Enhanced Content Migration

Don't Just Lift & Shift—Improve & Move

What is Content Migration?

Content migration is the process of moving documents, files, and datasets from one or multiple systems to another, for more centralized control, governance of content, better knowledge management, and greater operational efficiency.

Content Migration Drivers

- Mergers and acquisitions
- Unstructured content
- Unprecedented growth
- Corporate restructuring
- Physical moves

- Digitization projects
- Platform upgrades
- System consolidation
- Compliance requirementss

Why Partner with Adlib?

Adlib digitally prepares and adds value to your content before, during, and after migration, for enriched content that's easier to find and easier to use. With Adlib's assistance, your enterprise will go beyond just moving your unstructured content—you'll transform it into clean, searchable, standardized information with maximum strategic value.

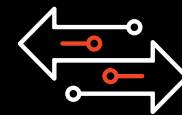### The Cost of Unstructured Content

IDC: A typical enterprise spends $2.5 - $3.5 million every year searching for or recreating information.

We Don't Know:

- What content do we have?
- What's valuable, and what can we delete?
- Which documents contain sensitive information?

- Which version of a document contains the truth?
- What's hiding in the documents that we can't open?

We Can't:

- Find the content we need—when we need it
- Access the content stored in our file share systems

- Extract value from the content we're generating
- Automate business process workflows and retention policies

Adlib's Migration Methodology

Assessment	Preparation	Classification & Extraction	Validation & Staging	Export
• Discovery & analysis • Volume, complexity, variation • Taxonomy & attributes • Identify files to migrate	• Migration method selection • Meta data enhancement • ROT removal • Preprocessing data • Standardization/OCR	• Analysis • Content identified • Grouping • Rules defined, executed & refined • Manual entry	• Consolidating results • QA results • Exception handling • Database lookups • Transforming data	• Source/PDF • Classification & attribute data • Repository upload • Workflow/analytics system • Downstream processing

Adlib Solution Highlights

Fully Searchable Content
Leverages Optical Character Recognition (OCR) technology with 95% accuracy, for superior searchability and document fidelity. Know what content you have and where to find it.
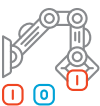
Uncover Critical Business Insights
Improved document findability allows you to gain actionable insights from newly revealed content. Feed this information into Big Data intelligence engines for deeper file analytics and content insights.

Streamline Classification Process
Document standardization and normalization of content allows for automatic grouping of documents based on similarity to easily classify documents based on type.

Decrease Organizational Risk
Exposes and secures confidential data, for enhanced security and auditability. Enforce more effective information governance and defensible deletion and archiving policies.

Cloud-Enabled
Robust disaster recovery, flexibility to scale up or down, and capital-expenditure free. Increases collaboration for your organization, and deploys as a shared service or through any leading cloud provider.

Enhanced Connectivity
Easily connects and/or integrates with Microsoft Exchange, OpenText, Documentum, FileNet, SharePoint, and many other ECMs, PLMs, and ARs—allowing you to share your content more effectively.

Standardize 300+ File Types
Converts MS Word, email, TIFF, CAD, PDF, XLS files, and many more into standardized, high-definition content. Convert virtually any document—no matter how obscure or outdated the format.

Eliminate Unstructured Data
Transforms large volumes of content into searchable, standardized, non-redundant information. Adds structure to hundreds of thousands of documents daily, with the ability to scale based on increased volume demands.