

Whitepaper 2015

# CONTENT MANAGEMENT: IT'S TIME TO RETHINK YOUR APPROACH



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## INTRODUCTION

*How many files do you think your company has?*

Would you guess in the tens or hundreds of thousands? Millions? If you're like most companies, you really have no idea. You may lean on the fact that you have a content management solution in place, but it's far more likely that it's largely going unused. If you were to be asked what document management (DM) or Enterprise Content Management (ECM) solution you have, you would probably have a very specific answer of what platform (or platforms) your company uses, whereas, if you asked an end-user, they may very well just tell you they store files in their My Documents folder, or "up on the H: drive".

As you already know, the entire point of having content management in place is to create efficiencies around creating, finding, and retaining content. But it needs to be used by everyone for those efficiencies to come to fruition.

According to Forrester<sup>1</sup>, the use of ECM is increasing in enterprises today. With the driving factor being the need to capture, structure, store, find and share content, it certainly makes sense. Information is being created, collaborated on, and shared like never before both within companies, as well as to outside contractors and partners. The proliferation of mobile devices now being used for both the creation, as well as the consumption of content exponentially increases the amount of content generated and, therefore, the need to structure its storage. After all, if you can no longer find content once created, what good is it?

Like many enterprise organizations, as needs develop and IT struggles to keep up

with demand, additional ECMs meeting departmental needs are implemented. Forrester estimates that nearly 40% of organizations have 3 or more ECMs in use.<sup>1</sup> And to add to those "official" repositories, don't forget to include the unsanctioned departmental implementations, and cloud-based storage.

With so many ECMs and repositories in place, how can a company possibly maintain a collaborative environment for their employees? In short, you can't. As your organization's need to establish a document lifecycle, access controls, corporate guidelines, and legal retention, it becomes evident something needs to change.

*So, what's the right approach to ECM to get there?*

To derive the answer, let's step back and look at four simple objectives that are the basis for having content management:

- Improve efficiency
- Reduce costs
- Increase security
- Enable collaboration

Given the average number of solutions in place within an organization, the lack of centralization that exists with countless documents existing outside an ECM solution anyway, and the need for anytime, anywhere, any device access to this content, it may just be time to rethink how your company is approaching Content Management.

Let's look at three reasons why rethinking this approach is necessary, and then take a look at alternative approaches that will help meet the ECM goals above.

**"You may lean on the fact that you have a content management solution in place, but it's far more likely that it's largely going unused."**

<sup>1</sup> Forrester: Five Key Trends That Are Shaping How We Manage Enterprise Content, [visit link on Forrester.com](#)

## RETHINK REASON #1: CONSOLIDATION IS NECESSARY

While you may not be in the group that has more than one ECM solution in place (and be careful on this one, because it may exist without your knowledge!), everyone certainly fits into the “myriad of repositories” category. File shares, personal cloud-based storage, ungoverned SharePoint sites, and the users workstation are all viable choices of places you’ll find important company documents. And no two departments within a company work the same way. Working in silos, they each take their own approach to organization, storage, and sharing to meet their own needs.

This decentralization creates serious inefficiencies. Users waste material amounts of time searching for misfiled documents, potentially finding older versions of documents in incorrect locations, or worse, fail to find the needed content and simply choose to recreate it.

Think it doesn’t happen? Take the simple example of a marketing employee planning an annual event. What do they look for first? The files related to last year’s event. They should be on that file share, in that specific folder, but unbeknownst to the employee (who started last month), they were moved to a SharePoint site 6 months ago as part of a Marketing SharePoint site project. See? It happens.

These inefficiencies naturally lower a team’s ability to collaborate. Without everyone having access to the same repository (be it file share, cloud storage, SharePoint, etc.), and with related content potentially

being in different repositories, it becomes less collaboration, and more like passing an attachment around via email. In an environment like this, security either looks like a mad scramble to lock down a plethora of storage mediums and solutions, or security is simply non-existent.

### Lack of Consolidation = Lots of Cost

By remaining in this decentralized, unconsolidated state of content, you could be costing your company money every day. Employee inefficiencies equate to added business costs from wasted time. Lack of collaboration increases the cost of getting work accomplished. The very presence of an under-utilized DM solution (or, more likely, *solutions*) means there are wasted IT costs in purchasing, managing, and maintaining the hardware and software needed to keep DM running. The added costs of development, designing, and user experience (UX) work to make users more productive continue the tally as well. And, if you have more than one DM solution in place, all of these IT costs get multiplied.

The reality is content “management” is, perhaps, more similar to “best effort” at this point and is all very out of control, demonstrating that if you wish to lower costs and improve efficiency and collaboration, something needs to be done.

“By remaining in this decentralized, unconsolidated state of content, you’re costing your company money every day.”

## RETHINK REASON #2:

### MIGRATION IS INEVITABLE

Consolidation involves thinking about where your content is today. Migration is about where it's going to be tomorrow. By acknowledging the need to consolidate, a migration of some kind is going to need to happen – the question is to where.

If you're an enterprise company, you probably fall into the Multiple ECM category, which means you need to decide whether to migrate content from the many file shares and personal cloud storage locations to the various existing internal ECM solutions, or look at migrating to a single solution. CIOs and CEOs cite problems like lack of coordinated governance, user adoption, and lack of expertise as common problems with ECM implementations<sup>1</sup>. And these challenges will direct you towards the right answer: migrate to a single ECM solution.

#### The Only Real Answer

To achieve the goals around efficiency, cost, security, and collaboration, a single

solution makes the most sense. Employees only need to learn one solution with a common organizational model, making their interaction far more fluid than with multiple solutions. Often, due to the procedures, technologies, and resources associated with migration, the costs to move to a single solution can be far lower than trying to simultaneously migrate to multiple distinct solutions, each with their own nuances, development needs, and required user training. Security is a no-brainer with a single solution. And enabling collaboration becomes easier when there is a singular "place" to go to collaborate on ideas.

## RETHINK REASON #3:

### MOBILITY IS REQUIRED

As your company works to meet C-level mandates to consolidate content and migrate to a single ECM platform, stronger mobility requirements should be considered. It's no secret that we work in a world where the employee is no longer just at a desk in one particular office. They are everywhere, working at all hours of the day.

To increase efficiency and to improve collaboration, your employees need to be able to access their content from wherever they are. Mobile devices are no longer just for consumption; they are being used for creation as well, so access to content is increasingly necessary from a hotel, on an airplane, or even while sitting on the beach. And don't forget, collaboration also extends beyond the corporate walls to include partners – they too need to access appropriate content where they are.

All this talk of mobile access should raise a few security flags; after all, we are talking about data that ranges from operational to highly sensitive. To provide secure access to enterprise content from mobile devices, you may need to consider adopting an additional layer of protection

via an *Enterprise Mobility Management* solution that specifically provides mobile application management to give access to corporate content via approved end-user mobile applications.

#### Mobility: A driving force for Collaboration and Migration

Mobile access is yet another reason consolidation of content and migration to a single solution is needed. Without consolidation, providing access to content stored in the various repositories in which they currently reside is most likely impossible, and without migrating to a single DM solution, you will lack the access controls necessary to ensure appropriate access is maintained.

## TAKING A DIFFERENT APPROACH

It's obvious - you need to consolidate. It's not even open for discussion. So, the question becomes "*Where do you consolidate to?*" Consolidating to a single ECM is the clear choice, but let's consider the four basic goals again:

- Improve efficiency
- Reduce costs
- Increase security
- Enable collaboration

While you'll achieve these goals with a single ECM, you can further reduce costs, while simultaneously increasing mobility, by looking at *hosted content management*.

### Going Hosted

According to Forrester, 82% of you keep your ECM solutions in your own data center.<sup>1</sup> With a material part of the cost of ECM lost to IT managing and maintaining a solution, along with employee inefficiencies and lack of collaborative access from mobile devices, a hosted content management solution can help reduce these costs. Purchasing and management costs are offloaded to the hosting partner and are exchanged for simple monthly per-user expenses. Additionally, *hosted* content management provides centralized, cloud-based access from any device, increasing efficiency and improving collaboration. **Choosing the Right Hosting Partner**

When you realize you're considering moving some of your most valuable company content to an outsourced partner, you quickly realize

that hosted ECM should meet a few criteria to ensure costs remain low, while security, efficiency and collaboration remain high:

- **Customization** – Rarely does a company make the move to ECM and use it out of the box. And that means during a migration to hosted ECM, you'd need custom development. The right partner would provide development resources to lower the cost of migration to exactly the ECM environment you need to be productive.
- **Flexibility** – ECM isn't a "one size fits all" scenario. The hosting partner should know that and have multiple options to meet your needs.
- **Security** – Your ECM will house some of your most sensitive information. It's important to find a provider that provides the highest levels of physical and network security around your data.
- **Integration** – Your content is a natural part of your business, so the hosted ECM solution you choose should integrate with your Active Directory to ensure seamless access.
- **Availability** – Part of the entire point of migrating was to allow anytime access to company content. The right partner needs to provide (as needed) a highly available infrastructure to ensure content is accessible.

"The right partner would provide development resources to lower the cost of migration to exactly the ECM environment you need to be productive."

## CONCLUSION

You know you can't continue down this path of unsanctioned, unmanaged, decentralized, inaccessible, and insecure document repositories. Doing so only keeps employees working at the inefficient pace they are today, raises IT costs in meeting user demand across multiple ECMs, makes security all but non-existent, and keeps collaborative efforts to a minimum.

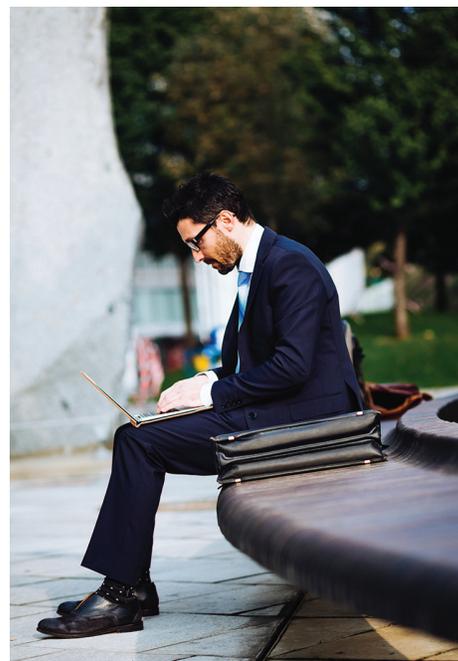
A rethinking of your approach involving the consolidation and migration to a single solution is necessary to move your company's ECM to a more mature, efficient, cost-effective, and secure position.

The use of a hosted ECM can provide the highest levels of availability, customization, mobility, and the lowest levels of IT and usage costs, making it a viable choice to address this problem of out-of-control content "un"management.

### **NaviSite's Sharepoint Portfolio**

Because SharePoint implementations are distinct across organizations, NaviSite provides convenient service personalization and cost-competitive pricing options to meet the unique needs of your business. NaviSite SharePoint services provide exceptional resiliency, high availability, industry-standard security and a feature-rich portfolio of services. Pricing and options are available to meet the various needs of your business with an expert support team and powerful SLAs.

For more information about NaviSite's SharePoint services, visit [www.navisite.com](http://www.navisite.com).



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