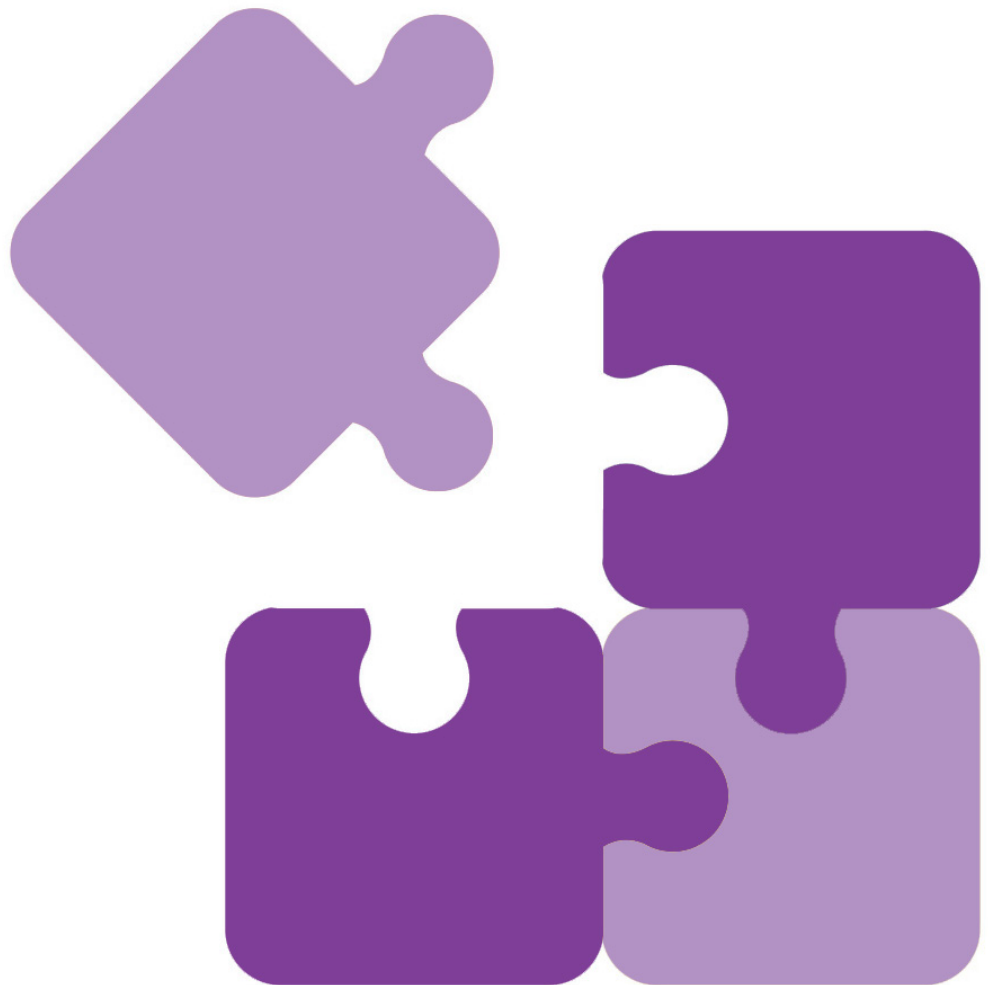




PRINCIPAL

A whitepaper from Principal

Creating order in a world of content chaos



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Why Content Services?



The most innovative organisations typically integrate Content Services to support business processes or broader digital workplace initiatives, as opposed to using generic platforms and functional capabilities.

Content Services offer long-term return on investment whilst providing effective short-term solutions to real business problems.

By fixing the most pressing business issues quickly, then utilising the same approach across the rest of the business, adding value and to provide fixes for other issues, organisations can be transformed into modern, lean and agile organisations.

Reducing reliance on paper

A happy bonus of the trend towards digitisation is that organisations will reduce their reliance on and usage of paper. This move towards a 'paperlight' office is clearly desirable.

The biggest data management challenges:

- **Speed and ease of access**
- **Compliance with data regulations**
- **Securing sensitive data**
- **Managing user access**
- **Siloed data**
- **Delivering a positive user experience**
- **Disposing of data**

The rapid growth in the amount of information being produced within organisations and the way it's being managed is impacting directly on organisational efficiency, employee productivity, IT infrastructure complexity, and most importantly, profitability.

Understanding where your organisation is today and getting a clear view on your internal processes and information structure is key to determine what are your problem areas and where you need to invest. But confronting the skeletons in our own closet can be tricky.

Do you experience these common business challenges?

Drowning under unstructured content

Manual work is expensive

Employees spend 7 hours per week searching for information

How mobile is your workforce?

Legal & compliance issues are ever more important

What do you know about Content Services?



What is Content Services?

Principal's Content Services solutions capture, store, analyse and automate content that was previously unstructured and difficult to access. When effectively managed across the organisation, accessing digital documents, images or audio files is secure, compliant and efficient.

What kind of problems do you have with your documents?



High Costs



Poor mobility & accessibility of information



Time required to manage contracts



Risk of losing documents or confidential information



Poor compliance

At Principal, we believe that this is best achieved through a proven consultative methodology:

**STEP 1:
OPENING
ENGAGEMENT**

**STEP 2:
WORKSHOP**

**STEP 3:
DISCOVERY**

**STEP 4:
BUSINESS
CASE**

**STEP 5:
IMPLEMENT
& SUPPORT**

Using this five-step plan, comprehensive Content Services can be developed to address the common business challenges detailed above. This all-round solution delivers complete end-to-end functionality across key areas. Our consultative methodology starts with a critical 'discovery' stage, where experienced business analysts identify and define the information, workflows and processes that lie behind your operations. We believe this is a key step, as there's no 'one size fits all' solution.

Once this analysis is complete, our methodology is founded on the following components:

Capture

Capturing is more than the simple digitisation of documents. Content from various sources is transformed into valuable information. Data is intelligently read and automatically forwarded to its correct destination.

Document Management

Managing and controlling all your information and documents in a secure and central location.

Workflow and Process

Route key information around an organisation as part of a planned and managed multi-step process, tracking it as it progresses step by step, ensuring the delivery and engagement with specified people and/or other systems.

Reporting

Create and distribute reports that provide information in a manner that can be easily assimilated, such as visual representations of specific data sets.

What are the biggest dangers posed to your business by content chaos?



61%

ORGANISATIONAL KNOWLEDGE IS NOT LEVERAGED TO MAXIMUM COMPETITIVE EFFECT*

42%

INNOVATION IS STIFLED BY POOR COLLABORATION AND RESTRICTED KNOWLEDGE SHARING*

43%

STORAGE MEDIA AND IT INFRASTRUCTURE ARE SWAMPED WITH UNCONTROLLED CONTENT*

40%

EMPLOYEE PRODUCTIVITY IS CRUSHED BY INFORMATION SEARCH FATIGUE*

** Source: Kyocera, Creating order in a world of content chaos (2019)*

The Solution -> Content Services

The need for visible, secure, efficient and effective data management solutions is clear, and enabling authorised users to instantly access the content is of huge organisational benefit. That's why organisations are increasingly turning to Content Services.

The Content Services term was coined by Gartner, the leading technology research analysis and advisory company, to represent a shift from self-contained systems and repositories to open services.

Content Services solutions capture, store, analyse and automate content that was previously unstructured and difficult to access. When effectively managed across an organisation, accessing digital documents, images or audio files is secure, compliant and efficient. In short, Content Services is about removing manual processes, replacing them with a streamlined digitised workflow that integrates into other systems, such as CRM or enterprise resource planning (ERP). Technology solutions that enable management and use of content in organisations will no longer be monolithic, self-contained solutions, and will be decoupled from user interfaces and data location.

The shift from an inefficient, often haphazard and paper-based document and data management solution to Content Services denotes a transition away from focusing on the storage of content across the enterprise to the active use of content – in context – by individuals and teams, both inside and outside the organisation.

Five facets of Content Services



1. 

FLEXIBLE & SCALABLE

The huge growth of file formats means organisations now manage millions (if not billions) of documents, images, videos and many other file types that are stored within a multitude of disconnected systems and repositories. Content Services can cope with this exponentially growing volume of information and integrate it into mainstream business processes, natively and from within the Content Services Platform.

As the dynamics of the business change and new content management use cases and requirements arise, these platforms enable organisations to quickly configure and deploy solutions to handle the increase in volume and complexity.

2. 


CONNECTED

If an organisation doesn't connect its various information sources, it can't provide a centralised view of its information assets or deliver personalised content-driven applications to users. Modern CSPs are repository-neutral and can connect to existing business systems and content repositories, such as other ECM solutions, file share apps, CRM and ERP systems, as well as other common business applications.

3. 

REGULATION FRIENDLY

The artificial intelligence (AI) revolution is adding to the benefits provided by Content Services. When the capabilities delivered by AI are applied to information management, they provide advanced and automated classification, recognition, and prediction capabilities at a much higher quality and volume than human counterparts. This allows for the automation of processes that automatically manage the retention and, where and when appropriate, the deletion of sensitive documents.

 5.

IT'S ORGANISATION-WIDE

Content Services also help organisations to release their reliance on IT departments. Despite talking about information as a 'business asset', organisations continue to treat information as an IT resource and responsibility, leaning on the IT organisation and CIOs to oversee its management and delivery. Content Services instead involves the whole business, developing greater business-wide integration.

 4.

INFORMATION AT FINGERTIPS

Content Services can leverage AI to determine much more quickly than a human whether a given document is associated with a given customer or partner. Automating processes increases overall productivity and can free staff to perform more time-sensitive or complex work.

Content Services

Searching for documents ties up time and resources



DID YOU KNOW?

According to research experts IDC, employees spend an average of 7.4 hours per week searching data.*



* Source: IDC Research

Managing data retention

Organisations are caught between a rock and a hard place. On the one hand, they're generating more data – and in many cases more paperwork – than ever before. On the other, businesses are feeling the strain of evermore stringent data management regulations.

A recent survey of more than 150 organisations conducted by KYOCERA revealed:

- 92% of respondents agreed that new data protection regulations are necessary to improve data security
- 80% agreed that the regulations are an opportunity for their organisation to enhance its reputation
- 87% agreed the regulations as an opportunity to review data storage systems
- A staggering 96% agreed that compliance with GDPR is a high priority

Yet, despite these views, the same survey revealed that 65% of organisations find it difficult to effectively track, remove and update time-sensitive documents, including personal employee data, sickness/absence records, procurement/buying information and CVs or job application forms.**

The survey responses also highlighted the need for organisations to manage data retention by destroying data when not required, ensuring security through role-based restrictions and encryption and, crucially, delivering enhanced control and visibility over documents.

** Source: Survey conducted by Kyocera

Is your business holding back the growth?



To be successful in a fast-paced, digital world, organisations need to be agile, scalable and set up for growth. Yet, poor content management holds many back.

Here is how Principal's Content Services can help:

Without Content Services	Content Services enabled
Bearing the costs of the additional team members needed to deal with workflow overload	Automation of low value tasks
Employees bogged down by everyday admin and under undue pressure	Staff time released for value added jobs that are more rewarding
Poorly organised paperwork with lack of visibility on projects	Clear, effective communication that keeps everybody in the picture
Antiquated processes that haven't been reviewed for years, rooms full of paper that get ignored, old systems that just about work but everyone hates	Efficient, digitally-enabled managed content that's quickly accessible anytime, anywhere that leads to satisfied employees
Fear of change due to the difficulties of migrating legacy and ageing systems	A culture that embraces change, based on experiencing the positives of change

A good example is the Accounts Payable function. A growing organisation will reach a point where they can no longer handle the volume of invoices being serviced by the organisation. Rather than hiring expensive new staff to do low-value admin intensive tasks, today's digital Content Services can easily scale up and remain agile by automating processes.

Digitising paper inputs in an Accounts Payable process enables faster processing and easier control of payment timing to take advantage of discounts or avoid penalties; the avoidance of costly and laborious efforts to match invoices to purchase orders as well as the ability to reduce time spent tracking and chasing approvals.

As organisations rapidly realise how unmanageable their data and documents are becoming – a problem that will only get worse as exponential data growth continues – they are starting to recognise the need for keywords and tagging to store, organise and retrieve information.

Conclusion



Today's organisations face a major data and document challenge. Every day, the flood of information that needs to be processed, managed, secured and actioned increases. What's more, as digitisation continues apace, the volume of content that needs to be managed is all set to grow exponentially.

Yet, organisations are all too often being stifled by a lack of document management structure, a reliance on human-centric processes and paper-based documents that lead to disparate data silos. This leads to time-consuming processes and a lack of transparency, which can be damaging to growth and threaten non-compliance of data protection regulations such as GDPR.

The good news is that there is a solution, one that removes manual processes, replacing them with streamlined digitised workflows that integrate into other systems such as CRM or enterprise resource planning (ERP). Content Services can be the answer to today's common business challenges, which are holding back productivity and growth.

Principal's philosophy on Content Services revolves around understanding the true needs of customers. Whether that is their goals, drivers, issues or processes, by developing a deep knowledge of these needs, and introducing effective solutions that deal with pain points, Content Services can be of benefit to any organisation of any size, wherever they are on their digital transformation journey.