2020 VISION

Digital transformation technology to keep an eye on

Hyland®

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Introduction

DIGITAL TECHNOLOGY INNOVATION IS MOVING FAST — AND IT CAN BE BLINDING

Here's a challenge. Note every time you encounter or interact with technology. Did you pay for coffee with your smartphone? Take note. Did you ask your digital assistant for the weather forecast? Mark that. Have you recently discussed your bank account with an online bot? There you go again.

Now think back 10 years. Were any of these things possible?

The answer, for the most part, is no. The smartphone was still in its infancy, quaint chatbots, like Expedia's virtual customer experience agent, debuted in 2011 and Alexa didn't enter homes until 2014. Today, we take them all for granted. We feel as though they've been around all our lives.

That's how fast technology is moving. At blinding speed. "Unprecedented" is what John Schwarz, co-founder and CEO of Visier, a business analytics and intelligence company, calls it.

"Employees, customers and the competition drive tech adoption — often faster than our plans can absorb," he writes[1]. "Changing processes, plans and practices at scale is time-consuming, risky and may lead to short-term losses before generating long-term gains. But change is coming inexorably, and business leaders must be nimble in order to embrace it.

"Put bluntly, if we can't manage the next disruption, it will destroy us."

How do you manage the next disruption, then? How do you see it coming in the first place? By ensuring you have a clear vision of how the next tech innovation could impact your organization.

In this ebook, we'll help you get a clearer picture of three technology trends everyone has an eye on:

- Intelligent automation
- Low-code software platforms
- Cloud applications

TECHNOLOGY TO KEEP AN EYE ON:

INTELLIGENT AUTOMATION

> The true power of intelligent automation capabilities is not to replace the work humans perform, but to complement and augment those skills and allow humans to focus on both the most valuable work and the decisions that require their knowledge and expertise. It's a win-win-win for business impact, customer experience, and employee empowerment and morale.

- Amanda Ulery, Product Marketing Manager, Hyland

LOOK CLOSER

Intelligent automation (IA) consists of innovative technologies that anticipate the needs of users and customers, helping organizations and their employees focus on high-value tasks to develop more meaningful, relevant connections with the people they serve.

IA capabilities can minimize, or even eliminate in some cases, the need for humans to perform tedious manual, repetitive tasks (like constantly switching between applications, manual data entry, and so forth) that take a bulk of time and resources. Think of it as a marriage between intelligence capabilities, like machine learning and language recognition, and automation.

Customer communications management (CCM) is a simple example of how organizations use IA. CCM removes the burden of creating and distributing repetitive personalized correspondence and customized documentation, like appointment reminders and financial statements, and gives that task to IA. The CCM solution authors and distributes thecorrespondence in a variety of formats to all the people you serve in an efficient, cost-effective and consistent way. Employees can use that new found time to nurture new ideas and solve complex challenges that can help propel the company forward.

To emphasize that point, keep an eye on how IA can enhance employee engagement. The goal of IA is to augment human work, not replace it[2]. Taking on more high-level tasks can energize employees, engaging their creativity and encouraging retention.

Remember, IA is a symbiotic relationship between digital worker and human employee. One that increases productivity and accuracy while mitigating security and compliance risk.

IA technology to keep on your radar:

- Intelligent capture
- Workflow automation
- Case management
- Customer communications management
- Robotic process automation

?

WHAT'S A DIGITAL WORKER?

The term digital worker likely elicits visions of a ragtag team of robots organizing files and making calls. What it really means is any software solution that, "when initiated at predefined times or triggered by an external event, can automatically execute deterministic, repetitive, standardized, high-volume and rules-based tasks by capturing and analyzing structured data, and working across several interoperable systems (such as applications and other technologies)," according to IDC[3].

31

Percentage of activities related to evaluating information performed by a digital worker[4]

56

Percentage of activities digital workers will perform by 2021[5]

IA technology to keep an eye on

INTELLIGENT CAPTURE

Intelligent capture allows organizations to leverage multi-channel capture for all types of content with intelligent automation and learning capabilities to classify, extract and validate critical incoming information. With better automation of tasks, like manual data entry, that used to take up the majority of a worker's time, you free employees to tackle more strategic work, like spending time interacting with customers.

WORKFLOW AUTOMATION

Workflow automation lets organizations intelligently automate tasks, route documents, manage exceptions and extend key processes using tools like built-in rules and actions, contextual information retrieval and customizable forms.

CASE MANAGEMENT

Case management solutions let you manage complex, human-centric processes — including data, tasks, activities, correspondence and events surrounding unstructured cases and knowledge-driven work, so employees can make better decisions and provide exceptional customer service.

CUSTOMER COMMUNICATIONS MANAGEMENT

Customer communications management lets you automatically create and distribute personalized correspondence and customized documentation in a variety of formats to all the people you serve in an efficient, cost-effective and consistent way.

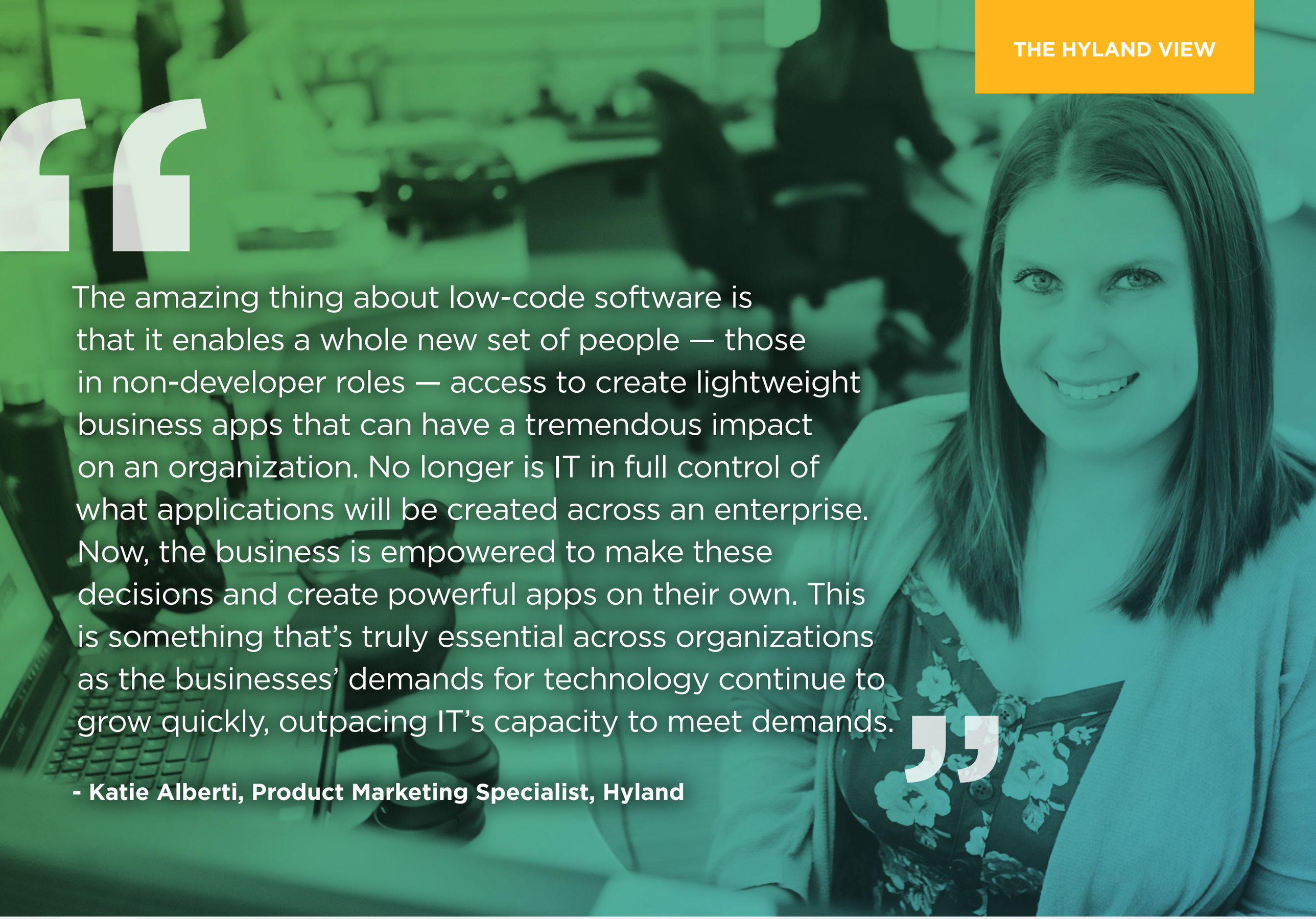
ROBOTIC PROCESS AUTOMATION (RPA)

RPA leverages a digital worker to automate manual, rule-based, high-volume, repetitive tasks dealing with structured data. RPA removes the burden of tedious and tiresome work from a human's workload and reassigns it to a digital workforce. RPA frees humans to do more meaningful, high-value work that requires human discretion and decision making.

Want to learn more about these IA topics and discover how other organizations have implemented the technology? Download ***See the forest: A bird's eye view of intelligent automation in practice***

TECHNOLOGY TO KEEP AN EYE ON:

LOW-CODE SOFTWARE



The amazing thing about low-code software is that it enables a whole new set of people — those in non-developer roles — access to create lightweight business apps that can have a tremendous impact on an organization. No longer is IT in full control of what applications will be created across an enterprise. Now, the business is empowered to make these decisions and create powerful apps on their own. This is something that's truly essential across organizations as the businesses' demands for technology continue to grow quickly, outpacing IT's capacity to meet demands.

- Katie Alberti, Product Marketing Specialist, Hyland

LOOK CLOSER

A low-code platform allows you to rapidly configure a variety of business applications — including dynamic case management and process automation — that fill in the gaps between your line-of-business systems. By seamlessly connecting data, processes and related documents, it minimizes the need for costly custom coding, inefficient shared spreadsheets and disconnected point solutions.

Nearly half of all U.S. companies — 45 percent, according to a Forrester study, use 100 or more applications on a weekly basis, and about a third of those use 1,000 or more[6]. An overload of information siloes and disparate applications means additional time and support costs, difficulty maintaining IT control and challenges managing security and upgrades across disconnected systems.

One way to see how low-code content services platforms and rapid application development (RAD) can revolutionize an organization is to take a look at the benefits it provides:

- **Tackle IT sprawl head-on**
  A RAD tool simplifies your IT environment, enabling the rapid configuration of unlimited applications on one common platform. This means you have one product to support, upgrade, secure and protect.
- **Accelerate solution rollout**
  Faster application rollout equates to faster solutions to your organization's critical business needs, allowing you to respond effectively to demand and even minimize the dreaded "IT sprawl."
- **Keep up with changing needs of your customers — internal and external**
  A low-code platform offers the benefit of point-and-click configurability, making it easier to change and expand solutions — adding new users, new features or even expanding the platform into new areas as the business requires and feedback dictates.
- **Create stronger connections between your content and data**
  By configuring applications on a low-code platform, organizations minimize information siloes by leveraging a shared underlying database and content repository. An effective low-code platform also offers native integration capabilities to synchronize information among separate line-of-business systems, acting as an integration hub and filling the gaps within the IT environment to create a better experience for your end users.

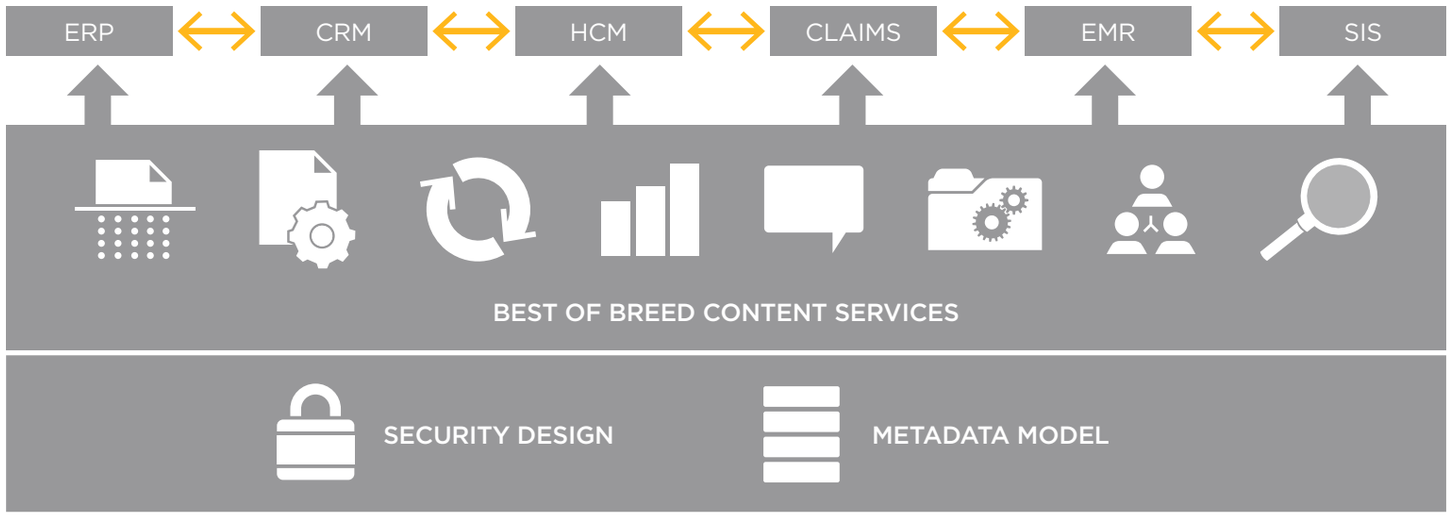
WHAT IS RAPID APPLICATION DEVELOPMENT?

Rapid application development (RAD) software is a development methodology that prioritizes prototyping and iterative development over planning. It emphasizes adaptability and easy adjustments based on ongoing knowledge gains, making it ideal for software development and the creation of business solutions, which often involve shifting requirements[7].

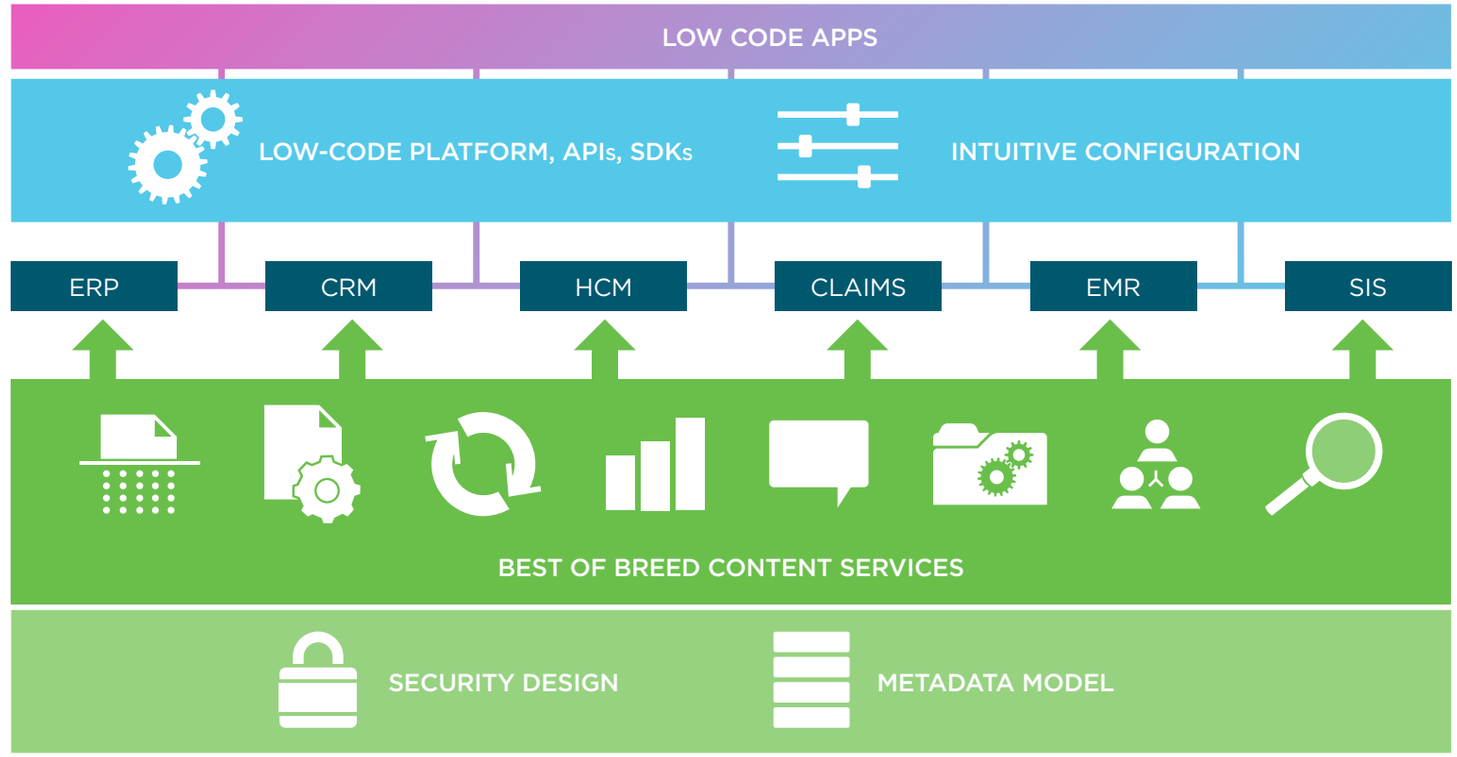
> Leveraging tools like visual development, point-and-click configuration, and functions that package complex logic, non-developers can design and build low- to mid-complexity solutions that improve worker efficiency and further digital transformation initiatives.
>
> IDC Infobrief, *Six Digital Transformation Strategies for 2020 and Beyond*

Want to learn more about low-code software platforms? Check out ***Integrating content services into low-code applications***

We've all invested in core line-of-business (LOB) systems like our enterprise resource planning (ERP) or customer relationship management (CRM) applications that really do well at what they're designed to manage; however, there is important work today that your knowledge workers are managing outside these critical business systems. That's because these systems either weren't designed to manage this work or can't do so cost effectively. This is typically where you'll see spreadsheets, Lotus Notes databases or email inboxes being used to manage documents and conversations. These are all opportunities for you to fill in the gaps between these LOB systems.



OnBase can be used as a platform to build applications that fill these gaps. It can even pull data from those core LOB systems and surface them in these applications — really connecting and providing a more streamlined IT infrastructure.



TECHNOLOGY TO KEEP AN EYE ON:

CLOUD

Storing content in the cloud means it is available anywhere, anytime. Today's workforce operates in an 'anywhere, anytime' paradigm. Employees must be enabled to work in new and agile ways to meet the demands of customers who also have 'always on' expectations of service. An essential element of that agility is workers' ability to access the information they need to provide great customer service. The cloud empowers human workers to do their work more efficiently, wherever they may be.

- Tori Ballantine, Product Marketing Specialist, Hyland

LOOK CLOSER

As we said before, the speed with which innovation evolves can be a blur. Consider that less than a decade ago, most organizations were wary of the cloud and skeptical of its business value. No longer. By 2024, 90 percent of Global 1000 organizations will have a multicloud management strategy that includes interoperability across public and private clouds, according to IDC[8].

Today organizations aren't debating about whether to house software solutions and business processes in the cloud, they're debating whether they should be pure cloud or hybrid environments. Does it make sense for a business making the transition to cloud to maintain some solutions or solution components on-premises? And when does it make the most sense to make the jump to a pure cloud solution?

"Successful cloud migrations assess where operational workloads should reside based on location, characteristics, usage pattern, governance, and data requirements," IDC writes in its report *Six Digital Transformation Strategies for 2020 and Beyond*. "A cloud control plane enables a high degree of workload orchestration, streamlining processes across geographic regions for improved collaboration and transparency of work tasks."

The biggest value, though, may be how it empowers frontline employees. Beyond giving employees instant access to information and the ability to answer customer inquiries quickly, the cloud allows employees to expand their workplace. Nearly one quarter of all knowledge workers are cloud workers[9], accessing information and completing business through laptops, smartphones and tablets from airports, living rooms and in the field.

CLOUD SECURITY: KEEPING AN EYE ON YOUR INFORMATION

Concerns about security are nothing new when it comes to talking about the cloud. Many organizations worry what could happen to sensitive or proprietary information stored "on someone else's server." But those fears are unwarranted — as long as an organization is employing a well-managed, secure, audited cloud with a proven track record of security and specific credentials. That kind of cloud is far more secure than keeping documents on ones' own server.

Hosting your secure information, content and records in an enterprise information management system in a smart cloud means your information is readily accessible, from wherever you are using a secure internet connection. Data stored on-premises could be compromised, stolen or destroyed.

If it is stored in a secure cloud, it's always safe and always available to you. This gives you peace of mind in addition to operational efficiency.

Look for a vendor with a solid reputation, first and foremost. The vendor should have a strong reputation for protecting its customers and their data.

You should also look for a cloud that is managed privately by in-house, expert staff. These folks are carefully screened and trained to ensure they're trustworthy and up to the task of keeping the infrastructure humming and your info secure. You want a cloud that is a managed service, and you want that management team to have credentials and ongoing audits to prove transparently that they've got the goods to back up their claims.

Disasters happen. Protecting your data with the cloud equivalency of super strength makes good sense.

Want to learn more about how the cloud can help you achieve your business goals? Download our whitepaper, ***Digital transformation: Removing adoption barriers to cloud content services***, today.

Conclusion

WHERE YOUR FOCUS SHOULD BE: YOUR CUSTOMER

None of this revolutionary technology should blur your focus on where it matters most: your customer.

Experts believe customer experience will soon overtake price and product as the key brand differentiator across industries. Gartner estimates that in 2020 more than 40 percent of all data analytics projects will somehow relate to customer experience. Moreover, 67 percent of consumers wouldn't think twice about paying more if their experience is exceptional, according to Salesforce.

That makes every customer's interaction with the organization a chance to win or lose future business.

To be successful now and well into the future, it will take better communication and faster innovation to meet customer needs. An omnichannel, AI-enabled tech strategy that includes both data management and intelligence will support that overall customer experience strategy, according to IDC.

Keep customer needs top of mind when evaluating new technology. A rush to implement innovative technology may seem to solve present challenges, but if it's not built to grow and evolve with the needs and wants of your customers and the organization, that could spell trouble.

Remember, too, that your employees are your customers. If they have easy access to information and can get a complete view of the customer they're servicing, their experience rises, too. They feel more empowered to lead customers and offer advice.

In other words, make sure that all involved sees clearly that your customers only want to connect with you via the channel easiest for them. If you make it simple — and your employees can quickly and accurately access the information they need to help the customer — then you're giving your customers the experience they expect.

Want to learn more about the technology organizations should keep an eye on in 2020 and beyond? Download ***Six Digital Transformation Strategies for 2020 and Beyond: Innovating for Agility and Automation in the Digital Economy***.

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Learn more at **Hyland.com**

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