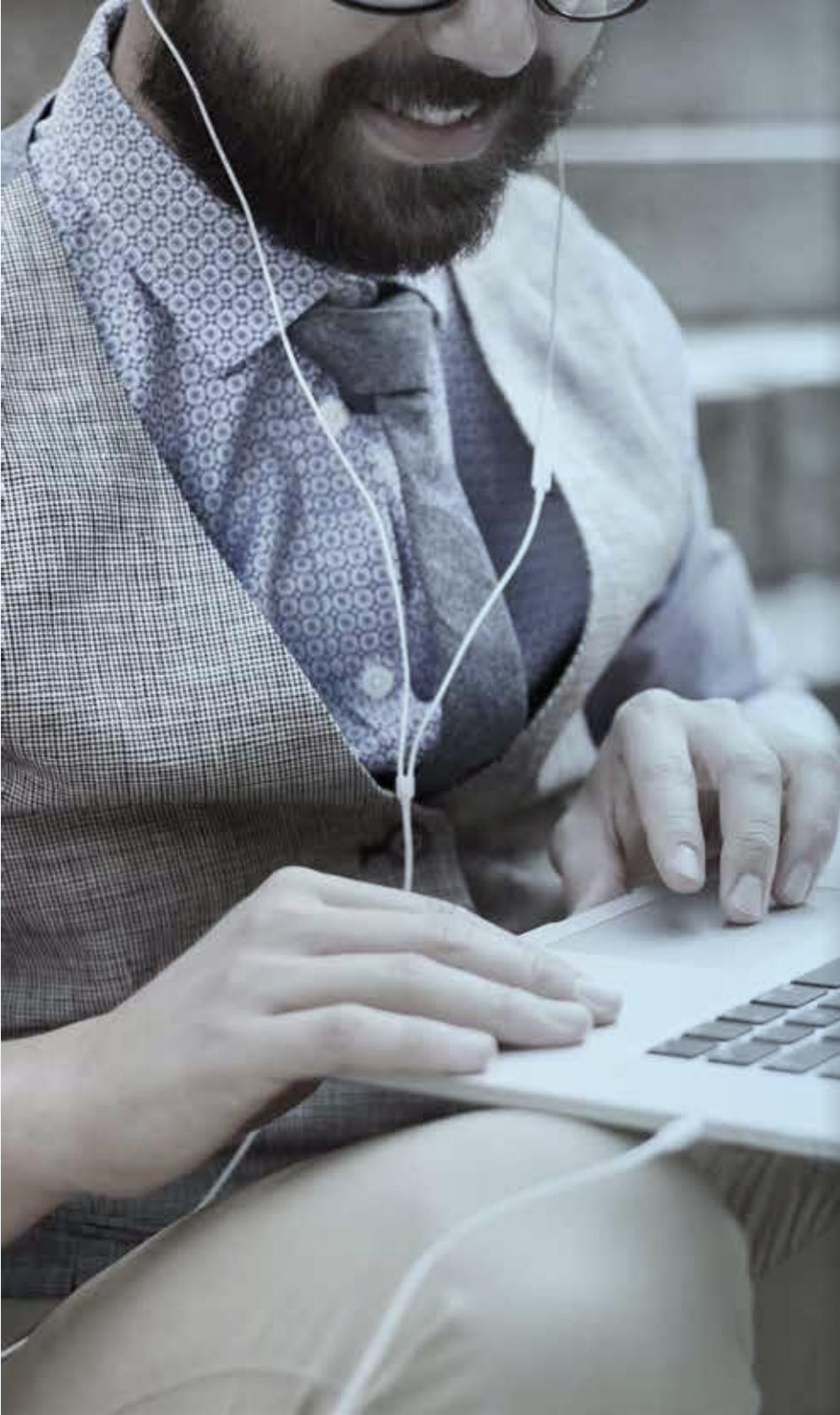


# 4

## TRENDS DISRUPTING Enterprise Content Management

Why Legacy ECM Systems Are Being Left Behind And A New Approach Is Needed





# Introduction

Content is the currency that moves business. So many of the insights and decisions that drive corporate activity are stored in electronic files and documents—everything from product roadmaps and engineering specifications to marketing plans, sales agreements, and financial projections.

Enterprise content management (ECM) systems play a vital role in storing and managing valuable business content. The best ECM solutions allow business to flow faster and people to do and share great work.

## **The Need for a New Approach to ECM**

Enterprise content management is in a state of disruption. The rate of digital innovation has significantly outpaced the capabilities of legacy ECM platforms. These first-generation systems, built on twenty-year-old technologies for twenty-year-old computing environments, are being left behind as new content management needs emerge.

In the coming pages, we look at four of the biggest trends transforming enterprise content management. They are:

1. New ways of working
2. Emergence of the extended enterprise
3. Explosion of digital content
4. New IT infrastructure

Together, these trends are ushering in a new era that calls for a dramatically different approach to enterprise content management.

# TREND 1

## New Ways of Working

The world of work is undergoing a dramatic transformation. The rise of mobile, social, and cloud technologies has changed not only where we work, but how we work. People want to be productive anytime, anywhere, from any device and application.

### **New Expectations**

Modern ECM solutions must accommodate new ways of working. IT organizations are under tremendous pressure to support a new class of connected, tech-savvy employees whose expectations for ease of use have been shaped by consumer web services. Today's employees want to find and share business documents just as easily as they can browse and buy a book online. They also want content management technologies to support remote and collaborative working styles.

### **New Generation**

The working world is being further transformed by an influx of Millennials. These digital natives—born in 1983 or later—grew up on intuitive, modern apps like Instagram, Snapchat, and Uber. Millennials are highly mobile, very connected, and want IT solutions that allow them to get their work done independent of location, network, and device. Their expectations for ease of content access intensify the pressure on IT organizations to modernize their ECM strategy.

### **New Ways of Working**

**37%**  
of world's  
workforce will  
be mobile in 2015



Source: IDC

## Legacy ECM Systems Left Behind

*Many ECM projects fail due to poor user adoption. Employees don't buy in because the systems are cumbersome, non-intuitive, or lack support for B2B sharing and remote access. Users aren't going to change, which means your approach to ECM must.*

# TREND 2

## Emergence of the Extended Enterprise

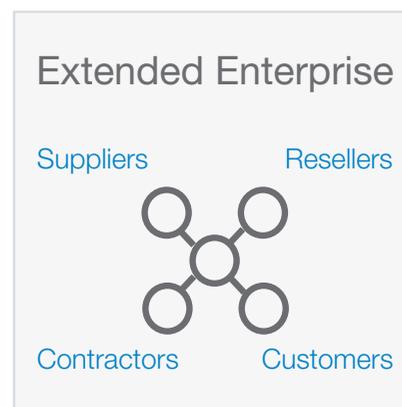
The modern enterprise is being reshaped by an exponential growth in connected activity and information flow. Businesses are no longer stand-alone entities. Instead, they are often an inter-connected web of companies, contractors, suppliers, resellers, employees, and customers. The ability to share content and process across the extended enterprise is an imperative for modern ECM.

### **Extended Collaboration is Critical**

Organizations across every sector are extending their value chains, using external collaborators for everything from product design and development, to marketing, sales, and service. They are also increasingly reliant on remote and contract workers, and want to engage with customers through the Internet of Things. Underpinning all these connections is the need for controlled, two-way information flow across organizational boundaries.

### **Beyond the Firewall**

From an IT perspective, the enterprise is commonly defined by its firewall. This construct doesn't work for the modern enterprise, which isn't bound by the limits of its IT infrastructure. In fact, locking content and process behind a firewall can severely impede productivity and growth. Mobile workers struggle with VPN issues, and external partners don't have access to the information they need to collaborate effectively and efficiently.



## Legacy ECM Systems Left Behind

*Legacy ECM systems were architected at a time when users and content stayed behind the firewall, on servers and PCs. The extended enterprise requires a new approach to ECM, one that supports easy, controlled content and process sharing both inside and outside the organization.*

# TREND 3

## Massive Explosion in Digital Content

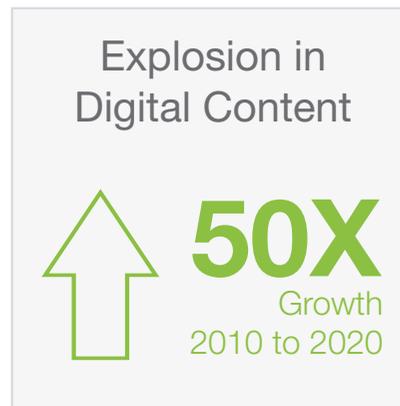
Every company is dealing with a data deluge. IDC predicts a mind-boggling 50x growth in digital content from 2010 to 2020, with 90 percent of it unstructured information like e-mails, documents, and video. Big Data is making the content management challenge a lot bigger and much more complex.

### More Types of Content

The baseline requirement for content management has gone well beyond office documents, PDFs, and CAD/CAM files. The rise of social media and collaboration tools has created a new class of enterprise content. The photograph of a competitor's shelf display and the resulting comment thread; the video of a failed piece of equipment and its geo-location data; the Google doc that's shared with a supplier—these are all examples of today's enterprise content. And they all need to be properly managed and governed.

### More Context Around Content

With so much content, it can be harder than ever for business users to quickly find the information they need. To work smarter, people increasingly want to understand and use the context of their content. Today, the contextual richness around content includes not just title and author, but also comments, preferences, geo-location data, and unique attributes such as customer name or invoice number. The most successful companies are using contextual data to drive business processes that move content to the right person at the right time, within the right business application.



Source: IDC

## Legacy ECM Systems Left Behind

*Legacy systems are ill-equipped to handle both new and traditional types of enterprise content. What's more, a new approach is required that puts content in context so that people and processes can work more efficiently.*

# TREND 4

## New IT Infrastructure

Enterprise IT has been transformed by successive technology waves. First, cloud computing changed everything. Now, it's mobile devices that are re-writing the rules of corporate IT. The realities of today's enterprise architecture demand a new approach to ECM that is in sync with how IT supports the modern business.

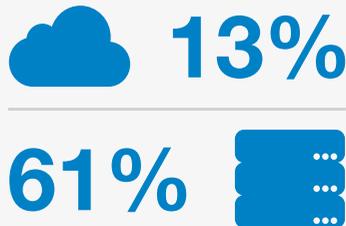
### Hybrid Enterprise Content Management

To better support mobile users and external partners, many companies are moving some of their business content to the cloud. Leading analysts like IDC and Forrester predict a major shift to hybrid enterprise content management. This next-generation approach involves storing content both on premises and in the cloud, with seamless syncing between the two locations. Hybrid ECM meets IT's need for control and compliance, while freeing business users and external collaborators to be more productive.

### Flexible Deployment Options

A look inside any modern data center confirms that one size does not fit all. Today's ECM systems need to support traditional on-premises deployments, virtualized environments, private cloud deployments and full-fledged public-cloud SaaS deployments—and everything in between. IDC estimates that by 2020, 13% of all data will be stored in the cloud, 61% will be stored on-premises, and the remainder will be “touched by the cloud” (i.e., processed or transmitted). Flexible implementation options give IT the agility to address evolving business needs over time.

#### Where Content Lives



Source: IDC

## Legacy ECM Systems Left Behind

*Legacy ECM providers are trapped in software architectures made for a different time. Their platforms are generally not built for cloud scale and offer only limited mobile support. A new approach is needed that puts you in charge of your content strategy and provides flexible, hybrid deployment options to meet your needs.*

# The Risks of Relying on Legacy ECM Platforms

As we've seen, legacy ECM systems don't adequately meet today's content management needs. They've been left behind by massive shifts in work habits, enterprise models, content types, and IT infrastructure. Continuing to rely on legacy platforms, rather than adopting a new approach to ECM, can be detrimental to business. Here are some of the biggest downsides.

## Content at Risk

A poorly adopted legacy ECM system puts high value, business-critical content at risk. Content isn't adequately managed, governed, or secured because it's "in the wild," spread across network drives, SharePoint sites, mobile devices, laptops, email, USB sticks, and consumer file sharing sites. This lack of content control raises security, compliance, operational, reputation, litigation, and other types of business risk.

## Lack of Agility

All too often, outdated ECM technology prevents companies from undertaking new revenue-generating initiatives. The situation is most common when ECM is a critical part of the new initiative for workflow, content storage, collaboration, or integration with backend LOB systems. Legacy ECM systems can pose a challenge for mergers and acquisitions, new partnerships, and the delivery of new products and services.

## Shadow IT

Many corporate systems have been slow to deliver mobile and collaborative capabilities. As a result, frustrated users have bypassed company-sponsored IT and adopted consumer-grade web services to meet their productivity needs. A recent survey by data security firm Stroz Friedberg found that nearly 75% of information workers in the U.S. share corporate data via cloud file sharing or personal email accounts. These shadow IT solutions often lack the level of control, security, and compliance required for valuable business content.

## Poor Productivity

Legacy ECM systems can stifle productivity at multiple levels. Workers may be less productive because too much time is spent searching for content, dealing with version issues, or trying to collaborate on files through email. At a business level, productivity may fall short of potential because content is trapped in silos or processes take too long to complete because the right information isn't immediately accessible. And when the extended enterprise is considered, outdated ECM systems don't support the collaboration and content sharing required to integrate and optimize the entire value chain.





# New Approach to ECM

A recognized innovator and visionary in ECM, Alfresco has taken a new approach to solving today's content management challenges. The Alfresco Platform is a next-generation solution that creates an entirely new, completely open architecture for ECM. It's the only modern ECM platform that's built for today and ready for tomorrow.

## **Key advantages of the Alfresco Platform include:**

- Hybrid ECM with support for cloud, on-premises, and virtualized environments
- Open technology, including unmatched support for open standards, to simplify integration and eliminate vendor lock-in
- Content access from within the apps that business users "live in," like Microsoft Office and Google Docs
- Mobile support for iOS and Android to enable secure content access from anywhere, on any device
- Integrated records management for an extra layer of control and effortless compliance
- Robust business process management to streamline content-intensive workflows

Hundreds of customers, including industry leaders in financial services, insurance, healthcare, and government, have migrated from legacy systems to Alfresco to resolve business-critical content challenges.

A man with a beard, wearing a light blue patterned shirt and a grey jacket, is shown from the side, looking down at a white smartphone he is holding in his hands. The background is a blurred office environment.

# DON'T GET LEFT BEHIND

Legacy ECM vendors and traditional approaches cannot keep up with modern ways of working, a more extended enterprise, the new diversity of enterprise content, and increasingly virtualized and cloud-based IT infrastructures.

Whether you're looking to replace an aging system or dealing with an end of life notification, it's time to consider a new approach to ECM. To find out how the Alfresco platform stands up to today's ECM challenges, visit: [alfresco.com](http://alfresco.com)



Learn more on [alfresco.com](http://alfresco.com)

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