

The Paradigm Shift

From ECM to
Content Services

Digital is changing everything about content management. Read this whitepaper to discover the ten ways the content management paradigm has shifted, and what you can do about it.

ECM, as we knew it, is passé. It's time to move on to content services!

With increasing customer expectations and evolving business needs, the world of content management has undergone a disruptive shift.

Most of the use cases that drove the usage of enterprise content management (ECM) have been sidelined by the multifarious ways in which content is consumed and managed today.

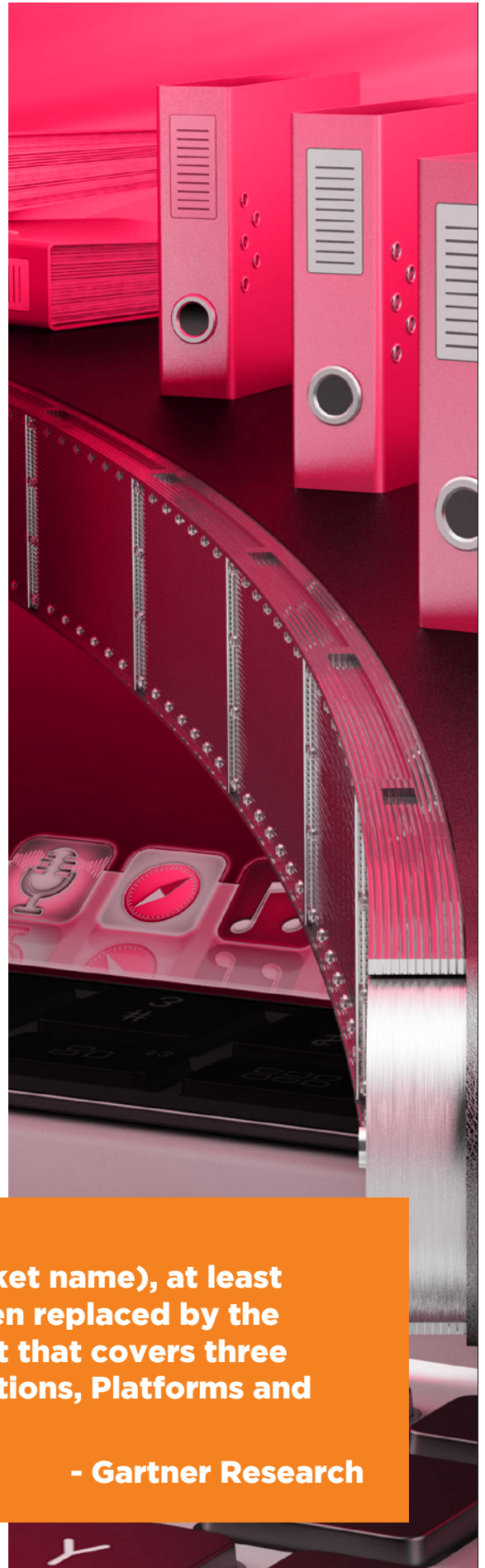
This paradigm shift is caused as much by the technological advancements as pervasiveness of digital. From the way your customers engage with you, to the way your workforce functions and your entire organization operates, everything has been disruptively transformed.

It's time to move on to a more modern way of managing content.



ECM is now dead (kaput, finite, an ex-market name), at least in how Gartner defines the market. It's been replaced by the term Content Services, a strategic concept that covers three aspects, namely Content Services Applications, Platforms and Components.¹

- Gartner Research



10 tell-tale indicators of the paradigm shift: From ECM to content services

The shift from the heavy-footprint, monolithic-style ECM to a modular content services platform is not linear. A combination of consumer trends, technological advancements, and business models have led to this shift.

Here are ten indicators of this paradigm shift that make for a compelling case to transition to content services.

Paradigm Shift 1

From: Content for transactional support

To: Content for contextual engagement

The way organizations create, use, and share content, both internally and externally, has changed drastically.

Contextual engagement has become a fundamental necessity for organizations. Hence, the purpose of content has shifted from providing support for transactions to being pivotal for contextual engagement.

Consequently, the focus of content management has shifted from managing the end-to-end content lifecycle to embedding content for utilization across mission-critical business applications.

The content lifecycle is still important, but the availability and utilization of content across applications and processes has become critical for the availability and completion of context.

Paradigm Shift 2

From: Mostly paper-based documents

To: Multi-format variants of content

The origin of traditional ECM is deeply rooted in the paper-driven process environment. Things have drastically changed since then.

Today, organizations must process multiple formats of content, including paper documents, digital documents, e-mails, images, audio and video files, social content, and more.

More importantly, organizations have to manage all types of content and keep connected items together, while also processing content meaningfully, furnished with all the relevant metadata, regardless of the content format.

For instance, in insurance claims processing, an image or a video captured at an accident site is self-enclosed legal evidence, as well as a contextual piece of content that contains identification details and circumstantial information, such as location.

Organizations, like yours, are expected to make full use of these details, requiring you to process all formats of content and build the full context.

Paradigm Shift 3

From: Scanning, e-mail, and front-office
To: Omnichannel input and output

As the number of content formats exploded, the way organizations ingest content has also multiplied, thanks to the plethora of devices and channels that customers and partners use to engage.

Omnichannel experience is a basic expectation today. Your customers may start filing a loan application on their mobile device, switch to a laptop or a tablet midway, and still expect their uploaded documents to be available for further revision in real time on other devices.

The same is true for your employees too. They expect the same functionality across their devices, with anytime, anywhere access and remote work becoming fundamental necessities.

You are expected to ensure that content is securely available in real time, across channel, any time, and from anywhere.

Paradigm Shift 4

From: Internal-facing ECM
To: A connected and extended enterprise

Long gone are the days when it was sufficient to manage content internally, isolated from the external world. The cumbersome user interfaces, that required training for usage, don't work in today's environment, where user manuals and usage instructions are passé.

In addition to being omnichannel, organizations also need to operate in their environment as a wholly connected entity, extending beyond the boundaries of the enterprise.

This means that all relevant content must be securely accessible for your customer, partners, and other stakeholders, such as government agencies, regulatory authorities, and your shareholders, among others.

And, this needs to be done while maintaining a consistent version of content, available to everyone, regardless of their location. What's more, data privacy and security laws expect organizations to render content and documents in a way that blacks out or masks particular details depending on who is accessing it, and at which stage.

Paradigm Shift 5

From: Simple, linear workflows

To: Collaboration and content-centric processes

Traditional ECM supported business processes through simple, linear workflows that typically followed a standard, pattern of creation, editing, sharing, and archiving documents, supplemented by additional functionalities, such as approvals and simple business rules.

These workflows were for strictly internal consumption, and often ran parallel to customer-facing business processes, while still remaining disconnected from them and requiring workarounds to maintain linkage.

Organizations today face the challenge of seamlessly embedding content into business processes—made even more critical since most processes today are driven by context, which is expected to be extracted from content in real time.

Extensive real-time collaboration and content-centric processes mandate a different, modular and service-based approach, rendering traditional ECM obsolete.

Paradigm Shift 6

From: Human intervention

To: AI and ML-based intelligent cognitive services

The availability of cutting-edge technologies, such as artificial intelligence (AI) and machine learning (ML), have led to real-time processing capabilities that were deemed improbable in the traditional ECM paradigm.

Traditional ECM forced organizations to set up large teams, tasked with processing the data contained within documents. This led to manual errors and inconsistencies, and also made it difficult to scale operations in tandem with increasing volumes, escalating costs, and lengthy cycle times.

With AI- and ML-driven cognitive services, organizations can achieve digital KYC (know your customer), identity verification, automated form filling, loan collateral assessment, credit document verification, claims processing, and more, all in real time.

This paradigm shift from mundane manual work to intelligent cognitive processing, though led by technological advancements, is also a fundamental customer expectation due to the native device capabilities available to them.

Paradigm Shift 7

From: A single, bulky repository

To: A large-scale federated repository

The traditional models of storing documents in a single, large repository don't scale in today's omnichannel, geographically-distributed, and extended enterprise environment.

Content services platforms provide the ability to store and search through large-scale deployments using a federated model. Multiple content repositories can be used by various teams across different departments and geographies. Distributed but connected repositories help users focus on "what" rather than "where," thereby enabling knowledge work.

Federation is all the more critical for organizations today due to the deluge of content flowing in—preventing content sprawl and ensuring holistic search and access.

Paradigm Shift 8

From: Monolithic and self-contained architecture

To: Modular services-based architecture

One of the biggest challenges associated with traditional ECM has been the rigidity of its monolithic architecture, leading to opaque, self-contained systems that are cumbersome to maintain and upgrade.

Content service platforms, with their modular and service-oriented architecture, fulfill today's demands for omnichannel, contextual, and real-time transactions and engagement. These services can be consumed by applications and processes, both internally and externally, facilitating anytime, anywhere availability of content. The most important aspect of these content services is that they enable organizations to create end-to-end, content-centric business processes, fulfilling the requirement of a holistic customer journey.

Paradigm Shift 9

From: Mostly on-premises deployment To: Cloud and hybrid deployments

Cloud continues to be a key driver of the paradigm shifts across technologies. Traditional on-premises deployments have proven to be too limiting for organizations that want infrastructural scalability and secure, anytime, anywhere access to content.

Organizations should have the flexibility to consider all the deployment options, ranging from private cloud and hybrid, virtualized environments to public cloud hosting, SaaS models on public cloud, and even traditional, on-premises deployment.

Paradigm Shift 10

From: Coding-heavy implementation projects To: Rapid, low code-powered application development

The traditional, monolithic architecture of ECM not only made the system inflexible and opaque, it limited the ability to develop applications that consumed documents. Any aspirational programs to consume and access content through applications turned out to be cumbersome and coding-heavy, leading to further challenges with maintenance and upgrades.

Content services platforms thrive on rapid application development, powered by low code capabilities, where pro-grade developers can build complex, content-driven, and customer-engaging business applications without heavy coding.

This is further supported by the platform's extensive process automation and cognitive intelligence capabilities that help develop end-to-end, omnichannel, and content-centric processes and applications.

Modernize Your ECM: The Time to Act is Now!

Content management is not merely a supporting technology any more, but rather a strategic investment.

Content services can help your organization achieve an omnichannel and contextual customer experience, with speed. Moreover, content services also enable you to create an extended and agile organization, by empowering you to create end-to-end, content-centric processes.

As you assess your requirements related to content management, you must look for a platform that not only helps you address your content management needs, but also powers your organization forward with holistic process automation.

It is time for you to act and transition to a more modern content services platform, such as Newgen's Contextual Content Services—part of Newgen's digital transformation platform.

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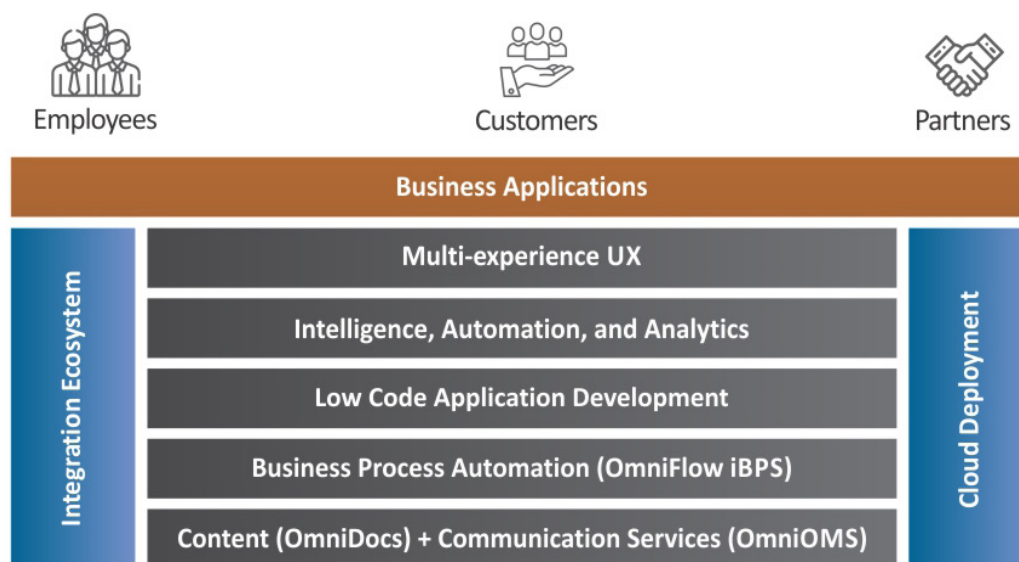
A CSP is a vital part of any organization's content services strategy. CSPs are best aligned with use cases that cover the more formal aspects of how content is used in an organization.²

- Gartner Research



Modernize Your ECM with Newgen's Digital Transformation Platform

Our digital transformation platform, with native process automation, content services, and communication management capabilities, enables enterprises, like yours, by ensuring streamlined operations and informed employee decisions.



Furthermore, our industry-recognized low code platforms help in rapidly developing and deploying complex, content-driven, and customer-engaging business applications on the cloud.

What's more, our architectural support for integration and innovation enables you to leverage cutting-edge capabilities and stay ahead of the curve. These capabilities include mobility, social, analytics, cloud, machine learning, robotic process automation, blockchain, and artificial intelligence.



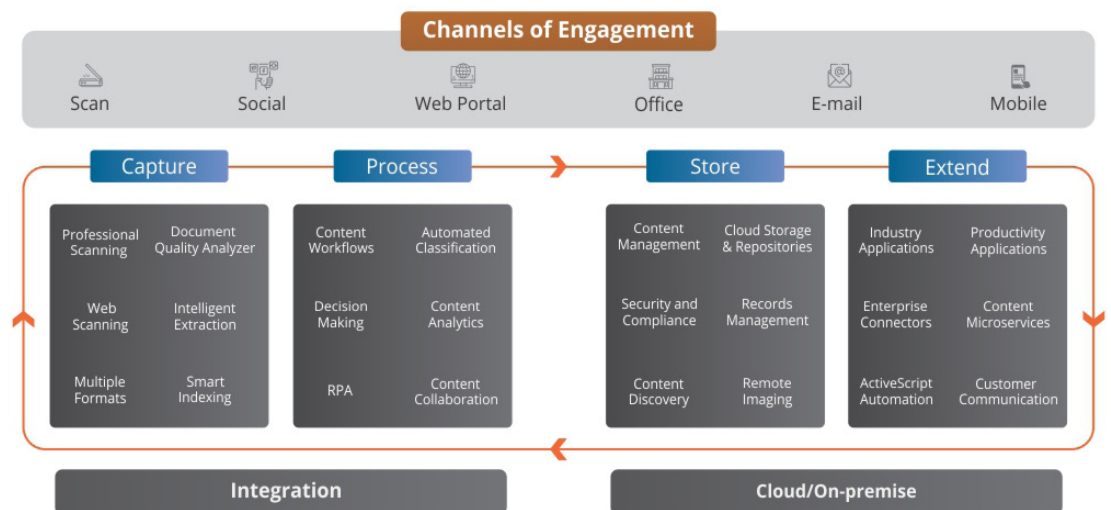
Newgen is a good fit for enterprises looking to modernize their critical content and process applications and seeking a fresh, cost-effective alternative to older apps.³

- Forrester Research

Newgen's Contextual Content Services

A modern content services technology for today and the future.

Our contextual content services platform is built on our industry-leading, core content services technology. With Newgen, you get a modern set of content technologies to help you manage the end-to-end lifecycle of your enterprise content, from origination to disposition, and provide your users with the flexibility to access and deliver digital content across all channels and devices.



With Newgen's contextual content services, you can:

- **Establish a digital workplace:** Retrieve and manage content across different repositories, using a unified interface and multi-channel capture, to ensure business continuity
- **Leverage contextual automation:** Use contextual content to drive automation across your business processes with a personalized user interface and low code capabilities
- **Utilize content intelligence:** Use AI-powered capabilities for accurate content extraction, structured document classification, and sentiment analysis
- **Improve compliance and risk mitigation:** Adhere to security and regulatory requirements while mitigating risk, managing hybrid records, and streamlining the complete record lifecycle

References

- 1 The Death of ECM and Birth of Content Services, Gartner Research
- 2 Critical Capabilities for Content Services Platforms, Gartner Research
- 3 The Forrester Wave™: ECM Content Platforms, Q3 2019, Forrester Research

You may also like to read:



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Newgen is a leading provider of low code digital automation platform. Globally, successful financial institutions, insurance, government, and shared services organizations rely on Newgen's industry-recognized products and applications—to manage their processes (BPM), content (ECM), and communications (CCM)—for connected operations. From customer onboarding to service requests, from loans and deposits to underwriting, and many more, Newgen's industry applications transform business-critical operations with agility. Newgen's cloud-based platform enables digital transformation initiatives for superior customer experience, optimized costs, and improved efficiencies.

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