

ECM: Key Market Trends and the Impact of Business Intelligence

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Agenda

- ▶ *ECM current state and market trends*
- ▶ *Achieve ECM success by using business intelligence*
- ▶ *Recommendations*
- ▶ *Q&A*

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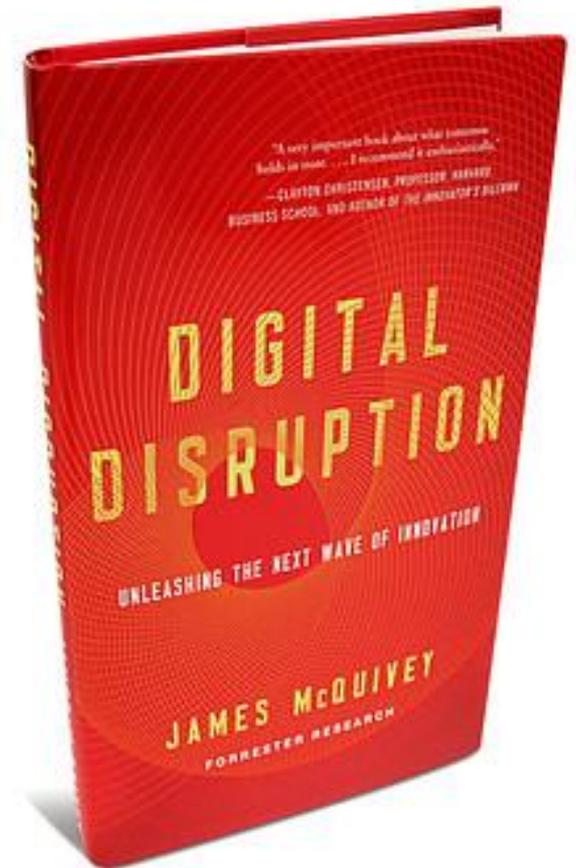
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Digital disruption is here

“In every industry, digital competitors are taking advantage of new platforms, tools, and relationships to disrupt markets, undercut competitors, get closer to customers, and generally wreak havoc with the usual ways of doing business. The only way to compete with them is to adopt their methods.”



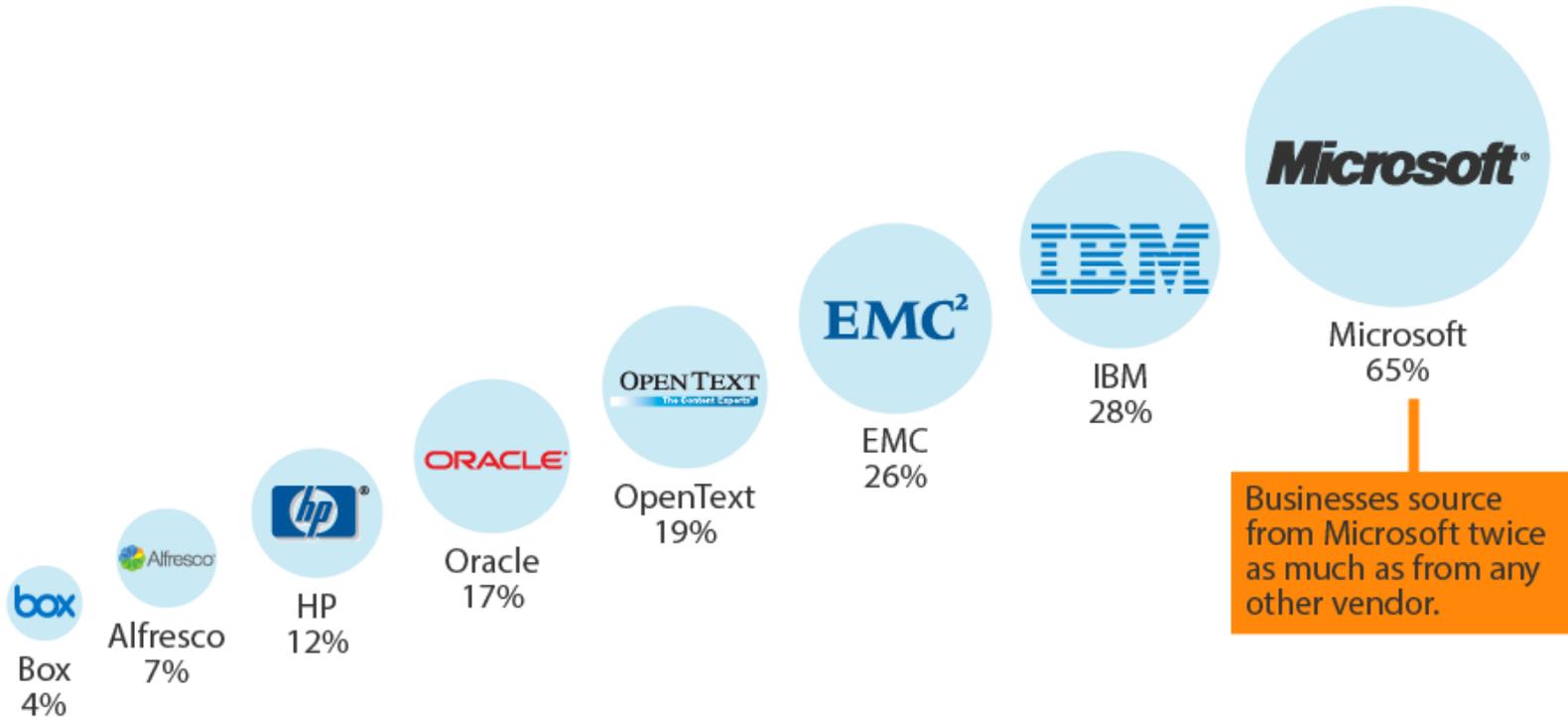
James L. McQuivey



Source: James L. McQuivey, *Digital Disruption: Unleashing the Next Wave of Innovation*, Amazon Publishing, 2013

Traditional ECM vendors challenged by SharePoint

“From what vendors do you currently source enterprise content management solutions?”



Base: 179 enterprise content management professionals
(multiple responses accepted; “N/A” and “don’t know” responses not shown)

Source: May 2013 Global Enterprise Content Management Online Survey

Rise of “information governance”

TREND NO. 1

- Governance of information needs to go beyond the “record.”
 - Address compliance, categorization, and retention requirements across the entire business life cycle of content — not just at the end.
 - Work today is done outside of the constraints and applications of the past decade.
 - Digital and mobile-first processes and tools are what we need — not a framework designed for paper.

ECM and RM in cloud still in early adoption

TREND NO. 2

- ▶ Traditional ECM and RM applications are struggling to integrate with cloud/SaaS/mobile content
 - Newer forms of enterprise content and communication often not captured into systems.
- ▶ Records managers are wary of adopting cloud and social platforms.
 - 10% adopt SaaS/cloud RM approaches despite strong interest in SaaS/cloud archiving platforms.

September 18, 2013, "Records Managers Must Focus on Business Needs, Budgets and Technology to Succeed"
Forrester report

Digital preservation forces itself on agenda

TREND NO. 3

- Long-term retention of digital content means preservation issues must be addressed.
 - Hardware, software, and file format obsolescence risks will haunt us if not taken seriously.
- IT renewal programs put retention and accessibility of legacy data at forefront.
 - Decommissioning legacy enterprise applications in favor of cloud-based systems

Open standards changing the landscape

TREND NO. 4

- Open standards are being promoted and adopted to help mitigate risks
 - Public sector taking a leadership role here
 - Better native interoperability across systems
 - › CMIS: Content Management Interoperability Services
 - Reduce risk of file format obsolescence and dependence on sole vendors or suppliers
 - › PDF/A and ODF

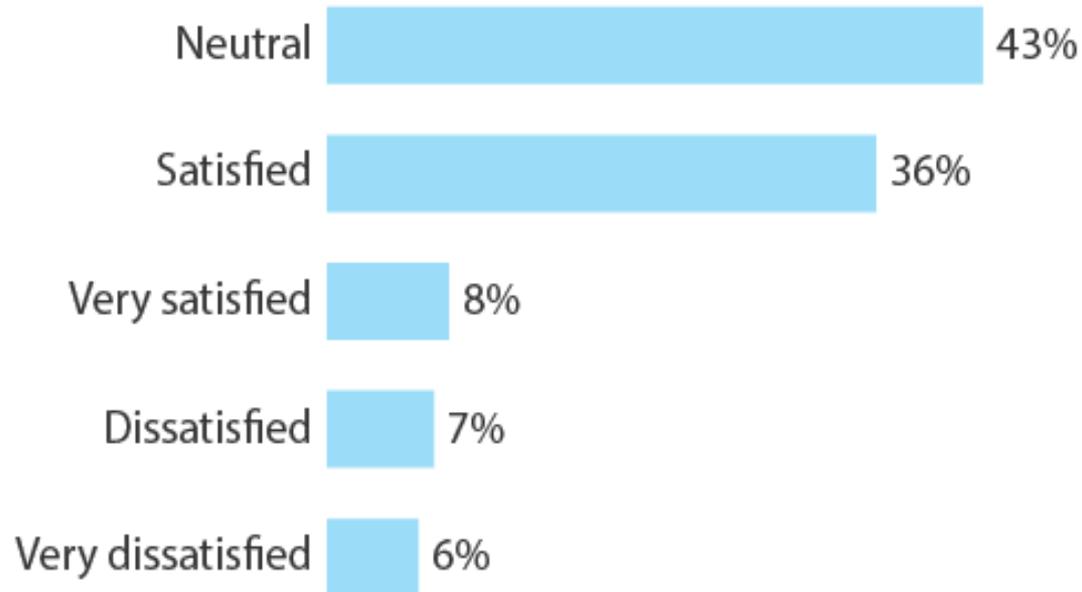
Autoclassification/categorization is viable

TREND NO. 5

- ▶ Technology maturity and new software acquisition models mean more use cases.
 - Transactional, regulated, and semistructured content are ripest areas.
- ▶ Content analytics and sophisticated search can automate and enforce consistent and defensible approaches to retention/disposition.
 - Meets the challenges posed by high volume of digital content and a variety of formats/types

Today? ECM Satisfaction rates slow to improve

“How satisfied are you with your current ECM solution(s)?”

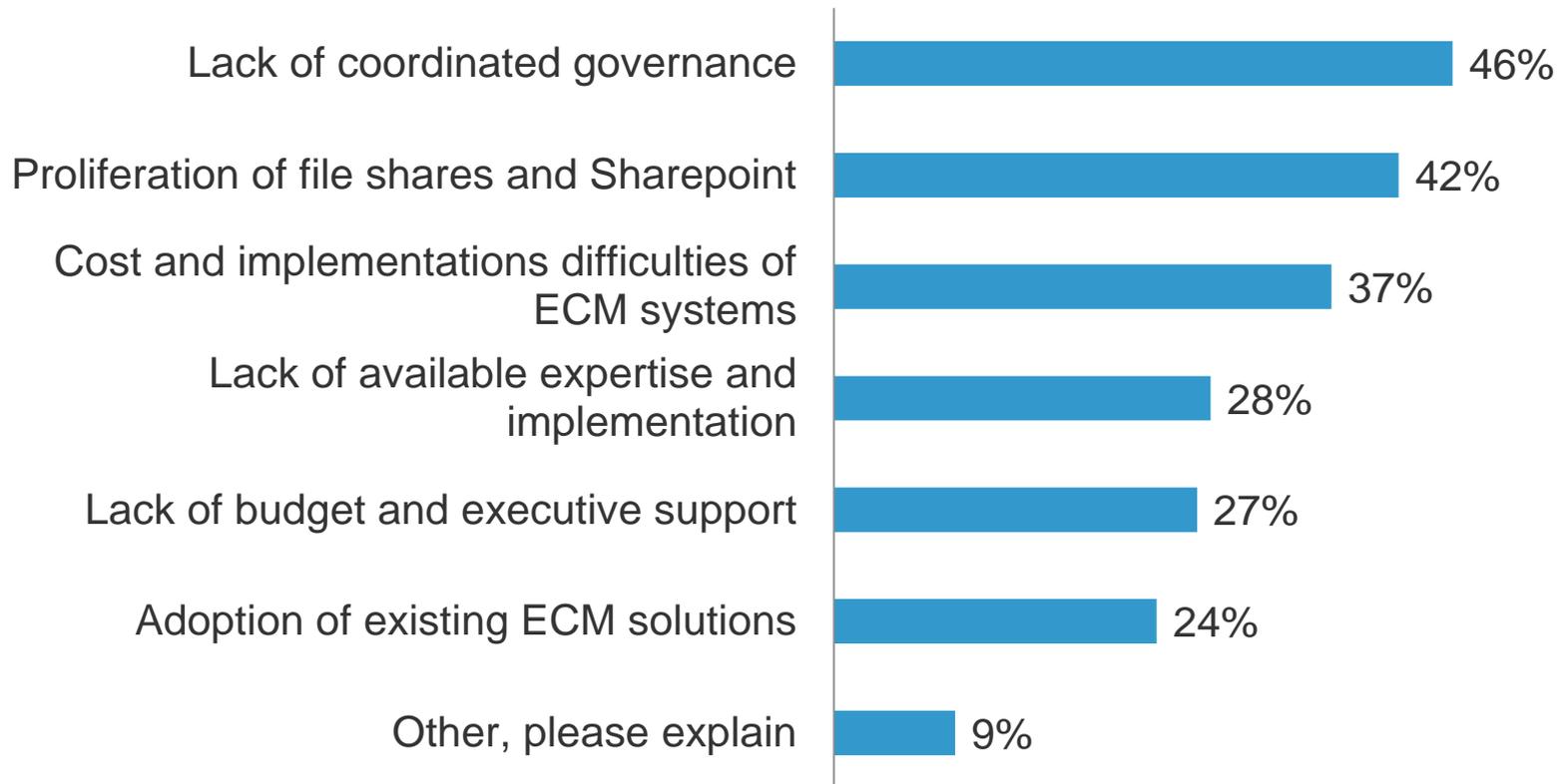


Base: 179 enterprise content management professionals

Source: May 2013 Global Enterprise Content Management Online Survey

Lack of governance inhibits success

“What are the biggest challenges facing ECM in your organization today?”



Base: 179 enterprise content management professionals; Source: May 2013 Global Enterprise Content Management Online Survey

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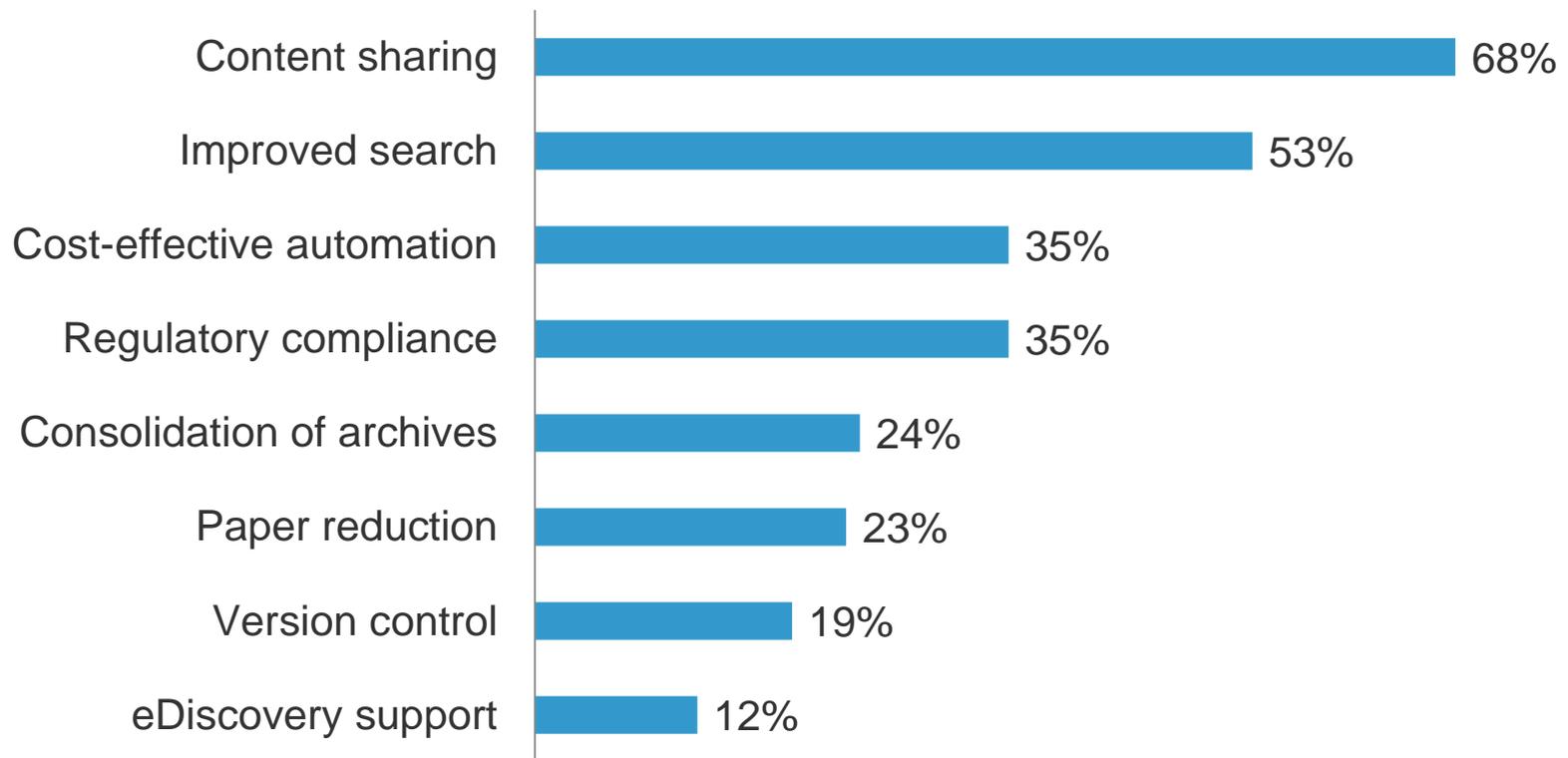
Characteristics of strong ECM teams

- ▶ They align to specific **business objectives** and metrics.
- ▶ They **measure** progress and work to **continuously improve** deployments.
- ▶ They establish **governance** that guides how they make decisions.
- ▶ They use **agile** methodologies.
- ▶ They **collaborate** across teams.

Use business metrics, not IT metrics

“Which of the following are the most important drivers for your organization’s investment in ECM?”

(Select up to three that apply)



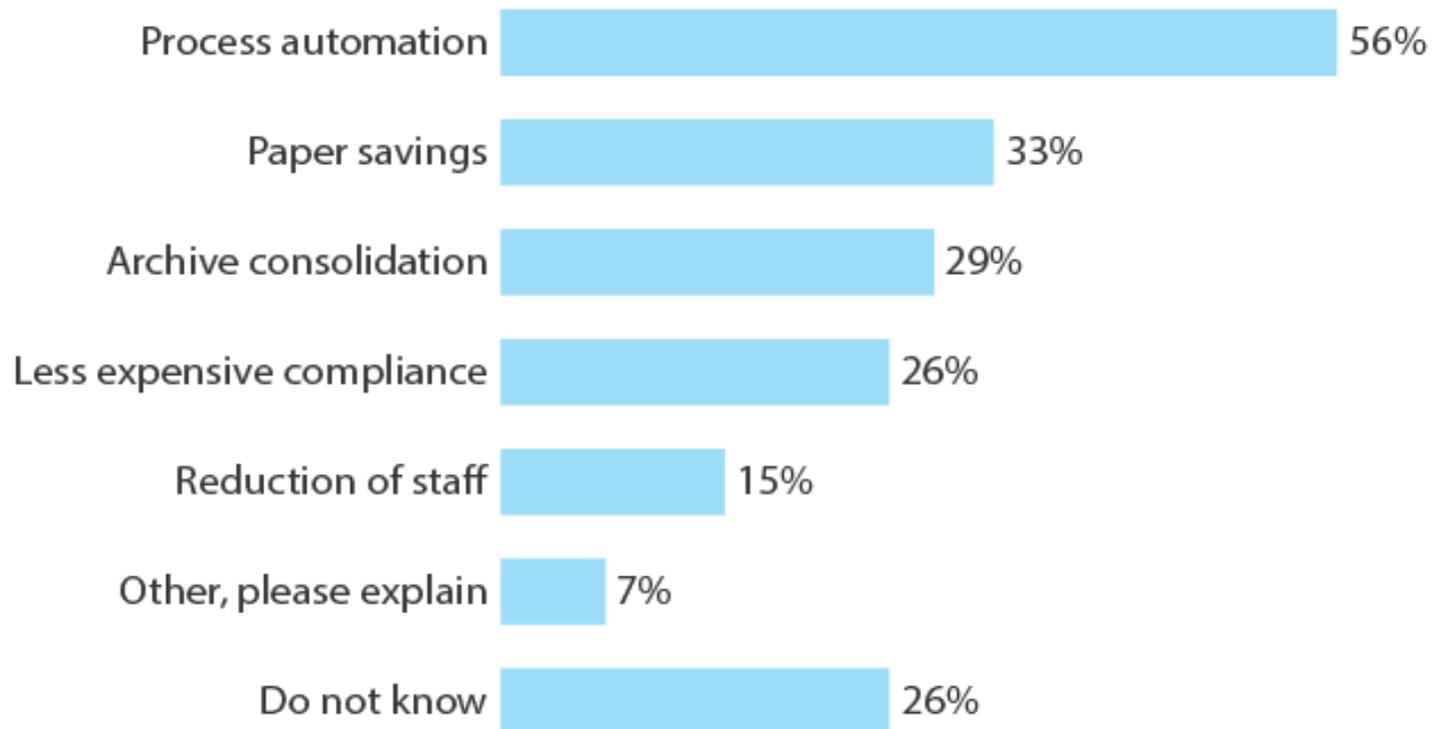
Base: 172 enterprise content management professionals (preliminary results); Source: May 2013 Global Enterprise Content Management Online Survey

Use business metrics, not IT metrics (cont.)

- Partnership with business sponsor and users
 - Achieve “good enough” to satisfy users rather than overcomplicate deployment.
- Change what is measured.
 - Not uploads, volume, or document edits but how time-to-market is improved for business units
 - › Example: shift from measuring number of documents added to number of customer agreements completed.

Business metrics help identify ROI

“Where have you recognized ROI in ECM?”

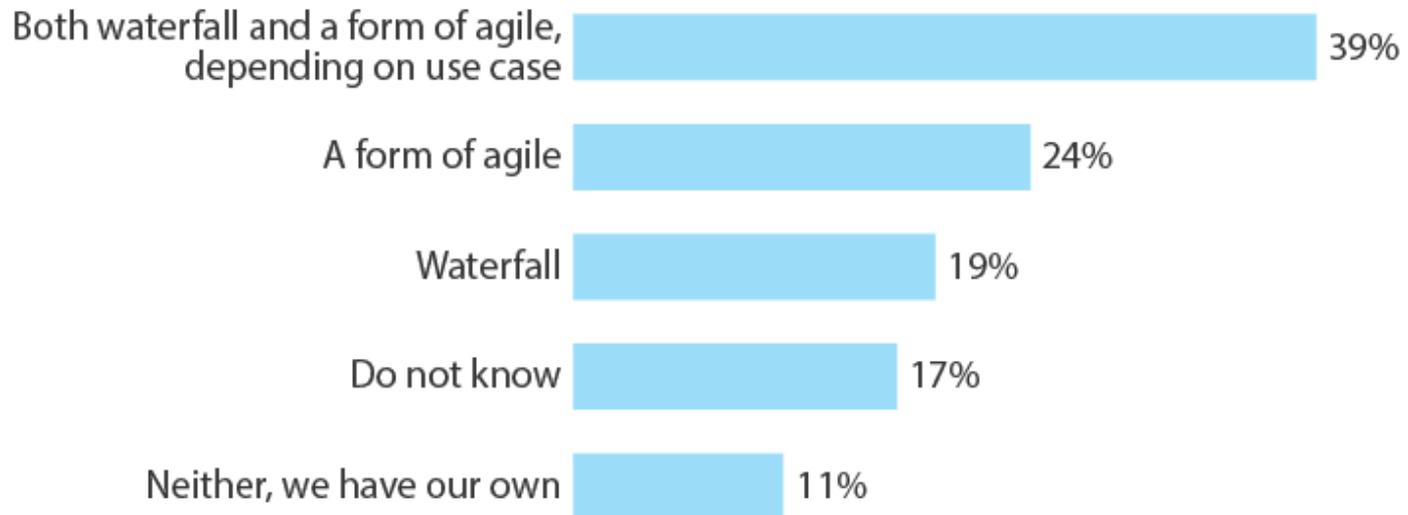


Base: 178 enterprise content management professionals
(multiple responses accepted)

Source: May 2013 Global Enterprise Content Management Online Survey

Successful teams adopt agile approaches

“What deployment methodologies are used in your organization when deploying an ECM solution?”
(Select all that apply.)



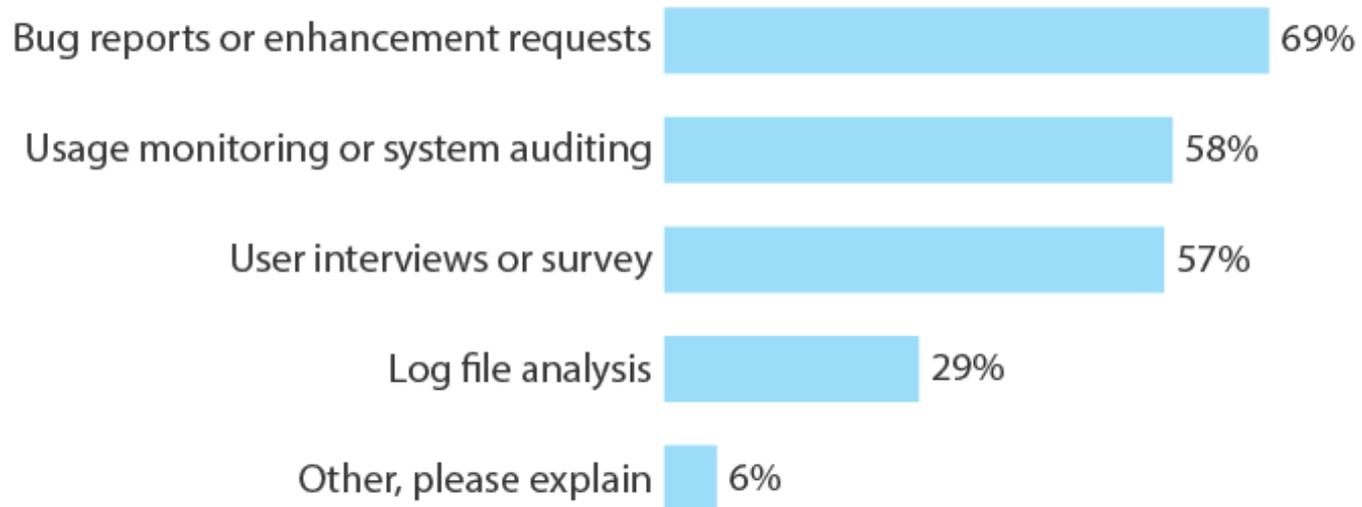
Base: 179 enterprise content management professionals
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Source: May 2013 Global Enterprise Content Management Online Survey

Tap into a variety of data for insights

“What sources of feedback are gathered during or after an ECM deployment to help with tuning and improvements?”

(Select all that apply.)



Base: 179 enterprise content management professionals
(multiple responses accepted)

Source: May 2013 Global Enterprise Content Management Online Survey

Inputs and sources of data for ECM improvement

- ▶ Elicit feedback from ECM system users.
 - Conduct usability tests during the design and development phases of deployment.
 - Review help desk reports to analyze bugs and enhancement requests.
 - Perform user interviews or surveys to get qualitative input.

Inputs and sources of data for ECM improvement (cont.)

➤ Extract and analyze system data.

- Search, workflow, or ECM activity logs can be mined for insights and pattern analysis.
- Leverage current investments or expertise in BI or analytics.
- Mitigate privacy risks of data analysis with planning and cleansing of information.

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Recommendations

- Create a watchlist for ECM and related technologies.
 - Identify where dashboards and data analytics can provide insight into ECM program success
 - Become aware of alternative vendors with updated platforms or licensing models.
 - Understand if cloud or SaaS platforms can play a role in the ECM road map.
 - Focus on standards and interoperability to avoid lock-in and migration woes.

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Thank you

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