



CONTENT SERVICES | E-BOOK

# Five drivers for modernizing enterprise content management

Top considerations for users of legacy systems



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# New demands in the digital era

To win in the digital era, companies need to move fast, adapt quickly and innovate continuously. They must also digitize operations, deliver new digital services and satisfy the demands of a modern workforce and technically savvy customer base. Can your enterprise content management (ECM) systems keep up?

The fact is, legacy ECM systems were architected for a different time. They are too inflexible and technically limited for today's dynamic business and computing environments, and they don't support today's anywhere-work requirements.

## Perhaps you've experienced the same:

- New ECM projects can't get off the ground?
- There's no single source of truth for digital operations?
- Modern users avoid outdated ECM experiences?
- The advantages of ECM in the cloud feel out of reach?
- Your last major ECM upgrade was late and over budget?

# A modern approach to ECM

Fortunately, there is a fresh approach to content management that frees you from the limitations of traditional ECM systems. Next-generation content services platforms are now purpose-built for the digital age. They are modular, open, flexible and cloud native. And they allow you to address rapidly evolving business needs with engaging user experiences.

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The enterprise content management (ECM) market continues its evolution to cloud-first, flexible, extensible platforms. Modern content platforms now dominate the vendor landscape, and customers continue a steady pace of migration to these platforms — away from aging, on-premises repositories.

Forrester<sup>i</sup>

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# Content fuels digital operations



Gaining control of your content is critical for today's digital transformation initiatives. And the reasons are clear. To start, content is central to almost every business process. And because content is such a rich — and largely untapped — source of value-adding insight, gaining control of this critical asset can supercharge your business.

With digital operations a priority, it's time to ask whether existing ECM systems help or hurt your ability to innovate. The opportunity to advance a digital strategy is exciting. But it's tough to deliver game-changing solutions with silos of content trapped in closed repositories. And it's harder still when you can't leverage the latest artificial intelligence (AI) and machine learning (ML) technologies to unlock and amplify the value of content.

## Digitize operations with content services

Modern content services platforms have the flexibility and openness that is needed to integrate content into new digital experiences and services.

Platforms that bring together **content, process and governance with AI/ML services** are even more powerful. Together, these services give you a complete digital business platform.

AI services, which extract insights from content, and ML services, which improve insights over time, open a world of possibilities. You can use text and image analytics to mine, enrich and act on the data in enterprise content. And you can deploy content in ways that are much more intelligent, efficient and compliant — facilitating digital operations across your business. **A platform that natively integrates AI and ML services from leading cloud providers lets you get started right away.**

By 2025, cloud-native platforms will serve as the foundation for more than 95% of new digital initiatives — up from less than 40% in 2021.

Gartner<sup>ii</sup>

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**Nimble is the  
new normal**



It's a volatile business world, with digital upstarts, disruptive technologies, distributed workforces and connected consumers shaking up the status quo. Your company must be agile to change course quickly to stay ahead of competitors.

The pressure is on IT to meet fast-changing business needs. And that's hard with a rigid ECM system based on a decades-old monolithic architecture.

**Does your ECM platform give you the flexibility to deliver what's right for the business today, and then evolve it tomorrow?**

## Gain agility with content services

To build the capacity for rapid change, **look for modular content services platforms that feature an agile, open API-led architecture.** You can integrate content services into existing applications and new digital solutions quickly and easily.

Later you can tweak, scale and reuse the services as more business needs arise. It's a proven way to churn out new innovations fast.

Opt for a content services platform with open standards and an open source core. This will make your solutions even more future-ready. Rather than being locked in by proprietary vendor technology, you'll be free to innovate rapidly, iteratively and on your own terms.

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Content services enable decisionmakers to reclaim their confidence and future-proof their operations.

Forrester<sup>iii</sup>

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A lot of the platforms we are moving away from are very difficult to maintain and keep evolving.

Jim Williams

Managing director, head of operations and shared services technology, RBC Capital Markets

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RBC Capital Markets

[Read the full case study](#)



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Modern  
experiences matter



The way we work is changing rapidly. People are more mobile and projects more collaborative. Digital natives are transforming the workplace, bringing new expectations shaped by slick consumer apps.

**Old-school ECM systems don't fit modern workstyles — and user acceptance suffers. Perhaps your employees bypass a cumbersome ECM system and instead use a shadow IT solution,** like a consumer file-sharing service. Or maybe their users' work patterns are disrupted and slowed down by needing to switch between critical business systems and a separate ECM solution.

## Engaging experiences for modern users

With modern content services platforms, you can empower people with a truly better way to work. You can deliver content when and where users need it to complete the task at hand — whether to process a claim in an insurance system or to work together on a proposal from a mobile device.

When you need to develop a custom solution, you're not limited by a one-size-fits-all interface. **Modern content services platforms feature low-code app design and development tools, including reusable UI components and support for mobile devices.** You can quickly assemble these building blocks into engaging, fit-for-purpose digital experiences that people will happily adopt.

50%

of ECM deployments have lower-than-expected user adoption

Systemscope<sup>iv</sup>

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Cloud delivery models for content and process-rich applications make it easier for employees and those trusted external parties to access and engage with essential information.

Forrester<sup>iii</sup>

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The need  
for speed



Delivering new projects on time — at the speed the business needs — is a common challenge with legacy ECM systems. No doubt you have your own stories of ECM implementations that went sideways. Of long and painful upgrades. Of expensive consultants camped out in conference rooms for months on end.

**No IT team wants to be a bottleneck or slow the business down.**

## Accelerate and iterate with content services

Modern content services platforms let you take full advantage of forward-thinking development approaches that shorten software delivery cycles and support rapid, incremental enhancements.

**You can leverage accelerators like Agile development methods with containerized deployment, infrastructure as code, and continuous integration and deployment (CI/CD) pipelines.** You can roll out new solutions in weeks, even days, and move from massive one-and-done projects to ongoing innovation.

**If you're creating a cloud app, a cloud-native content services platform lets you hit the ground running.** Leading cloud-native platform vendors kick-start your implementation with a reference architecture that builds in cloud best practices. Once in production, content services scale automatically — so the business isn't waiting for you to provision more hardware. And you can quickly spin up new environments to address other content challenges.

One important recommendation: Find a platform that doesn't restrict you to a single cloud provider.

### Subsecond response time

In the high-volume, document-intensive business of claims processing, Delta Dental of California chose Hyland's Alfresco platform over IBM FileNet to deliver critical performance at scale. Among the benefits is a subsecond document retrieval time that allows Delta to address customer requests with lightning speed.



[Read the full case study](#)

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## Budget pressures persist



Though a factor, cost should never be the primary motivation for technology purchases. However, evaluating whether your business is getting the best return from its ECM investments is a must.

Content services platforms reduce time to value. They are easier — and therefore less expensive — to integrate, maintain and extend than legacy ECM systems. In addition, cloud-native architectures can reduce total cost of ownership (TCO) dramatically.

**You can save big with dynamic scalability and cut content storage costs by as much as 70% compared to on-premises solutions.**

## Earning your business

Consider also the high cost of being locked into a legacy ECM vendor. IT providers should earn your business year in and year out. Does yours?

Some ECM companies rely on customer inertia. They collect high maintenance and extended support fees. But they don't deliver new product innovations in return.

Taking a best-of-breed approach to ECM can increase flexibility — from both a business and a technical standpoint. **You'll also be in a much stronger position with a platform based on an open source core.** You can always go back to the open source version if you're ever dissatisfied with the vendor's road map or commitment to customer value.

### Costs slashed in half

Lantik, S.A. provides technology services to the government of Bizkaia, Spain. When it sought to modernize with a streamlined solution, it chose the Alfresco platform — powerful enough to serve 1.2 million people in 112 municipalities. The organization achieved a cost savings of more than 50% per year.



[Read the full case study](#)

# Moving forward

Faced with the pressures of the digital era, IT teams are re-evaluating their ECM strategy. No organization can swap out a large ECM system overnight. **But what is the business risk of doing nothing? And what can you gain by investing in innovation rather than maintenance?**

A smart game plan is to adopt a modern ECM approach over time. **Try implementing content services in a new project as a proof of concept.** You can test the technology, prove value and have an immediate business impact. Then you can gradually expand from there.

**Address more use cases by making the most of enterprise content with new technologies like AI, ML and the cloud.** And take advantage of expert migration services to reduce your reliance on ECM systems that are increasingly unable to support your business initiatives.

The demands of the digital age make modernizing ECM mandatory. The question is not if to shift — but when and where to start. With an open, cloud-native content services platform, you can rapidly deliver innovative solutions that users will embrace and that the business needs to succeed in the digital era.



# Is your legacy ECM holding your business back?

Aging ECM systems struggle to keep up with the demands of today's fast-moving, digital workforce. These legacy systems are failing to deliver in multiple arenas — digital transformation, innovation, even achieving basic business goals. Meanwhile, support and maintenance costs continue to spiral upward.

If you don't want to undertake a risky upgrade or buy an expensive extended support package, or you're simply unhappy with a product that's at a standstill, consider taking a modern approach to ECM with Hyland's cloud-native content services platforms. With these modern platforms, you gain a solution that lets your content fuel digital operations, gives users the experience they want and enables agility to deliver new projects faster and change tack as needed while slashing the oft-rising costs for support and maintenance of legacy systems.





# Hyland™

Learn more at [Hyland.com](https://www.hyland.com)

## Sources

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- ii. Gartner, *Top Strategic Technology Trends for 2022: Cloud-Native Platforms*, 2021.
- iii. Forrester, *Prepare for the Next Business Stress Test with Content Services*, March 2021.
- iv. Systemscope, *You Want an ECM? You Can't Handle an ECM!*, 2016.