



Streamlining Storage of **Digital Content with Newgen**

Overview

Digitization is one of the top business drivers today as enterprises are required to stay agile and future-ready. Per Research and Markets¹, the global digital process automation market is projected to hit the USD 12.61 billion mark by 2023. However, commanding a strong market position in the digital world requires considerable changes in many aspects of business processes, especially in terms of content.

Gone are the days when 'content' was synonymous with 'documents.' The digitization drive has marked the arrival of new forms of content such as social media posts, chats, tweets, audios, and videos. With new content forms gaining prominence, it has become crucial for enterprises to innovate and leverage the required technological capabilities for managing it while keeping the costs in check.

¹https://www.researchandmarkets.com/research/7c4gg8/digital_process?w=5



The Ever-flowing Ocean of Digital Content

Video/Image Content v/s Textual, Compressed Documents: Storage Consumption Comparison

A 10-minute video file with HD resolution consumes nearly 100 MB of storage space as compared to a 5-page textual PDF document that consumes around 50 KB of space.

Similarly, a scanned, compressed document consumes nearly 100 KB to 200 KB of storage, whereas the same document stored in the image format, captured from a mobile phone, consumes almost 4 MB to 5 MB of storage space!

Today, enterprises across different sectors need to process digital content for various purposes. For instance, banks need to process video content for enabling customer onboarding via video KYC. Also, field agents are required to capture images and video clips using a mobile phone for authentication purposes.

Similarly, insurance companies need to process videos stored in dashcams or CCTV recordings to decide the legitimacy of insurance claims. Moreover, many enterprises need to process different types of social media content for addressing customer concerns.

But, managing digital content is not an easy task.

Digital content brings with it a unique challenge of storage space. New content formats such as audios, videos, and images consume much more space than simple textual files.

The considerable storage requirements of new content forms give rise to the following concerns:

- Enterprises need to invest exorbitantly in infrastructures, such as hardware, installations, data backup, and more, to store this content
- Maintenance and management of this content also prompt expenditure on IT teams and physical space
- Redundant or outdated content cannot be offloaded as it is required for auditing purposes
- Costs go up as more content piles up at regular intervals
- Difficulty in forecasting the storage space needed for growing content
- Risk of losing data due to internal or external damage

Contemplate Cloud, but Execution Could Be Daunting



Moving your enterprise content from on-premises to the cloud can help address all the above concerns. The cloud provides you with an option to store content while:

- Reducing costs and effort
- Ensuring better security and rights-based access
- Accessing content anytime, anywhere
- Upscaling per market dynamics with a pay-as-you-go model

But moving the existing on-premises content to the cloud could be the real challenge. **Enterprises need a solution for easily transitioning from on-premises storage to the cloud while ensuring governance and information security.**

On-premises v/s Cloud: Cost Comparison

Consider an enterprise that needs to upgrade its on-premises storage by 2 TB using storage area network (SAN). For this, it must spend on fiber channel host bus adapters (HBA), fiber cables and switches, and fiber channel disks or disk arrays. Since switches cost about \$1,000 to \$2,000 and HBAs cost nearly \$1,000 to \$1,500, the enterprise might be required to spend almost \$100,000 on such a SAN. Moreover, bigger SANs can cost well above \$1 million.

In the case of cloud storage, the enterprise doesn't need to make such investments in hardware, software, or maintenance. Instead, they can spend that capital on research and development activities.

Newgen Can Help!

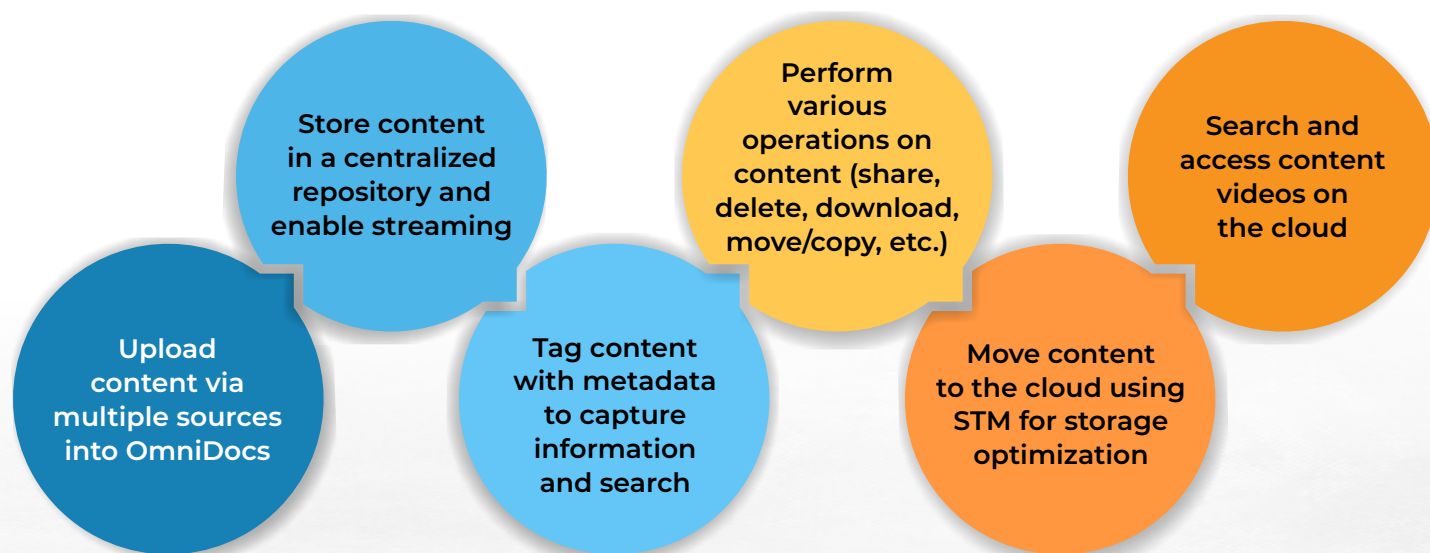
Choose Storage Transition Manager on OmniDocs to Fast-track Your Content Migration Journey

“By 2025, Gartner estimates that over 95% of new digital workloads will be deployed on cloud-native platforms, up from 30% in 2021.”²

Storage Transition Manager (STM) on Newgen's OmniDocs Contextual Content Services Platform can help enterprises seamlessly shift their existing content from on-premises to the cloud. With STM, enterprises can leverage a hybrid model for storing content by utilizing both on-premises storage and the cloud with the help of defined criteria within OmniDocs.

This hybrid data storage model can bring the best of both worlds and reduce storage-related costs by a huge margin. Using STM, large files like videos and images can be migrated to the cloud while providing enough space to store sensitive and less storage-consuming files on-premises.

Streamline Content Storage with STM on OmniDocs



Advantages of Storage Transition Manager on OmniDocs

Unlock Business Values with Storage Transition Manager on OmniDocs

- Ensure compliance
- Enable information security and reliability
- Allow anytime, anywhere information access
- Reduce costs and optimize investments
- Improve productivity
- Enhance collaboration



Storage Optimization

The hybrid model enables ideal utilization of storage space. Highly sensitive content and files that consume less space can be saved on-premises, while large media files and outdated content can be moved to the cloud.

Quick, Automatic Content Migration

Using the admin module on OmniDocs, users can define rules for migrating on-premises data to the cloud. Enterprises can reduce time and optimize IT bandwidth by automating content migration.

Flexible and Simple Migration

While defining rules for auto-migration of content to the cloud, users have the flexibility to select the root folder, content type, and date range. The entire process is simple, and users are not required to make any complex configurations.

Low-cost Storage Utilization

Once the files are moved from on-premises to a cloud such as Amazon S3, users can further utilize Amazon S3 Glacier and Amazon S3 Glacier Deep Archive to store the hot data (data accessed frequently) that has gone cold (not frequently accessed data). Also, users can store the content directly into Amazon S3 Glacier rather than first storing it in the Amazon S3 standard bucket.

Newgen OmniDocs Contextual Content Services

Newgen's contextual content services platform is built on an industry-leading core content services technology. Newgen's modern content technology helps you manage the end-to-end lifecycle of enterprise content and deliver an omnichannel customer experience.

With Newgen's contextual content services, you can:

Establish a digital workplace

Retrieve and manage content across different repositories using a unified interface, and enable multi-channel content capture to ensure business continuity

Leverage contextual automation

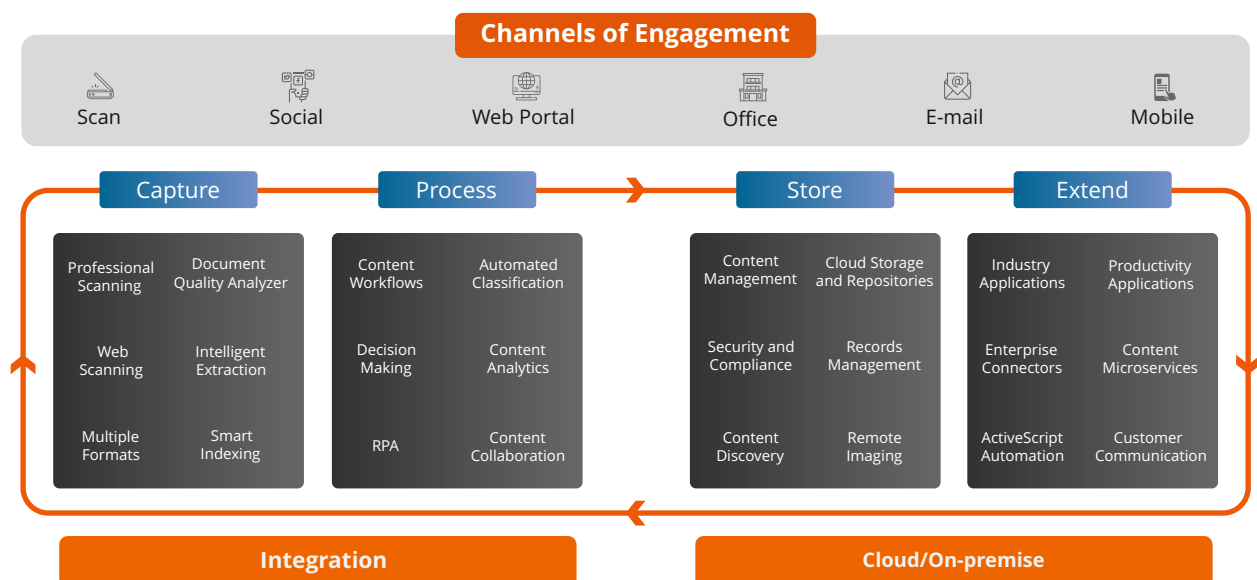
Use contextual content to drive automation across your business processes, with a personalized user interface and low code capabilities

Utilize content intelligence

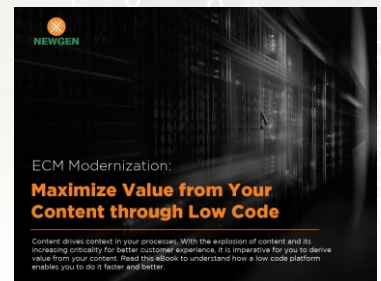
Leverage AI-powered capabilities for accurate content extraction, structured document classification, and sentiment analysis

Improve compliance and mitigate risk

Adhere to security and regulatory requirements while mitigating risk. Also, manage the complete record lifecycle



You may also like to read:



About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management 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.

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