



The Business Case for Enterprise Content Management

*A Collection of Enterprise Content Management
(ECM) and Document Management Research Data*

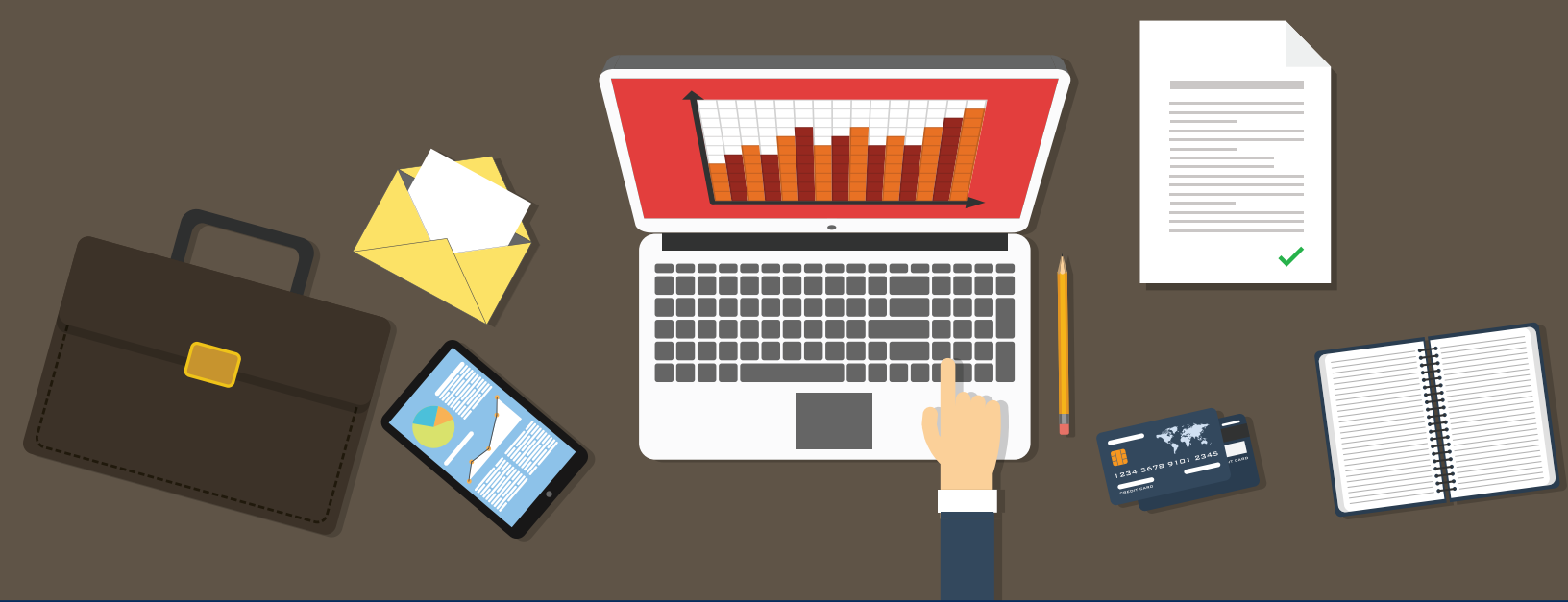


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Introduction

The Enterprise Content Management (ECM) market is experiencing rapid growth due to a “perfect storm” of events and technologies that make ECM invaluable. The influx of highly diverse content from a variety of sources, such as images, video, blogs, corporate records, email, web content and rich media, points to the urgent need for companies to invest in ECM in order to take control of all sources of content.

Companies are looking to ECM systems to create order where there is chaos, and given the vast amount of data and content they seek to analyze, maintain and store on a daily basis, ECM is providing organizations with the means for them to take control, creating workflows that allow their employees to be more effective and efficient while complying with regulatory rules and regulations.

This white paper cites analyst research groups, industry organizations and trusted media sources that address information management challenges such as big data, mobility and the cloud in order to provide insight on how organizations can leverage ECM for positive outcomes. Overall, ECM allows organizations to use new and existing sources of content to drive higher levels of efficiency and improve productivity. In addition, ECM secures organizations from potentially devastating data breaches and data losses and controls access to confidential information.



Factors Driving Deployments of ECM Solutions

The struggle to manage and make sense out of large volumes of data continues to increase the viability of ECM systems as an effective tool for achieving information management goals.

Creating Order from Chaos

The information onslaught creates information management challenges:



1.2

Number of years the volume of business data world-wide doubles. (Source: Big Data News)



70%

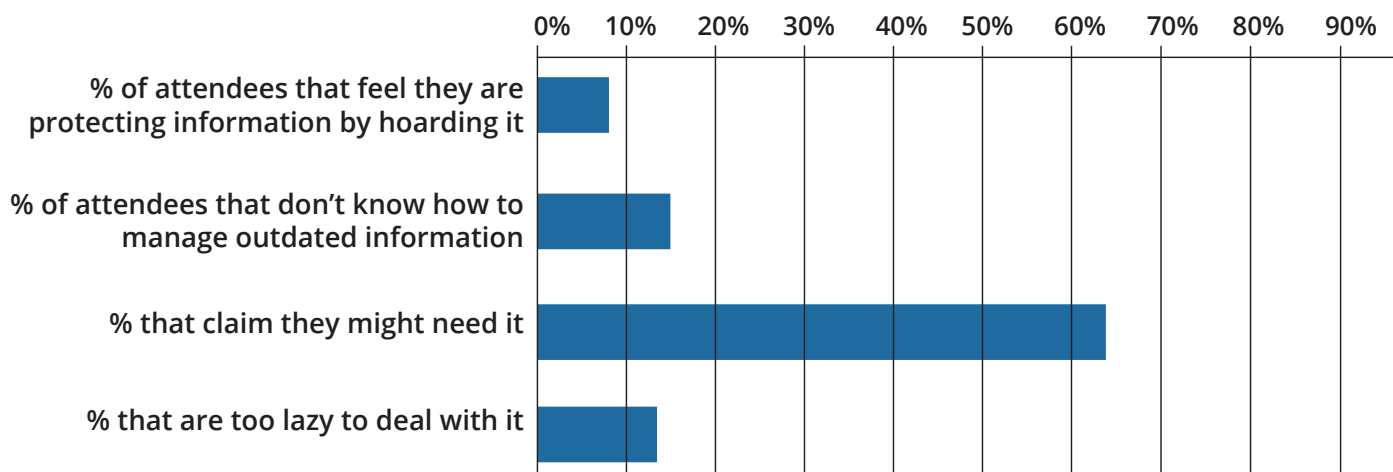
70% of employees rely heavily on email to manage digital assets. (Source: North Plains)



26%

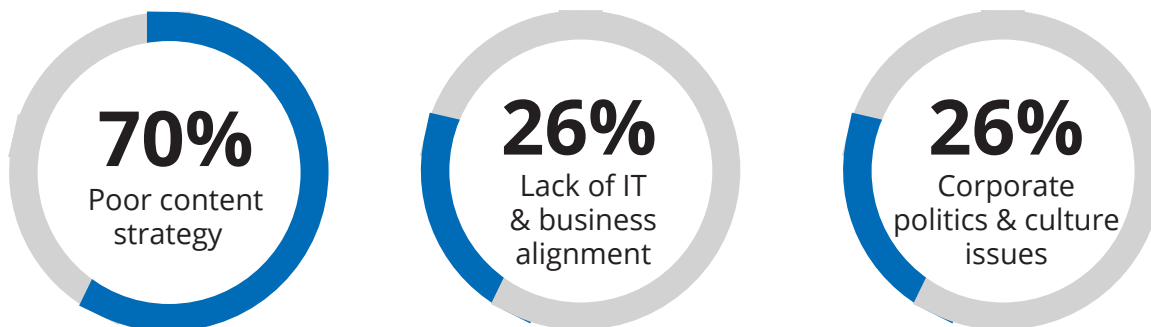
AIIM states that 26% of users say that management of information in their organizations is "somewhat chaotic."

In a survey of ARMA event attendees regarding the management of outdated information:



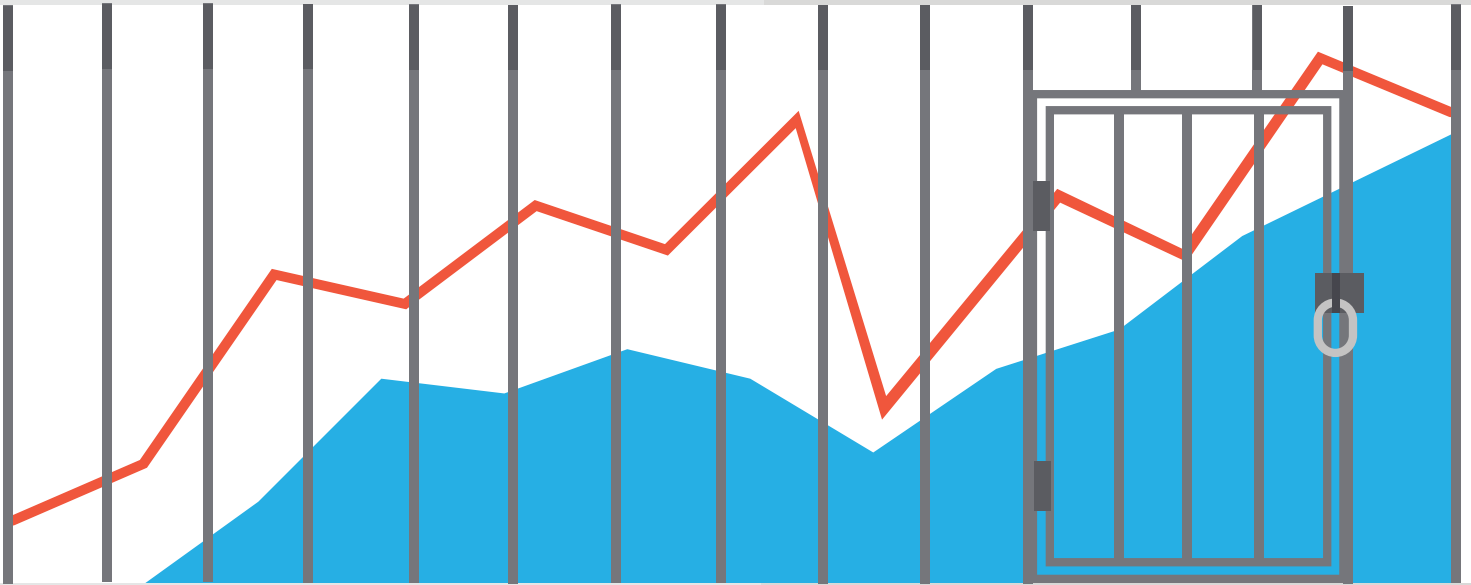
Content Strategy is Foundational

In a Forrester survey, respondents state the top three contributing factors to an unsatisfactory ECM implementation as:



(Source: Forrester Report: Improve ECM Satisfaction Levels Through Agility, Analytics and Engagement)

Business Drivers: Information Has Its Price



The cost of "bad data"



20-35%

of operating revenue costs are caused by poor data quality.

(Source: Big Data News)

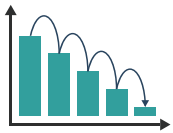


\$600 BILLION

the financial impact of bad data for US businesses each year.

(Source: Big Data News)

What are the business drivers for improving your information management capabilities?



49%

Reduce costs



37%

Improve compliance with laws, regulations or policies.

(Source: Forrester Report: The Information Barbell Strengthens Your Enterprise)

Users want ease of use.

20% of ECM deployments are rejected as ugly or unpleasant to use. (Source: Gartner)



Global ECM Deployments on the Rise

Forrester states that **96%** of organizations surveyed plan to increase their deployments of ECM, up from **79%** in 2013.

I want ECM My Way!

According to Gartner, by 2016 content management will be personalized with foldering and process needs tailored to the individual user.



The ROI on ECM

The undeniable value proposition of ECM continues to be its highly effective ability to efficiently organize, secure and process information from a growing number of sources. **According to Nucleus Research, the ROI for ECM continues to skyrocket.**

ECM Returns Dividends



\$7.50

Modern ECM systems are delivering \$7.50 for every dollar spent--up from 23% since 2012.



62%

of organizations achieve direct benefits from ECM implementations such as reduced paper and headcount or service bureau fee avoidance.



38%

of organizations achieve indirect benefits from ECM implementations such as productivity.



56%

of ECM decision makers identified process automation as the top ROI area.



33%

of organizations identify paper-reduction as the second most important benefit from implementing ECM.

Security Breach: Employees Using Unauthorized File Sharing Solutions

Employees continue to put confidential company information at risk by using personal file sharing apps—even when the use of such tools is banned. Unregulated use of these apps represents a serious security and compliance threat since staff can share sensitive information externally or store documents on their personal devices outside of the organization's governance. Organizations must strike the right balance between providing technology that enables collaboration and easy information access with compliance measures.

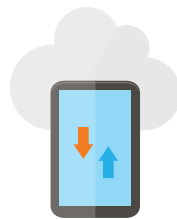


Unauthorized File Sharing Puts Organizations at Risk



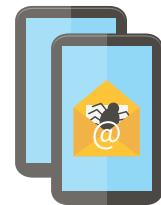
63%

of employees use their personal file sharing and sync solutions in the workplace. (Source: M-Files)



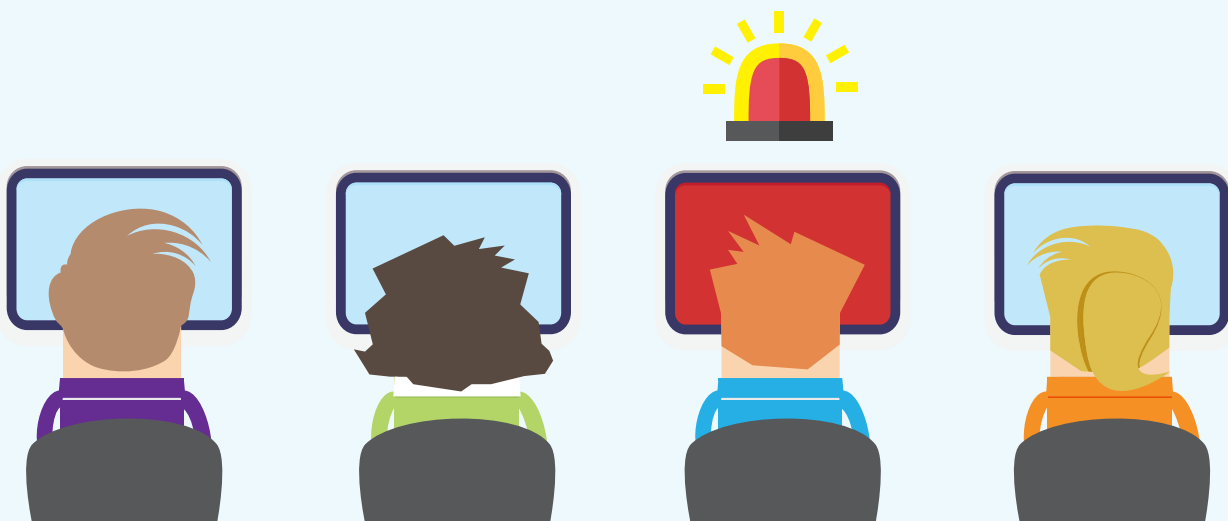
46%

of employees have shared sensitive business documents via their personal file sharing and sync solution. (Source: M-Files)



70%

of employees don't know if there are policies in place that prohibit the use of personal file sharing apps. (Source: M-Files)





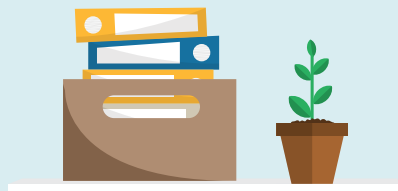
The Paper Chase

While many businesses have made great strides in their efforts to become a “paperless office,” it’s clear that we’re just not there yet. It’s apparent that companies still rely heavily on paper, which requires printing, copying and filing, creating a ripple effect that impacts enterprise-wide productivity and the ability to meet critical deadlines, and in the end, can lead to a measurable loss of revenue.

The Paper Chase Takes Costly Toll on Productivity & the Environment

10,000

The EPA states that the average US worker uses this many sheets of copy paper yearly. Collectively that’s 4 million tons of copy paper per year.



66%

of all companies have an initiative in place to reduce paper usage. (Source: IDC)



24-31%

The amount organizations are targeting annual paper volume reduction. (Source: IDC)

Signatures are still “stuck” in a paper world says AIIM survey:

Signing a document is the **#1** reason why businesses still use paper. (Source: AIIM)



• More than **50%** of respondents print paper copies to obtain signatures to take to meetings. (Source: AIIM)

Empowering the Mobile Workforce

The cloud and mobile devices have become powerful and empowering platforms for employees to access the information they need, from anywhere in the world. However, the trend towards BYOD (bring your own device) is something that many companies are struggling to manage.

Managing the Mobile Workforce Without Breaking the Rules



60%

of employees will interact with corporate content using mobile devices. (Source: Gartner)



57%

According to Forrester, 57% of organizations are challenged by balancing content security and mobile device access. Like it or not—personal and corporate mobility are merging.



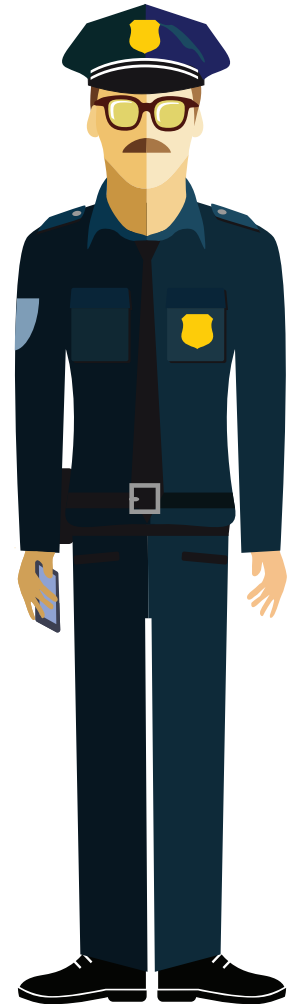
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Two out of five workers under age 30 say their company's mobile policy forbids them from using company issued devices for non-work activities. (Source: AIIM)



3/4

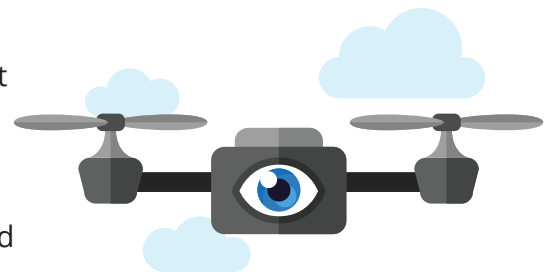
Three out of four say they don't always obey this policy. (Source: AIIM)



Securing Your Information in The Cloud

According to the AIIM Survey: Content in the Cloud

- **41%** of respondents consider cloud to be the de facto deployment option of general IT applications within 3 years.
- **46%** of respondents consider that document and content management applications will be cloud-by-choice within 3 years.
- **50%** of organizations will be managing their content using a hybrid content architecture by 2018. (Source: Gartner)
- **46%** of organizations, Gartner predicts, will store customer-sensitive data in the public cloud by the end of 2015. (Source: Gartner)



Conclusion

ECM solutions continue to provide organizations with a proven and reliable solution to effectively capture, store, manage and share content. As ECM technology continues to evolve and mature, organizations will be able to leverage ECM for more functional applications that also support partners, customers and other external stakeholders. ECM systems will continue to enable companies to address critical concerns, including security, compliance and managing the accelerated creation of content from many sources, including mobile devices.


The issues and statistical data provided in this paper build the case for the implementation of ECM systems to mitigate risk due to data loss, compliance failures, general operational inefficiency, but also to avoid potential legal fallout by creating a systematic and organizational culture of efficiency.


About M-Files

M-Files enterprise information management solutions (EIM) improve and simplify how businesses manage documents and other information in order to become more productive, more efficient and stay compliant. M-Files eliminates information silos and provides quick and easy access to the right content from any core business system and device. M-Files achieves higher levels of user adoption resulting in faster ROI with a uniquely intuitive approach based on managing information by “what” it is versus “where” it’s stored. With flexible on-premises, cloud and hybrid deployment options, M-Files reduces demands on IT by enabling those closest to the business need to access and control content based on their requirements. Thousands of organizations in over 100 countries use M-Files as a single platform for managing their critical business information, including companies such as SAS, Elekta and NBC Universal.

For more information, visit www.m-files.com.

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