflows and the HR professionals who make them happen. All processes, including recruitment, employee onboarding, benefits enrollment and administration, compensation, performance appraisals, employee communications, and offboarding, require some form, record, email, web posting, or other types of communication.

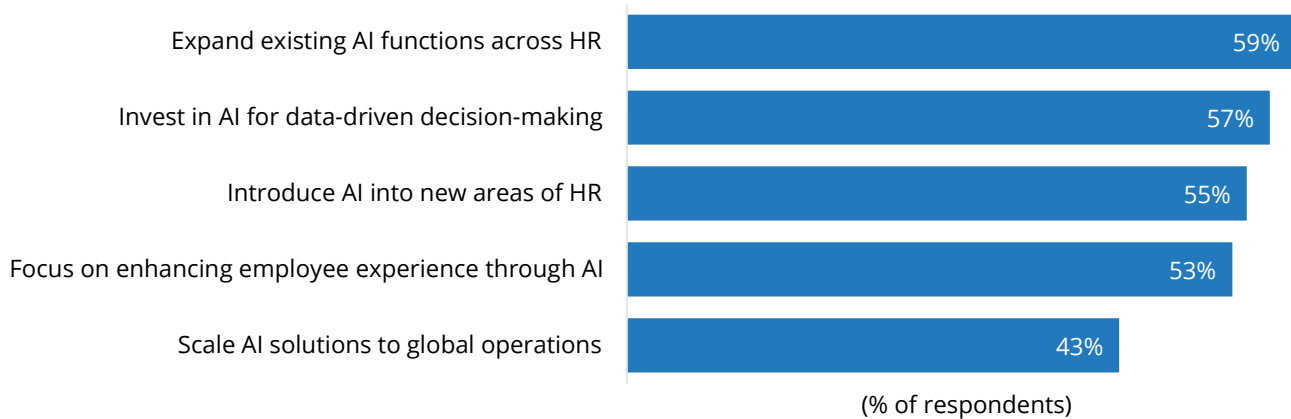
As organizations strive for greater efficiency and agility, the modernization of HR content services solutions must be a key component of an organization's overall digital modernization initiatives and work transformation programs. This includes process automation, a shift to the cloud, and the adoption of intelligent technologies. According to IDC's June 2023 *State of Content Services*, 39% of respondents indicated that their company had invested in content services technology to improve the overall effectiveness and efficiency of business operations and 32% said that investment was part of a technology modernization initiative.

Intelligent technologies, including AI, will play an increasing role in HR workflows. IDC defines AI as the simulation of human intelligence processes, such as learning, reasoning, and self-correction, by machines, particularly computer systems. Almost 70% of organizations use or are piloting the use of AI for HR, according to IDC's August 2024 *Human Capital Management Survey*. Most organizations plan to expand existing AI functions across HR, invest in AI for data-driven decision-making, and introduce AI into new areas of HR (see Figure 1).

AT A GLANCE

KEY STATS

- » Modernizing content-centric workflows yields substantial advantages for organizations, as 40% cited increased visibility, auditability, and accountability, leading to increased security and compliance.
- » 37% noted improved business decision-making.
- » 36% said that they saw increased customer satisfaction and engagement and/or greater satisfaction on the part of partners and suppliers.
- » 33% mentioned increased employee satisfaction and engagement.

FIGURE 1: **Future Plans for AI in the HR Function****Q What are your organization's future plans for AI adoption in HR functions?**

Source: IDC's Human Capital Management Survey, August 2024

Generative AI (GenAI) is a subset of AI that generates new content, such as text, images, or music, based on learned patterns from existing data. In IDC's global research, 22% of technology decision-makers note that their organizations have already introduced GenAI-enhanced applications and/or services into production. Another 65% are investing in technology and/or doing some initial testing, according to IDC's June 2024 *Future Enterprise Resiliency and Spending Survey, Wave 6*.

The rapid adoption of generative AI technology ushers in a new era for content services technologies and content-centric HR workflows. IDC asked survey respondents how they use or plan to use GenAI for HR. Table 1 provides examples of how GenAI can augment content-centric HR use cases. Some examples are suggesting text, generating contracts, developing summaries, and creating data visualizations.

TABLE 1: *Examples of How GenAI Augments HR Content-Centric Use Cases***Q How does your organization use or plan to use GenAI for HR?**

Use Case	Examples	% of Respondents
HR documentation	Suggest text in policy design, new hire contract generation, and automated sourcing in policy research and compliance checks	49
Communications	Suggest text in employee and/or candidate communications	41
Talent acquisition	Automated candidate data summarization, conversational and automated employee onboarding, and job requisitions and recruiting	40
HR help desk	Automation of ticketing and responses	40
Performance management	Data recall and summaries and conversational data visualizations and analytics	39
Skills and learning	Skills assessments and learning content generation and content development	35
Employee experience	Suggest text in employee recognition, automated summaries, and data visualizations for surveys	35
Employee engagement	Personalized engagement insights and automated pulse surveys and sentiment analysis	35
Career development	Personalized career path recommendations	27
Compliance management	Real-time compliance monitoring and automated regulatory updates	26

Source: IDC's Human Capital Management Survey, August 2024

Benefits of Modernizing HR Content-Centric Workflows

Modernizing content-centric workflows yields substantial advantages for organizations. According to IDC's June 2023 *State of Content Services*:

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- » 37% noted improved business decision-making.
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Employee productivity is always top of mind for business decision-makers. IDC's June 2024 *Future of Work Global Survey* showed that 53% of organizations have invested in AI-enabled technologies to improve employee productivity.

According to IDC's August 2024 *Human Capital Management Survey*, HR executives believe that GenAI has influenced or will influence the strategic role of HR in their organization, enhancing decision-making with advanced data insights (56%) and improving personalization in employee engagement (57%).

Trends

Ethics, Privacy, Security, and Compliance

AI and GenAI pose several challenges for organizations, with ethical data use, privacy, security, and compliance concerns receiving significant attention. In addition to the positive influence GenAI will have on the strategic role of HR, one-third of respondents mentioned concerns about privacy and ethical use of the technology. When asked what areas vendor product development teams should focus on, 47% said ethical AI algorithms and/or data security and privacy. About 59% of companies surveyed have developed a specific ethical policy for AI in HR, and 52% said that ethical considerations are central to their organization's AI strategy (see Figure 2).

FIGURE 2: **Ethical Considerations Around AI Deployment**

Q Which of the following ethical considerations is your organization taking into account around AI deployment?



Source: IDC's *Human Capital Management Survey*, August 2024

AI technologies often rely on large amounts of personal data to function effectively (e.g., model training). Privacy laws can significantly impact how AI technologies are developed and used. Currently, in terms of regulations, most AI regulation relies on preexisting, nonspecific legislation (see *Navigating the AI Regulatory Landscape: Differing Destinations and Journey Times Exemplify Regulatory Complexity*, IDC #EUR151900724, March 2024). Some notable exceptions are the EU AI Act and the Colorado AI Act. The EU AI Act regulates AI within the EU. It's the first comprehensive law of its kind

globally (more information is available at www.europarl.europa.eu/topics/en/article/20230601STO93804/eu-ai-act-first-regulation-on-artificial-intelligence).

Colorado was the first U.S. state to enact a comprehensive law regulating AI. With its enactment in May 2024, the Colorado AI Act focuses on high-risk AI systems and their potential for algorithmic discrimination (more information is available at leg.colorado.gov/bills/sb24-205).

Additional Content-Centric Workflow Hurdles

Organizations face challenges in managing content-centric workflows, and HR is no different. A common problem is finding the content to complete a task, as content is often spread across the organization and multiple enterprise applications. Only a quarter of organizations' content is centralized, while the remainder sees storage, management, and access through different tools. On average, 53% of content is unnecessarily replicated (i.e., copies are made by multiple people for various purposes). One cause of this is the challenge of integrating content solutions with disparate and legacy systems (source: IDC's *State of Content Services*, June 2023). In addition, legacy systems often have outdated architectures incompatible with modern AI frameworks.

Another challenge related to AI adoption is data quality and standardization. AI systems rely heavily on high-quality, standardized data for accurate processing and analysis. Inconsistent or poor-quality data can lead to errors, inefficiencies, and unreliable outcomes, undermining the benefits of AI implementation. Moreover, 90% of the data organizations generate is unstructured (i.e., content).

On the Positive Side: HR and Knowledge Management

IDC defines knowledge management solutions as technologies and processes that facilitate finding, capturing, creating, sharing, using, and accessing knowledge. Knowledge management can deliver better outcomes for employees, customers, and partners. In IDC's July 2024 *Global Knowledge Management Solutions Survey*, 45% of respondents indicated that their content services vendor provided their knowledge management solution.

The HR department is often tasked with "owning" and administering their organization's knowledge management solution, with 75% of survey respondents in agreement. In addition:

- » 81% said that the HR department contributed to the knowledge management solution, and not surprisingly, 83% pegged HR as a consumer of information from these systems.
- » 60% cited a positive impact on employee productivity and experience as a measurable business benefit.
- » 57% noted that the most important use case was a tool for organizational information and collaboration and/or for training new employees.
- » 52% said that improving employee experience was an initial motivation to deploy knowledge management solutions.
- » 42% currently integrate their human resources management system with their knowledge management solutions.
- » 42% were modernizing their knowledge infrastructure as part of a digital transformation initiative.

GenAI is an important enabler for knowledge management, offering automatic creation and tagging of knowledge assets and improved search and better curation and recommendations for end users. When asked which GenAI use cases held the most promise for their organization, 52% cited knowledge management applications (see *Will Generative AI Disrupt Enterprise Knowledge Management Applications?* IDC #US50578623, April 2023).

Considering Hyland's Intelligent Content Solutions

Hyland is a private company founded in 1991 and headquartered in Westlake, Ohio. Its intelligent content solutions include OnBase, Perceptive Content, Alfresco, and Nuxeo. Hyland recently launched Hyland Automate and Hyland Insight, which work with its intelligent solutions to drive deeper intelligent content automation, transforming how organizations leverage AI for content and process management.

Hyland uses advanced AI technologies for smart employee information management, streamlining workflows, improving accuracy, enhancing employee experiences, and ensuring regulatory compliance. Its solutions work with enterprise content platforms to better understand unstructured data and unlock actionable information hidden in documents. Key application areas of these technologies are:

» AI-powered document management:

- Hyland's solution leverages AI and ML to automate document classification, information extraction, and indexing, facilitating the efficient management of large volumes of employee files. Specific capabilities include:
 - ◆ Contextual information from unstructured data and generation of new metadata and metadata fields to fill gaps in HR business intelligence, reveal actionable insights, and enrich content
 - ◆ An understanding of HR documents and identification of relationships between them to create taxonomies and enable informed decision-making
- An example of an AI-enabled document management use case is searching through employee resumes for specific programming languages, certifications, and/or skills. For employees matching such criteria, additional metadata fields, such as "programming languages," could be created as part of their employee records. For employees missing such attributes, this data could help department managers decide on training programs for current staff or provide justification for adding head count.

» Enhanced privacy and compliance:

- The solution includes robust security features to protect sensitive employee information and ensure compliance with data protection regulations such as GDPR and CCPA.

» Integration with existing systems:

- Hyland provides API-level integrations between its enterprise content platform and HR systems like Workday and SAP SuccessFactors. By integrating content management capabilities directly into these systems, users can capture, attach, index, and search for content in the context of employee records. All employee-related content is securely stored and managed in a scalable, enterprise-grade repository.

- HR processes are more efficient as HCM system users don't need to leave their applications to find and access content elsewhere. Organizations achieve the benefits of content consolidation, enabling them to eliminate disparate content repositories. Through this consolidation, HR leaders can better leverage content to fuel greater transformation and impact and use AI-powered technologies to turn their enterprise content into strategic value drivers.
- » Workflow:
 - Along with its interoperability with third-party systems, Hyland provides strong workflow features across its portfolio. Its solutions offer low-code design tools with workflow and business process design, orchestration, and automation.
- » Knowledge management:
 - Organizations can use the Hyland content models to create custom taxonomies defined within the platform, making content easy to find and manage.
 - Hyland provides auto-tagging and categorization using AI.
 - It helps in retrieval-augmented generation to search, retrieve, and generate accurate information based on enterprise content.
 - It provides analysis of content usage, processes and users, and access to data-based predictions to improve decision-making.

Challenges

Hyland's product capabilities offer a wealth of content and adjacent technologies in the company's portfolio, which is a significant strength. However, Hyland offers multiple products in a category, so it could present challenges for customers and prospects during the buying cycle. Hyland's long-term strategy will unify the various enterprise content platforms, intending to integrate intelligence at every step and foster automation, operational efficiency, and competitive advantage.

Conclusion

HR professionals seeking to transform content-centric workflows should begin by assessing their current capabilities and needs. They should evaluate the stakeholders, their pain points, and current content workflows to identify inefficiencies, gaps, and areas where intelligent content solutions can have the greatest impact.

HR professionals should define clear objectives; establish specific, measurable goals; and align these objectives with broader organizational goals to ensure that they support overall business strategies. Organizations must establish a baseline to gauge process improvement.

When finding a suitable AI-powered solution for HR, those systems must not add bias or discrimination that would affect AI output. Some principles to consider are:

- » Transparency (intended use cases, origin of data, auditability)
- » Empowerment (human-centric AI verification)

- » Privacy and security (safeguard data from AI models)
- » Data ownership (customer owns their data and the corresponding AI-generated output)
- » Honesty (disable AI functionalities and label AI-generated output)
- » Managing bias (tools to help manage bias or discrimination)
- » Governance (team and practices to oversee the use of AI)

Adopting an AI-enabled content services solution offers significant benefits, including improved efficiency, data accuracy, and regulatory compliance. However, successful implementation requires strategic planning, careful integration, and ongoing management. By understanding the potential challenges and leveraging the expertise of experienced providers like Hyland, organizations can navigate the complexities of AI adoption and achieve their goals of creating a smarter, more efficient HR operation. This forward-thinking approach will streamline HR operations and provide a solid foundation for future technological advancements and business growth.

About the Analysts



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Holly Muscolino is the group vice president, Workplace Solutions, responsible for research related to innovation and transformation in content solutions, including intelligent document processing, esignature, imaging and printing, and other content workflow services. Ms. Muscolino's core coverage also includes work transformation, technology and digital skills research, and the role of technology in driving the future of work.



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MESSAGE FROM THE SPONSOR

Hyland's intelligent content solutions help organizations innovate boldly, automate seamlessly, and streamline operations — effortlessly. Our end-to-end HCM solution helps organizations manage content at every stage of the employee life cycle — from recruiting to retirement. By providing content management capabilities in context of familiar HCM system screens, HR processes are faster and more efficient, and content is more secure across the enterprise.



The content in this paper was adapted from existing IDC research published on www.idc.com.

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