

Strategies For Content Migration: Preparing For ECM In The Hybrid Cloud

Introduction

To maximize the business value of new enterprise content management (ECM) deployments, organizations must make important decisions about existing content. Migrating content from old systems is not an easy task; in fact, it tops the list of ECM program challenges. A clear migration strategy helps business and technology leaders make informed decisions about what to move, what to dispose of, and what to access via interoperable systems. Organizations cited improved search and easier content sharing as key drivers for investing in ECM solutions, so they must consider their options for migrating or consolidating relevant content. This Technology Adoption Profile describes the drivers for ECM, key challenges of ECM deployments, as well as the challenges that are specific to content migration. Finally, it illustrates IT leaders' plans to adopt modern ECM technologies sooner rather than later.

In June and July 2015, Alfresco Software commissioned Forrester Consulting to examine trends related to ECM solutions as well as drivers of ECM migration. This Technology Adoption Profile of ECM decision-makers evaluates ECM adoption and migration strategies, based on Forrester's own market data and a custom study. Specifically, this profile includes Forrester data from a global study of 65 ECM and/or archiving decision-makers, conducted in July 2014. In July 2015, Forrester surveyed 105 ECM decision-makers at enterprises in the US and the UK to complement Forrester's existing data.

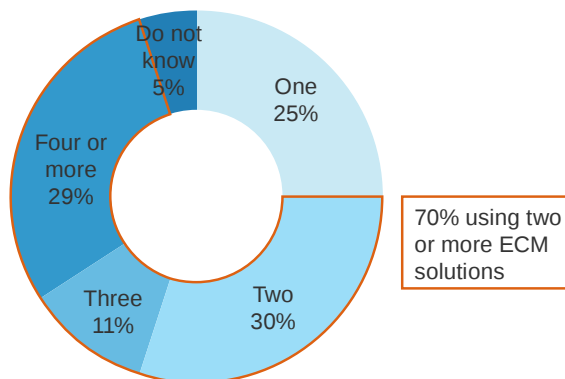
Fragmented Systems Make Content Hard To Find, Hindering Usability

Information workers rely on content to communicate ideas and decisions with peers as well as with external stakeholders, such as customers, partners, prospects, and/or regulators. Finding content and confidently sharing data and other files with trusted collaborators has, year over year, emerged as the top driver for adopting ECM technologies.¹ Businesses, however, are frequently burdened by the information silos that are often hard to connect. Forrester's ECM research shows that:

- › **The majority of companies utilize more than one ECM solution.** In Forrester's 2014 survey of ECM decision-makers, 70% of firms indicated they are using two or more ECM solutions, and 29% are using four or more solutions (see Figure 1). This fragmentation in ECM systems hinders usability and collaboration, which can discourage employee adoption and impede productivity.

FIGURE 1
Most Firms Utilize More Than One ECM Solution

"How many ECM solutions are currently utilized by your firm?"



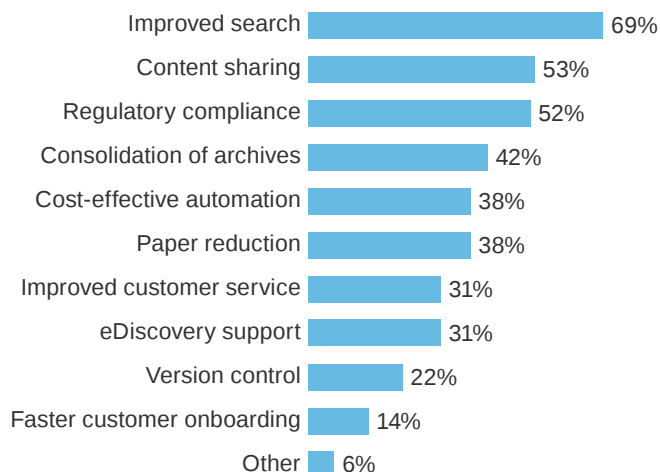
Base: 56 ECM and/or archiving professionals

Source: July 2014 Global Enterprise Content Management And Archiving Online Survey, Forrester Research, Inc.

- › **Organizations invest in ECM primarily to improve information worker productivity.** Improved search is the top reason organizations invest in ECM, followed by content sharing, and then improved regulatory compliance (see Figure 2). These key business drivers highlight the importance of a user experience that is intuitive and facilitates finding and sharing information easily, but without sacrificing the guardrails of security or compromising retention policies.

FIGURE 2
Improved Search Tops The List Of Drivers For ECM Investments

"Which of the following are the most important drivers for your organization's investment in ECM?"
(Select all that apply)



Base: 64 ECM and/or archiving professionals

Source: July 2014 Global Enterprise Content Management And Archiving Online Survey, Forrester Research, Inc.

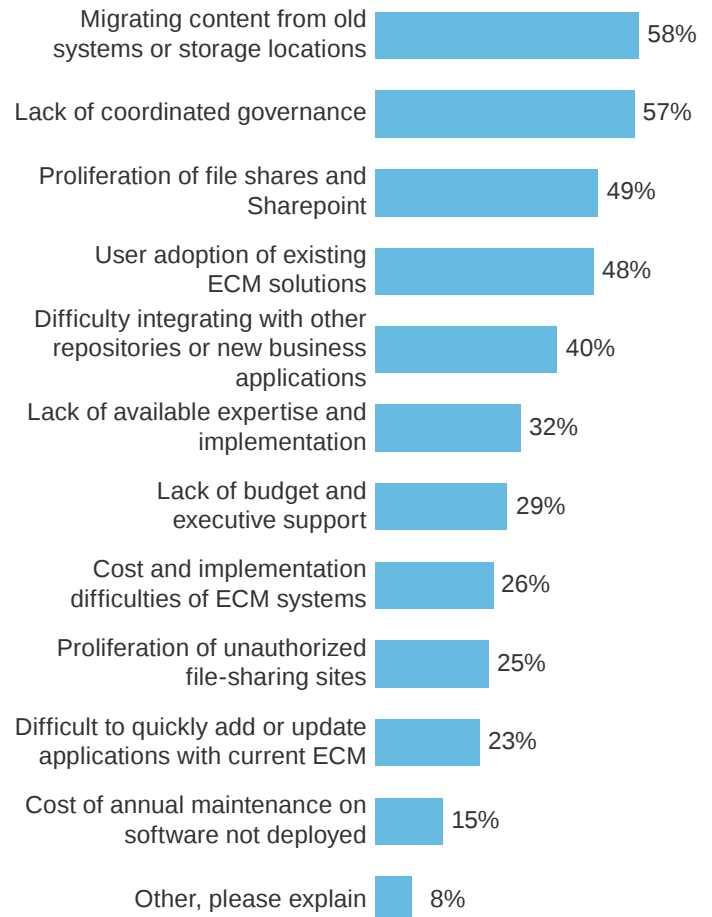
Content Migration Is A Top Challenge For Many Enterprises

With so many organizations facing a fragmented, disparate ECM infrastructure, the opportunity to modernize their investments is attractive. While deployment of modern ECM systems with cloud and mobile-friendly architectures is becoming less complex than the first generation of ECM tools, the challenge of handling existing content is top of mind for many decision-makers. Technology managers know that a strategy for handling this legacy content is essential: Doing nothing is not a viable option. Our study found that:

- › **Most organizations struggle with migrating legacy content from old ECM systems.** Fifty-eight percent of respondents cited content migration as a top challenge, followed by 57% who selected lack of coordinated governance (see Figure 3). Planning, coordination, and prioritization of migration projects can become a substantial part of an overall ECM deployment. An immature or nonexistent strategy for information governance can exacerbate challenges of migration, particularly if it is hard to determine what content is obsolete or duplicative, or if older systems have been abandoned by their business stewards.
- › **Yet enterprises all plan to take action on legacy content.** Our survey revealed that organizations are establishing governance frameworks to decide what content to move, what to archive for long-term preservation, what to safely delete, and what to leave in place to be accessed via federated search or interoperability standards. CMIS, the content management interoperability services standard, was identified by 47% of survey respondents as an approach to access content residing in disparate systems. None of the survey respondents planned to ignore content that had not been migrated to a newer ECM system (see Figure 4).

FIGURE 3
Migration Is A Major Challenge Of ECM Deployments

“What are the biggest challenges facing ECM in your organizations today?”

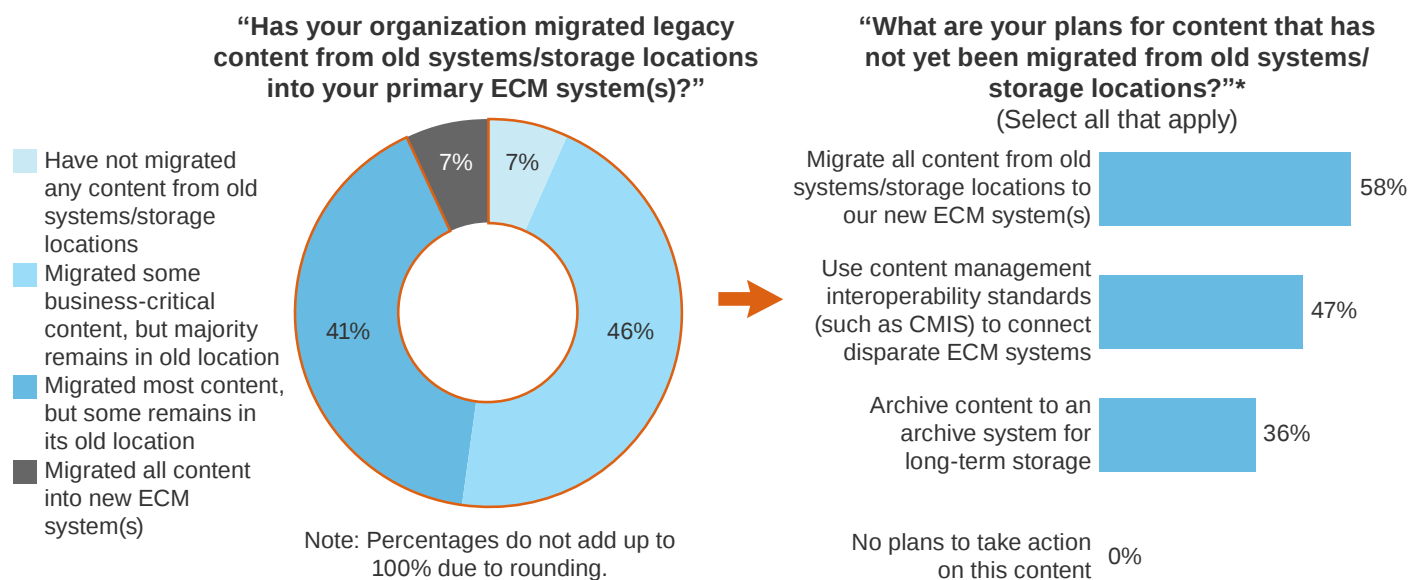


Base: 64 ECM and/or archiving professionals

Source: July 2014 Global Enterprise Content Management And Archiving Online Survey, Forrester Research, Inc.

FIGURE 4

Ninety-Three Percent Still Use Old Systems/Storage Locations, But Doing Nothing With Legacy Content Is Not An Option



Base: 105 US and UK ECM decision-makers and influencers in IT roles

*Base: 98 US and UK ECM decision-makers and influencers in IT roles

Source: A commissioned study conducted by Forrester Consulting on behalf of Alfresco Software, July 2015

As ECM Shifts To Cloud, Strategies For Migration Become Essential

Content in the cloud is increasingly becoming part of the enterprise road map. Cloud-based content management services provide a distinct advantage when secure collaboration with external parties is a business driver. Yet this path to the cloud will be one where migration decisions will need to be made proactively. Knowledge sharing, by accessing migrated content, is a top driver for migration, with 41% of survey respondents naming this as a key factor in their strategy. Our study found that:

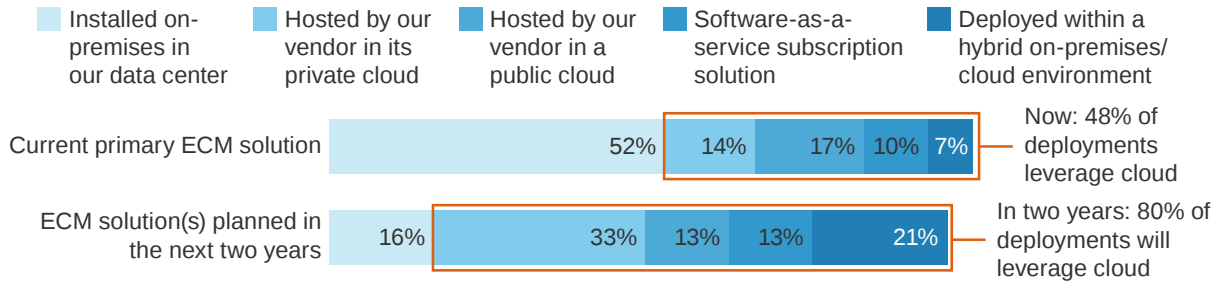
- › **Organizations will phase out on-premises systems in favor of cloud ECM for future deployments.** Just over half of our survey respondents (52%) indicated their primary ECM solution resides on-premises today, with an

additional 7% using a hybrid solution encompassing cloud and on-premises. However, when we asked respondents about ECM plans over the next two years, 80% indicated they would leverage cloud solutions, such as vendor-hosted, SaaS, or hybrid deployments (see Figure 5).

- › **Security concerns and time/resource investments are the top challenges during migration.** Half of survey respondents (50%) selected data/content security concerns as a migration challenge. Additionally, 46% struggle with the time and resources needed for migrating content (see Figure 6). Understanding the requirements for sensitive content will help technology, business, and security leaders make the right decisions for their organizations when it comes to moving confidential documents to cloud platforms or leaving some forms of sensitive content on-premises via a hybrid model.

FIGURE 5**Cloud ECM Solutions Will Overtake On-Premises Systems In The Next Two Years**

“How did you deploy your organization’s primary ECM solution, and what are your organization’s plans for deploying ECM solutions in the future?”



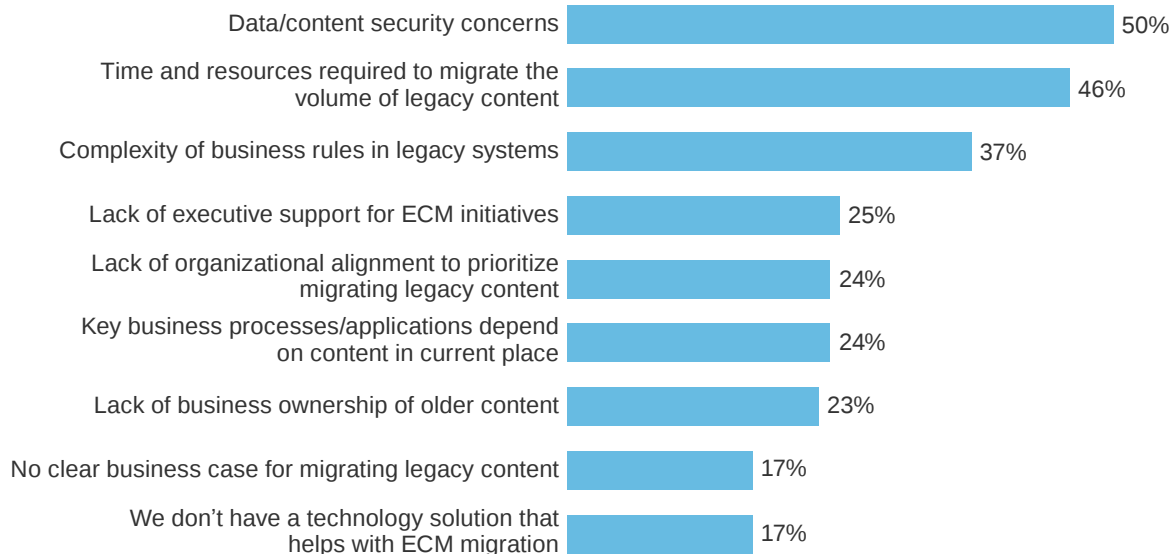
Base: 105 US and UK ECM decision-makers and influencers in IT roles

("don't know"/"NA" responses not included [3% for "next 2 years"])

Source: A commissioned study conducted by Forrester Consulting on behalf of Alfresco Software, July 2015

FIGURE 6**Security And Time Top ECM Migration Challenges**

“What are the challenges that your organization faces in migrating content from old systems/storage locations?”



Base: 105 US and UK ECM decision-makers and influencers in IT roles

Source: A commissioned study conducted by Forrester Consulting on behalf of Alfresco Software, July 2015

Conclusion

The data from this study suggests that the challenge of coping with legacy content will continue to grow as technology managers plan their road maps for ECM. Today's content landscape, for many enterprises, comprises multiple, disconnected content silos, making it hard for information workers to find their documents, share them confidently, and ensure their company's compliance obligations are met. As cloud and hybrid options become increasingly attractive to technology managers, businesses recognize the importance of their decisions about what to move, what to dispose of, and what to leave in place via federation or integration. This study illustrates that:

- › **Interoperability services can reduce the burden of moving legacy content.** Choosing not to migrate some content is in itself a valid consideration when moving to a new ECM platform, as demonstrated by the 47% of survey respondents who use this approach. Where the ECM technology supports interoperability standards, such as CMIS, it is feasible to federate search or other access of older content from the user interface of the new application.
- › **Finding and sharing content are the top drivers of an ECM program.** The desire to share knowledge is a top reason for migrating content. Successful, sustainable ECM deployments will put the requirements of busy information workers front and center. Ease of use and the confidence to securely share documents with trusted collaborators will help drive user engagement.
- › **Security of confidential content can present a challenge when planning migrations.** Legacy systems or unmanaged file shares may not have any current governance or oversight by stewards in the line of business. Moving this unknown content could be risky if access controls are not up to date. When migrating to cloud services, some organizations may have policy or regulatory requirements to keep some forms of content on-premises, meaning that hybrid architectures will be required.

Methodology

This Technology Adoption Profile was commissioned by Alfresco Software. To create this profile, Forrester leveraged its Global ECM survey from 2014. Forrester Consulting supplemented this data with custom survey questions asked of US and UK ECM decision-makers in IT roles. Survey respondents worked at companies in the healthcare, government, financial services/insurance industries, have implemented ECM solutions, and have 500 or more employees. The auxiliary custom survey was conducted in June and July of 2015. For more information on Forrester's data panel and Tech Industry Consulting services, visit www.forrester.com.

Endnotes

¹ Source: Global enterprise content management surveys conducted from 2009-2014, Forrester Research, Inc.

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