



# 8

## REASONS YOU NEED **CLOUD CONTENT MANAGEMENT** NOW

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# Cloud Content Management (CCM)

is the combination of centralized, cloud-native content services with advanced security and governance. Put more simply, CCM is an easy and secure way for all of your teams to work together. With CCM, manual processes become digital and automated, employees no longer have to spend hours each day or week hunting for information, and productivity soars. Collaboration across the entire extended enterprise becomes seamless, and the latest machine learning technologies help you maximize the value of every piece of content you have. **No more siloed content, no more searching for information.**

**With companies increasingly looking for ways to contain the content chaos they are experiencing while remaining compliant, a move to CCM is the obvious answer.**

In this white paper, we'll look at the top reasons you should consider migrating to the cloud, the risks you'll avoid by doing so, and the benefits your company will gain.



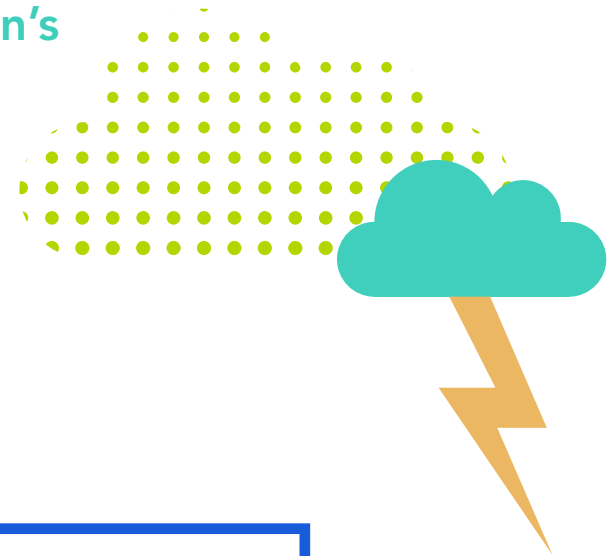
# 1

## Be a Digital Disruptor

Digital disruption occurs when innovative new technologies threaten the value and market share of existing big-brand products and services. These new solutions “disrupt” the market and cause customers to reevaluate their current systems. CCM has essentially blown up the traditional ECM market.

**Frankly, it's time to rethink what it means to be a digital business.** Companies need to understand the connection between digital, customer value, and business growth. Business leaders need to change the way they think about technology investments.

**They now must seek longer-term solutions that will grow with their organization's ever-expanding content needs, the changing landscape of work, and potential regulations down the road.**



# 2

## Manage Content Chaos

According to a McKinsey & Company report, most knowledge **workers spend 1.5 hours a day searching for content in their organization and only about 20% find what they are looking for.**

If we define content chaos as the inability to properly find, manage, secure, and integrate content and records, it's clear from virtually every metric that most organizations—if not all—are facing content chaos today. Whether it's the amount of time each day that knowledge workers spend searching for documents, the number of times the wrong version of a document is used, or the significant investments that companies are forced to make in human capital to staff information governance teams, it's apparent that the current technology has failed. The explosive growth of unstructured content is an issue for many organizations. In fact, according to the Economist, **80% of content used by knowledge workers for core revenue generation activities is unstructured, while content is doubling every 90 days.**

To tackle regulatory and statutory requirements, most enterprises have started to harness the power of the cloud. IDC expects spending on cloud software to double from \$57.8 billion in 2015 to \$112.8 billion in 2019.

CCM solutions integrate with all the services and apps that your teams use every day to create a unified content platform that will provide a better user experience and drive productivity. With CCM, you can consistently manage and secure content across your organization while maintaining data security and compliance.



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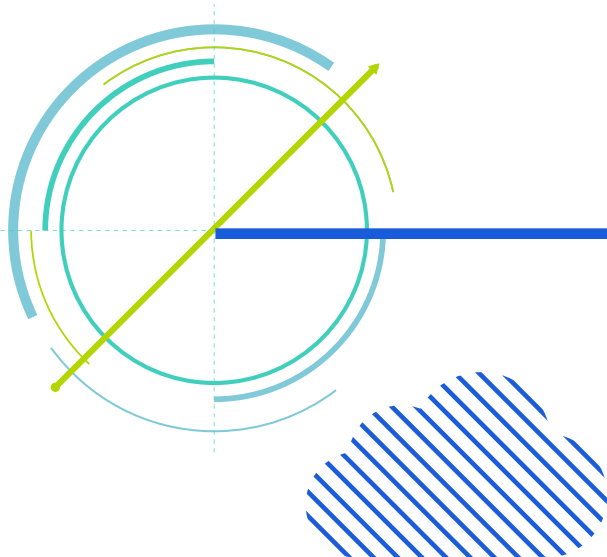
# 3

## Encourage Digital Engagement

When choosing a content management solution, you must consider how to best serve all of your users. **Digital engagement is typically defined as providing 24x7 access to data for your customers, employees, and partners from any device they own.**

**Customers expect good looking, intuitive interfaces across platforms which is incredibly difficult to achieve with outdated content management systems.**

It is simple to achieve—without burning out your IT organization—by providing access to data anywhere in the world using a CCM platform.



# 4

## Pay-As-You-Go Pricing

When an organization evaluates the potential adoption of a new technology, one of the first challenges that comes to mind is the overwhelming workload which comes with implementation. Therefore, many vendors today launch cloud-first digital experience platforms to free their customers from the burden of server maintenance, software upgrades, hotfixes, backups, rewriting code, and managing plugins.

**Instead of buying costly servers that are sized to handle peak load and storage you only use seasonally, you pay for what you use and need.** This keeps organizations from having to heavily invest in capital expenditures that include infrastructure, facilities, power, and IT staff. Instead, they can move this to an operational expense model.



# 5

## Innovate and Streamline Business Processes

Business processes are a key function of any organization. Without clear, repeatable, and efficient business processes, the daily activities of an organization are unachievable. To stay ahead in today's frenetic business environment, you need to free your people to focus on the things that matter most. **No matter how complex your business is, workflow in the cloud lets you hit the ground running with a cloud-based process automation platform that reduces set-up and cost.**

**With CCM, you can automate repeatable tasks and free up time to work on your business.**

The best results come from an integration of your people, process, and systems. You can work to continually improve your processes based on user feedback and changing business or regulatory needs. The reduction in time spent on maintenance activities will create time for your IT personnel to work on innovation. Open APIs and secure access to data enables IT professionals to refactor complex business processes.



# 6

## Disaster Recovery and Business Continuity

With CCM, disaster recovery and business continuity initiatives become achievable and significantly simplified. Data can be replicated across regions, and access is managed from a single console.

**Gartner has predicted that nearly half of large enterprises will manage content on hybrid systems (cloud/on-premise), and more than one-fifth of businesses will be managing content from multiple organizations.** They also believe file synchronization and sharing will become a standard, built-in ECM function and half of big-name ECM vendors will re-architect their software to be cloud-based.

**Finally, one-fifth of business content will be machine authored.**

The economics are undeniable. If you look at value engineering—the method to improve the "value" of goods or products and services by using an examination of function—value, as defined, is the ratio of function to cost. Value can therefore be increased by either improving the function or reducing the cost.





# 7

## Security and Compliance

Virtually every document you touch in industries like finance contains personally identifiable information. That's why the need for confidentiality or data security is always top of mind for CIOs and others involved in risk management for finance organizations. It's not just a matter of database security, it's really about protecting content from the moment it enters your organization and through every phase of both internal and external collaboration—including interactions with the applicant and third parties.

Five years ago, a typical requirement for content management systems was to secure our customers secret formulas, sensitive data, and valuable intellectual property behind the firewall. Times have changed, once we give you the ability to manage your data in the cloud and provide access using your own private keys, this requirement goes away. **You can easily manage compliance and user access without the need for complex processes, retention schedules, and procedures.**



# 8

## Open Platform and Architecture

CCM systems enable new tools to run against our data. Some platforms provide secure but simple access to their data through open APIs. They can partner with technology vendors that provide automation, robotic processing, and artificial intelligence tools without having to develop that core competency themselves.

**CIOs understand that a typical IT shop has one half of their staff working on operations where they spend time patching, maintaining, and securing servers.**

Several ROI studies have shown up to an 80% reduction in IT time spent on maintenance when on a CCM platform. **This results in real gains in IT savings and frees up time and resources that can be dedicated to innovation instead of maintenance. CIOs can become drivers of value, growth and innovation.**



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# Contact Us

To learn more about how moving to a cloud content management system can improve your bottom line and solve your content chaos, contact us today.

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