



# Information Management Challenges to Modernization

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## Biography

*David Jones, a former AIIM analyst, is now Vice President of Product Marketing at fast-growing Content Services firm Nuxeo ([www.nuxeo.com](http://www.nuxeo.com)), a provider of enterprise content management, Content Services and digital asset management solutions for large firms.*

*With more than 20 years' experience in the emerging technologies space across multiple industries including big data, analytics, cloud and enterprise content management, David is responsible for developing the global go-to-market strategy and execution plan for Nuxeo's modern enterprise Content Services Platform and helping develop the roadmap for future platform applications and content-driven solutions.*

*Prior to joining Nuxeo David was a Global Market Analyst and VP of European Operations with the Association of Intelligent Information Management (AIIM). His experience also includes roles in Product and Marketing Management with Konica Minolta and Hyland, and as CEO and Founder of xDM Software.*

*With roles that span from product marketing to analyst to developer to business development, David has a holistic understanding of the challenges of stakeholders from every facet of the organisation. He is passionate about delivering modern, future-forward technologies and solutions that truly make a difference to organizations, employees and customers.*

**Keywords** Content services platform (CSP), Enterprise content management (ECM)  
**Paper type** Research

## Abstract

*We are producing more and more data, approximately 2.5 quintillion bytes of data per day at our current pace, which is resulting in an enormous data management headache, not only because of the gargantuan volumes, but also the growing complexity and plethora of formats. In this article, the author looks at why many organizations are struggling to get value from their data simply because they haven't modernized their information management solutions.*

## Introduction

In today's digital economy, data drives insight, process optimization, investment decisions, competitive advantage, and ultimately business value. Efficient data management is therefore paramount. But the changing face of data requires a modern set of solutions to manage it, and this is where many enterprises are falling down – unable to understand why their legacy systems are buckling under the weight of data they weren't created to handle.

This dilemma has caught the attention of The Association for Information and Image Management (AIIM). Earlier this year it set out to find out how content management challenges differ from those in the past and what enterprises are doing to exploit their data, which is now a highly valuable business asset.



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## Data Centre and Virtualization

The feedback<sup>1</sup> was that that the scale and nature of data has altered. The hurdles have grown bigger and more complex, with many enterprises emerging with what can only be described as 'digital landfill'. Whether it is flagged up as 'information overload' or 'big content', one thing is clear. A new approach is required going forward. Why? Because data assets are now pivotal to a competitive edge. Data is no-longer a tactical issue sitting under the IT umbrella, it is central to business strategy and differentiation.

### Content everywhere

The problem is that information is now scattered across enterprises, in spreadsheets, line-of-business applications and in-house developed systems, for example. Not to mention individual folders and emails.

This content isn't just sitting in departmental silos and individual systems, it is also by its very nature big. Not only is data increasing in volume, it is also getting larger in file size thanks to audio, video, images and web content. Little wonder it is referred to as 'big content', and the truth is it is only going to get bigger. The result is that legacy manual approaches just can't keep pace and it is creating real information governance issues, especially where data has to be retained for long periods.

With big data and analytics now critical to enterprises finding new opportunities and gaining insight to innovate and run their businesses more efficiently, how data is managed is fundamental to day-to-day operations.

### The problems circling information overload

One of the big issues AIIM uncovered what that the increasing number of content assets that have to be managed is already causing worrying bottlenecks, such as knowledge workers being unable to reach the information they require to complete tasks and 75% said that this was resulting in information overload.

Usability is another big issue with 63% of knowledge workers saying that they find it difficult to share content and information with colleagues, customers, partners and suppliers. Surprisingly in the age of the mobile workspace, 58% cited mobile access as a real obstacle.

Looking at integration, AIIM discovered that the ability to integrate information across systems is also a stumbling block with 79% saying they see it as a major challenge. Whilst a staggering 80% say that lack of integration between content management systems and core business applications is a major handicap.

### Practical solutions to the big content problem

With so many mountains to climb, how can enterprises manage rock fall of data coming their way and prepare themselves for a future of big content?

According to AIIM surveys, 86% of organizations agree that their content management strategy needs to be modernized. But how? The simple answer is Content Services Platforms (CSPs). CSPs, seen as the successor to Enterprise Content Management (ECMs), have been designed specifically to aggregate data



across multiple repositories, connecting disparate applications and content. CSPs also incorporate integrated sets of content related services that organizations can tap into such as workflow and indexing categorization.

It can also be used as an out-of-the-box information hub. This doesn't just include data and content stored in the CSP, but also for information sitting in multiple legacy systems across the enterprise.

CSPs enable enterprises to utilise content inside and outside their walls. They are scalable, flexible, connected, cloud-native and support multiple content formats. With artificial intelligence (AI) now very much on the horizon, CSPs will eventually exploit AI and machine learning to automate more routine processes.

A sea change in how data is managed is required for enterprises to transform. This requires a modern content strategy that can mine real value from big content. Without deploying CSP, or a similar technology, enterprises will struggle to cope with the disruptive digital business world we live in.

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**Reference**

<sup>1</sup> <https://www.nuxeo.com/resources/aiim-information-management-ebook/>