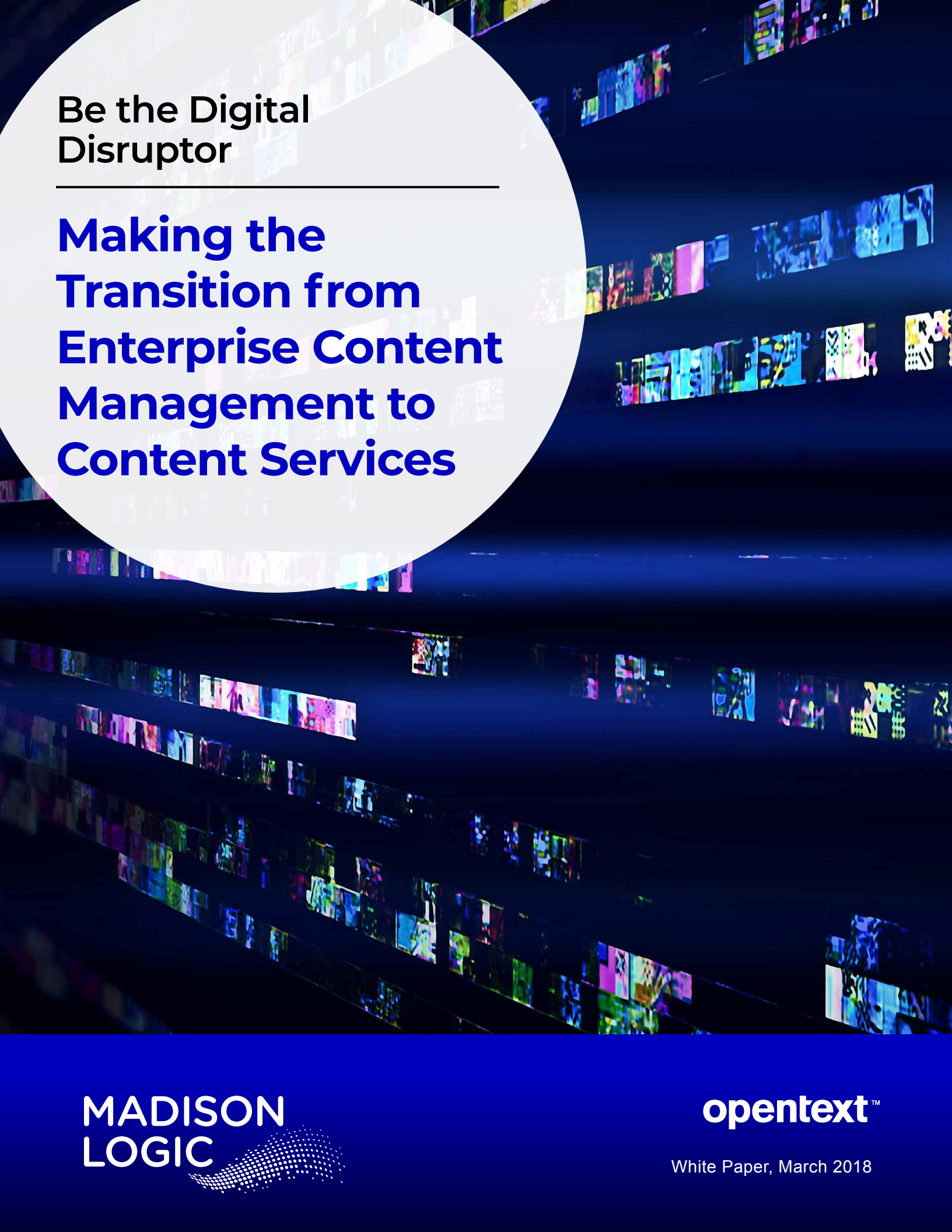




Be the Digital
Disruptor

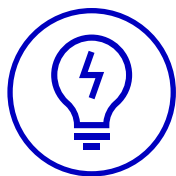
Making the Transition from Enterprise Content Management to Content Services

Be the Digital Disruptor

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Time was, if you wanted to buy a book, you'd take a trip down to your local bookstore and browse the shelves. To get there, you might call a taxi. If you lived in a large enough city, you might just go out to the curb and hail one down as it passed.

Today, however, there are very few bookstores left to visit. Entire retail chains have disappeared, while others have downsized significantly. And if you want to go to one, you probably wouldn't call a cab. Instead, you'd click an app on your mobile device and a subcontracted driver would come and pick you up.



Be the Digital Disruptor or Be Disrupted

The bookstore business was disrupted long ago, and the taxi industry more recently, by companies that leveraged information and information technology to approach business models in a whole new way.

Amazon first disrupted the bookstores by making books available online. Customers simply browsed a website to find the books they wanted and ordered them electronically. Much easier and faster than traveling to the bookstore but perhaps not as charming.

Uber disrupted the taxi industry by using mobile apps to collect information from those desiring a ride and connecting them with a contracted driver via electronic communication. Payment, along with destination information, was all handled electronically.

The lesson? Leverage information more efficiently and more effectively to win. Those who do can disrupt entire industries. Those who don't will probably be left behind.

The message? Be the disruptor or be disrupted.

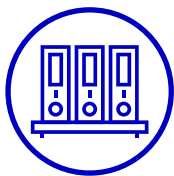


How You Use Content is the Secret to Success

“[Content is King](#)” was the title of a 1996 essay from then Microsoft Chairman Bill Gates. He opened the piece by writing, “Content is where I expect much of the real money will be made on the Internet, just as it was in broadcasting.”

We have learned a lot in the last 20 years, much of it surrounding how the digital content produced via internet interactivity makes it far different, and more valuable, than the one-way transmission of broadcasting.

The success of Amazon, for example, was founded in its ability to accept orders for books and other products over the web. But the subsequent efforts that grew the online bookseller into a global retailing behemoth have been based on what that online connection generated—reams of information about all its customers, their buying preferences, their personal likes, wish lists, and habits. Amazon used this information to intelligently inform their marketing efforts, and they continue to grow their business by exhaustively refining their information analysis to ensure they're giving customers the right messages at the right time and right place.



Where Has All the Data Gone?

In the beginning there was the disk. Some standalone, some network connected, but each containing distinct subdirectories, volumes, and folders. Users trying to find the data they needed spent hours tracking down files by guessing the location and attempting to navigate directories. Long ago, far away, but still a painful memory for many.

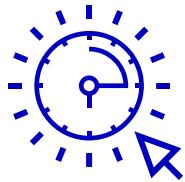
Then came Enterprise Content Management (ECM) platforms which converted much of this to far easier-to-use lists and menus. The actual information architecture went relatively unchanged—and the process only worked if the content had actually been filed in the ECM system—but it became far easier to gain access to what was in there.

Plus, a user wishing to access data for anything had to switch to the ECM application and search for the required content. That often meant not just switching screens, but entire terminals.

Time-to-market was still compromised by this approach. Knowledge workers seeking content from silos created by numerous departments, each storing its own data as it saw fit, could only

reach a certain velocity. Clever, well-trained users might find and use content faster, but the entire process was still cumbersome.

Today's disruptive businesses are enabling their line-of-business management and teams responsible for specific processes to leverage information more intelligently, more aggressively, more quickly, and far more easily to create a dramatic difference that disrupts their competitors. How?



Integration Accelerates Content Management

We learned from the innovations at Amazon that a critical key to success is the ability to put content where the user needs it, when the user needs it, and in the context of the user's preferences and activities.

The same goes for managing content. Instead of leaving the application they are currently working in, users want to be able to obtain the content they need right there, in the context of that application, and preferably aligned with their current project. They need the data, wherever it resides, to be completely integrated into the applications they use every day to accomplish work, applications such as SAP®, Oracle®, Microsoft®, Salesforce®, and others that drive business processes.

Integration of content connects lines for them. Lines between what were formerly silos of individualized information. Lines between applications that originally generated the content. Integration doesn't just reduce the time spent shuttling between applications to find content, it eliminates it completely. Users don't derail their workflow as they gather the content assets they need. They remain on track, moving consistently forward through their project, easily accessing and incorporating content without switching applications.

In essence, content management becomes transparent, fully incorporated into the workflow. Content becomes a service.



Integrated Content Services are the Future of Enterprise Content Management

[According to Gartner](#), "the term 'enterprise content management' no longer reflects market dynamics or the organizational needs for content in digital business. For applications leaders in charge of content management projects, this means casting aside previous notions and rethinking their technology approaches." Gartner defines this changing product landscape as Content Services.

In a related [blog post](#), Gartner analyst Michael Woodbridge explains that, "The most common realization of the strategy formerly known as ECM was to provide a centralized enterprise (the E in ECM) wide platform that could meet one or all of the following primary goals associated with the utilization of content:

1. Regulatory compliance and risk management
2. Retention and dissemination of business knowledge
3. Cost and process efficiencies
4. Innovation and new ways of working”

He goes on to say, “Using a combination of robust content strategy and federating technology, organizations are better placed to achieve all four of the above stated goals previously associated with ECM. The approach will enable content services to be delivered quickly, cost effectively, and to meet emerging business innovations whilst maintaining the appropriate level of governance and compliance.”

As Gartner moves to reposition Enterprise Content Management solutions as Content Services, the important improvement is integration of those content services into the applications users work with every day. As you deepen the integration, you knock down silos, increasing transparency and accelerating the ways in which you search for, identify, correlate, and put content to work in every function within the business.



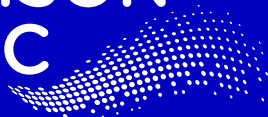
OpenText Leads the Shift to Content Services

OpenText Content Services help organizations connect content to their digital business.

By transforming the way organizations use enterprise content management, OpenText Content Services breaks the cycle of underutilization and poor adoption by extending into lead applications such as SAP®, Salesforce®, and Microsoft®. The capture and delivery of content in the context of your organization’s key business activities drive process productivity, while simple, intuitive tools and user experiences boost personal productivity and trusted governance and security provide an unmatched level of control. OpenText content solutions are available and deployed on-premises and in private and public clouds.

Learn more about OpenText Content Services at <https://www.opentext.com/campaigns/ecm/>.

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