

Ways that the Pandemic Changed Content Management Forever



In Partnership with



Forward

For several years, members of the AIIM community will have heard us say that every organization is on – or should be on – a Digital Transformation journey. And that journey hasn't stopped in the wake of COVID. In fact, you could easily say that the pace of the journey has accelerated. Evidence of further disruptions and disruptors is all around us.

Our first instinct in a pandemic-induced recession is to get back to basics and circle the wagons so that we can maintain operational efficiency, sales effectiveness, and cost reduction. But, we can't wait around for these things to be achieved because OUR customers expect products and services to be delivered faster than ever before. (Nothing screams "pandemic" like customer demand for convenience, availability, and speed in providing necessities.)

On the one hand, we are focused on optimizing business productivity. On the other hand, we are realizing that we need a modernized approach and a modernized information ecosystem if we are going to meet changing customer demands and the pace of change.

It's clear that we need scale and agility, and we need it now. We need the vision that Intelligent Information and Content Management have promised for some time so that remote workers can:

- create, capture, and share the information they need to do their job
- safely access all business-critical information regardless of where it lives

- extract insight from information for decision-making and to seamlessly deliver content in context
- automate the governance of growing volumes of information including customer personal data

These are the key tenets of the Intelligent Information Management practice. We have illustrated them in an interactive infographic available to you at [this link](#).



Before you proceed with the rest of this publication, you might want to familiarize yourself with this tool. Refer back to it often as a guide to your own modernization efforts.

In the chapters that follow, we'll take a look at these capabilities to see how changing business drivers are impacting their application. We'll also learn how your peers in a variety of industries are pivoting to meet these new challenges and rising to new levels of excellence.

Happy reading!



Peggy Winton, CIP
President & CEO
AIIM



But making the transition isn't just about the technology involved; success requires the ability to effectively manage change itself.

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Competitive Advantage in the New Norm – The Ability to Change

By Kevin Craine, AIIM

The workplace in 2021 will demand a different set of skills. Now more than ever, organizations need to embrace disruption as a springboard for competitive advantage and adopt new ways of working that invigorate organizational performance.

The needed capabilities include the ability to leverage remote work as an advantage, increase information agility, and drive business growth despite these challenging times.

The challenge of change is one that I frequently hear from AIIM members. Managing change is often a more difficult task than even the most complicated technology implementation. It is tempting to presume that if we can get everybody trained on the new system and send some memos that everyone will get on board, but that usually doesn't happen. It often comes down to how well we engage with users and manage from a people point of view.

Changing Advantage

Organizations that are good at managing change, and effectively adopting the technologies and techniques needed to transform, will be the ones who gain competitive advantage in the new norm. Trouble is, according to global consulting firm BCG, about [75% of all change initiatives don't deliver the hoped-for results. But that's about to change.](#) and there is opportunity for those organizations willing to “lean-in” to the challenge of change management.

The dynamic nature of business in the new norm will require organizations to build capabilities for ongoing large-scale change – so they can keep up with the competition. Even before COVID-19, businesses needed a reset; a new mindset for embracing disruption and change. Now, in the midst of a pandemic and historic economic disorder, most leaders recognize how critical a high-performance culture is to their organization's continued success. Be ready.

Tips for Managing Change

How can you better bring about change? Consider these best practices:

- **Dedicate sufficient resources to effect the change.** Set aside proper time and resources to deal with the people who are targets of change. Change is inevitable yet everybody resists it. As a result, managing the human aspects requires the same level of attention and importance that you would apply to technology.
- **Strong executive sponsorship is critical to any change initiative.** The importance of executive sponsorship and involvement cannot be overstated – their unwavering support can make the difference between success and failure. Your sponsor must clearly understand what is needed in order to make the change successful. It is your job to communicate the resources that you need, the barriers that stand in your way, and the people that must be enlisted in the change initiative.
- **Work to overcome cultural habits.** “We’ve always done it this way” is a hard habit to break. You may need to change cultural history of how change gets done. First consider whether or not improvements are not implemented because there has not been a clear understanding of what is needed to be changed in the first place and why.

- **Cultivate support through skillful, sensitive interactions.** Learn to “speak the language” that will connect with each individual who must support the change. Be careful to not get caught up in technical jargon. Instead, speak to their frame of reference and in a dialect that will resonate with their needs. Be prepared to discuss the right things at the right times.

Moving Forward

The future of work is today. It's no longer business-as-usual; new ways of working are needed. Organizations that embrace the disruption and leverage the ability to change as an advantage, not as a road block, will be the ones that come out ahead. Look for providers and partners with the right mix of expertise, capability, and vision to make the most of your efforts build new competitive advantage.



How COVID-19 Has Moved Digital Transformation to Fast-Forward

By Adlib Software

Now there's more reason than ever to fast-track digital transformation.



The pandemic has changed [digital transformation](#) in two critical ways: it has shown us that full unrestricted access to all [enterprise data](#) is needed to respond to sudden drastic change, and that going part-way into business process transformation isn't enough. Achieving true [business readiness, agility, and resilience](#) requires commitment.

Digital transformation has been a disappointment to many enterprises.

As COVID-19 came over the hill, digital transformation had been faltering. Many enterprises investing heavily have been disappointed. According to Wipro Digital¹ fully half of senior executives believe that their digital transformation initiatives aren't working. One in five say it's a waste of time.

The problem is dark data.

Lift-and-shift is when data – good, bad, unknown – is pulled from a legacy system and simply transferred to a much more expensive system. This is like a new car with the same bad driver. Most [big data and AI projects](#) have been aimed at efficiencies like streamlining, simplifying, and condensing. While some improvements can be made, without full access to clean, relevant data, they can't achieve the higher value benefits of adaptability, resiliency, and the unlocking of deep digital insights. In short, true business readiness and agility.

The other problem is a mountain of unstructured data.

Most enterprises have ignored their [unstructured data](#). PDFs. Emails. Word docs. CADs. "Unintelligent" servers and repositories. Almost unbelievably, 80% of all enterprise data is unstructured. And that's growing by 55% to 60% per year². No matter how expensive your digital automation program, if you only ever have a partial picture, it will not do the job. You won't be ready.

COVID-19 highlighted three big ongoing functions that every enterprise needs to focus on:

(1) Digital Transition has to go all the way

When you aim digital transition primarily at operational improvements, you are never fully prepared for major surprises. A good example: COVID-19 has dramatically accelerated click-and-get expectations in both B2C and B2B. The model of preparedness is Amazon. It was ready for the surprise. When COVID-19 came, Amazon had the platform, the automation infrastructure, and the deep, rich data to drive profits, and share value through the roof. Many other enterprises did not, and they have suffered.

(2) Regulations will inhibit emergency response unless you are fully prepared

Here's a not-so-imaginary scenario: As regulations continue to proliferate and require protracted compliance processes, a global pandemic explodes. Vital medicines and equipment have to get to market in one-fifth the normal time. Regulatory timelines can be accelerated, but innovators still have to have all required data that regulators demand. If some of it is buried in unstructured files, there's no time to find it manually and the products don't get to market. Community health declines. Global health declines.

(3) When everybody goes home, privacy goes out the door

COVID-19 sent the workforce home. While efficiency seems to have held, the gaps in data security are obvious. Companies have scrambled to implement conventional security measures. But what about [Personal Identifiable](#)

[Information \(PII\)](#)? Few enterprises have it fully tied down with data markers that can find and track sensitive information wherever it moves. Again, COVID-19 showed the holes. Many of those holes remain unfilled.



Intelligent data is your next move. Fast forward.

COVID-19 showed us all the vital importance of readiness, and thus, the obvious importance of transforming unstructured data into useable, applicable, secured workflows. To unlock insights. To respond to customers. To have all ducks lined up in case of surprises.

The ongoing ROI of making all content intelligent is gratifyingly large because you are unlocking the power of an asset you already own. Adlib is proven leader in [content intelligence](#) solutions that make our customers more responsive and resilient while driving meaningful ROI.

¹ Wipro Digital – New Survey Highlights Leadership Crisis in Digital Transformation

² Datamation – structured data vs. unstructured data



About Adlib

Our purpose is to create better data that amplifies human potential and maximizes business performance. How do we get there? Our content intelligence and automation solutions make it easy to discover, standardize, classify, extract, and leverage clean structured data from complex unstructured documents. In doing so, our global customers reduce risk, simplify compliance, automate processes, and enter a whole new level of performance.

For more information, contact us at info@adlibsoftware.com
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About AIIM

AIIM helps organizations improve their performance by transforming the way they manage their information.

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