



BEYOND CLOUD STORAGE

Building a Cloud-native ECM for Real Digital Transformation



Overview

Modern content types have drastically changed, including documents, records, emails, forms, images, videos, and voice, yet remain central to every business workflow. Consider the transformation of just last five years:

Content volume

has exploded 4.5x (AIIM)

Document types

have multiplied from a few to multiple formats

Regulatory requirements

affecting content have increased

Hybrid work

has erased traditional content boundaries

Yes, despite these shifts, many organizations continue to struggle with information, where critical data remain stuck in separate systems, departments, or legacy applications.

Here's where it gets interesting:

According to IDC,
90%
of an organization's
data is unstructured
content



Yet most companies
invest is proportionately
less of their IT budget in
managing it

Information isn't just scattered, it's stuck in silos. Marketing can't see what sales know. Operations can't access what finance has documented. Your organization's collective intelligence remains fragmented, forcing teams to work with incomplete pictures and duplicate efforts. That moment isn't a crisis. It's your cue to transform.

Why Content is the Missing Link in Customer Experience

Every transaction tells a story. And, it's written in documents.

When a customer applies for a loan, submits an insurance claim, or schedules a medical procedure, documents orchestrate every step. The quality of that experience, (how quickly you respond, how accurately you process information) isn't determined by your customer relationship management (CRM) system. It's determined by how effectively you manage the content that powers those interactions.

McKinsey didn't mince words when they reported that 70% of digital transformations often fail to realize their end goals. What's striking is that the failure rarely stems from the technology itself. It's almost always about process and information management. Yet most organizations are still using storage systems designed in the Y2K era.

What's Broken Today: The Illusion of Cloud File Repositories

But We Have it Sorted with our Cloud Storage!

Stop right there. That's like saying 'We have a parking lot' when what you need is an intelligent transportation system. Let's be honest about what your cloud storage platform really does:

It stores files. That's it.

Cloud storage and collaboration platforms provide basic content storage but **lack the capabilities enterprises** need for digital transformation. It's important to understand these gaps before relying on them to support digital transformation efforts.

Storage Without Context

Object storage platforms offer unlimited space but offer very limited functionalities. They don't have a built-in user interface to organize documents and need developers to configure. When business teams upload files to basic storage systems, they're essentially putting them in digital filing cabinets with minimal structuring. Information gets buried and finding the required information at the right time later is hard. These platforms were designed for IT teams and not for everyday users who need quick and easy access to information.

Collaboration Tools that Stop Working

Simple collaboration tools are fine for smaller teams with simple needs. But as your business grows, their limits become a problem. When documents need to move through complex workflows, across departments, or comply with regulations, object storage platforms treated as document management systems (DMS) fall short. Advanced records management, legal holds, or cross-repository search are not strong suits for such platforms. Companies discover this reality too late, when they've already invested time and money in a solution that can't scale with their heavy use-cases.



What are You Really Missing

A modern Enterprise Content Management (ECM) is purpose-built to handle the end-to-end lifecycle of enterprise content. An ideal ECM platform turns static documents into dynamic business assets. It adds the critical layer that basic storage lacks:

Governance controls that ensure compliance



Powerful search that finds what you need fast



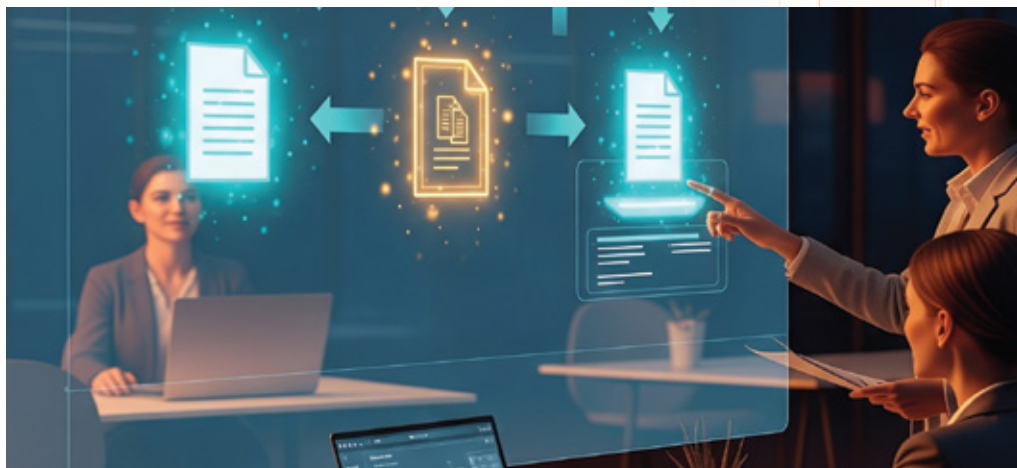
Smart organization through metadata and taxonomies



Automated workflows that move content through business processes



Integration capabilities that connect content to core business systems



Capability	Basic Cloud Storage Platforms	Simple Collaboration Platforms	Enterprise Content Management Platform
Storage and Scalability	Virtually unlimited storage and high durability	Storage is capped within the productivity suite	Enterprise-class repositories can leverage cloud backends like cloud storage for scale
User Interface and Usability	No end-user UI (requires custom apps or integrations)	Familiar web interface integrated with the ecosystem apps	Rich web and mobile interfaces for content access, workspaces, and case folders
Metadata and Search	Basic object tags; no native full-text search for end-users	Basic metadata columns; search within the ecosystem only	Advanced metadata models, taxonomies; full-text and federated search across repositories
Collaboration and Workflow	N/A (developers must build app logic for any workflow)	Simple file sharing and co-authoring in the productivity ecosystem	Built-in document workflows (review/approval), version control, check-in/out, notifications
Integration	APIs are available but need custom development for apps	Integrates mainly within the ecosystem	APIs and connectors for existing systems (ERP, CRM, core banking/insurance apps) enable content to tie into business processes
Governance and Compliance	Lifecycle rules for retention (IT-configured); no user-facing compliance tools	Some retention and DLP in the premium licenses model; limited records management	Robust records management, legal holds, audit trails, encryption, and compliance certifications (e.g., HIPAA, FINRA)
Intelligent Automation	Nothing out-of-the-box	Limited and may offer separate add-ons)	Use of artificial intelligence (AI) for auto-classification, OCR data extraction, and content analytics

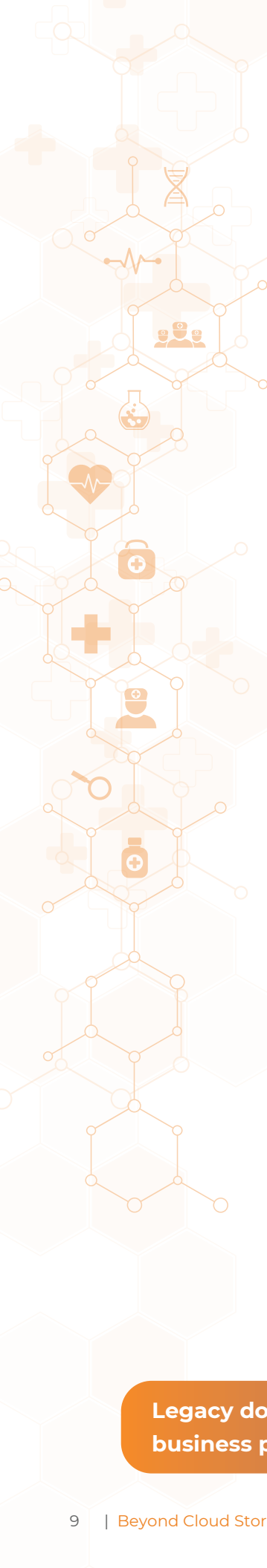
Comparison Use Case Scenario 'With' and 'Without' an ECM Platform

Without ECM: The Messy Way

- Customer emails a contract change request
- Account manager saves it locally (no centralized access)
- Uploads to personal cloud storage with inconsistent naming
- Shares broken link with legal team
- Legal hits permission errors - access denied
- Days wasted on email chains for access
- Finance remains unaware, approval is pending
- Customer escalates due to delays
- 3 days and 17 emails later - finally approved

With ECM: The Smart Way

- Customer submits request via self-service portal
- System automatically:
 - Indexes and organizes documents
 - Applies metadata tags for searchability
 - Routes to all stakeholders simultaneously
- Real-time version control (no duplicates)
- Change comparison against original terms
- Transparent status updates to customer
- Approvals in hours, not days



Evolving Landscape: Trends in Content Management

Industry analysts and research firms have been closely watching the evolution of enterprise content management in the context of digital transformation. Their consensus is that organizations can no longer treat content management as a back-office afterthought; it is a strategic pillar, and investment in modern content platforms is growing. Here are a few key insights and trends:

Rising Investment: **Forrester** confirmed most enterprises are increasing content management spending as ECM shifts to cloud-based content services platforms for successful digital transformation initiatives

Evolving Beyond Storage: Organizations require content-centric workflows, robust integration ecosystem, and AI functionalities. Evaluation should prioritize platforms with advanced roadmaps, supporting emerging technologies over 'cheapest storage' options

Workflow Automation Priority: **70% of organizations** identify simplifying workflows and eliminating manual processes as a top digital transformation objective. Content management serves as the foundation for automation since most manual workflows involve document handling

Regulatory Compliance Leadership: Financial services, healthcare, and insurance remain leading adopters of advanced content solutions due to regulatory requirements. Industry-specific certifications and pre-configured modules (e.g., HIPAA compliance, insurance claims processing) are gaining traction by reducing time-to-value

Legacy document systems and basic storage solutions now actively constrain business potential in an era of intelligent automation and AI-driven workflows.

Making the Right Choice: 10 Questions to Ask Before Deciding on a Content Strategy

Choosing the right approach to enterprise content is a strategic decision. Before you decide to stick with basic storage or invest in an intelligent ECM, consider following these ten questions. These will help clarify your organization's needs:



1. What are our compliance and regulatory requirements for content?

If you operate in a regulated industry (finance, healthcare, insurance, etc.), do you need to meet standards for data privacy, retention (e.g., GDPR, HIPAA, SEC rules)? An ideal ECM come integrated with audit trails, retention schedules, and policy-based controls to keep you compliant by design.



2. How easily can users find and retrieve information when needed?

Consider whether employees spend too much time searching for documents or whether critical knowledge is often trapped in email attachments or personal drives. ECM platforms excel at enterprise search, letting users quickly find content by keywords, metadata, or full text across millions of documents.



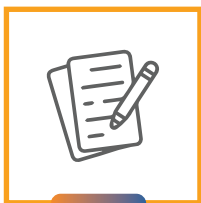
3. Do we need to collaborate on documents or integrate them into business workflows?

Ask if your teams frequently need to share documents for review/approval or embed documents in processes like loan approvals, claims handling, or patient onboarding. If content moves through various hands or systems, an ECM is better suited to manage that flow.



4. What volume and variety of content do we manage, and how fast is it growing?

Evaluate the volume of documents (and types) you handle today and expect in the future. Is it tens of thousands of files, or tens of millions? Are files primarily PDFs, Word docs, or images, emails, forms, and even videos? Online storage platforms can scale storage-wise, but managing large volumes of diverse content requires organizing principles (metadata, taxonomy) that ECM platforms provide.



5. Are our content repositories fragmented across multiple systems or departments?

Ask if unifying or federating these silos is a goal. A modern content platform can often connect to or consolidate disparate repositories, providing a single source of truth or at least a unified search and governance layer across them.



6. What level of security and access control is necessary?

All content needs security, but consider if you have sensitive documents (financial reports, patient records, intellectual property) requiring granular access permissions, encryption, or even geographic storage restrictions.



7. Do we require records management or long-term digital preservation?

If your organization has to retain records for X years, ensure immutability, dispose of them defensibly, or produce them during audits/discovery, you need more than a simple bucket.



8. Will we leverage content analytics or AI on our documents?

As you grow in the future, do you plan to extract more value from unstructured content via AI (e.g., automatically extracting data from forms, using NLP to classify documents)? If yes, a content platform that can integrate AI services or has built-in intelligent document processing is vital.



9. What's the total cost and resources required to manage our content today?

Take stock of the 'hidden' cost of an inadequate content solution. Are employees manually organizing files or performing data entry from documents? Is IT spending time writing scripts to move data to cloud storage? Is there a risk of fines due to compliance issues?



10. How will our content strategy support our broader digital transformation goals?

Finally, align the content question with your big-picture objectives. If you aim to improve customer experience, how will faster access to information or personalized content delivery play a role? If operational excellence is a goal, how will eliminating paper and automating document workflows contribute?

These questions help leaders avoid cheap fixes and invest in a strategy that grows with their business

Ready to Rethink Content? Move Forward with Newgen

The journey toward effective content management is about reimagining how information flows through your organization. It starts with recognizing that content/data aren't just storage objects but critical assets that enable better organizational decisions. Leverage our **NewgenONE AI-first, Contextual Content Services (ECM) platform**. The low-code platform transforms content management, addressing the limitations of basic storage solutions. The AI-first platform manages end-to-end lifecycle of content, from capture to disposal. Unlike basic storage options, **NewgenONE ECM**:

Finds anything in seconds

No more lost files or wasted time

Auto-organizes & extracts insights

Turning content into actionable intelligence

Seamless app integration

Works how you already do

Scales on demand

Ready for tomorrow's challenges





About Newgen

Newgen is the leading provider of an AI-first unified digital transformation platform with native process automation, content services, customer engagement, and AI/ML capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low-code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries, Newgen unlocks simple with speed and agility.

For Sales Query

AMERICAS: +1 (202) 800 77 83
CANADA: +1 (202) 800 77 83
AUSTRALIA: +61 290 537174
INDIA: +91 11 407 73769
APAC: +65 3157 6189

info@newgensoft.com
www.newgensoft.com



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