ASG Technologies releases Mobius 9.1 with low-code/no-code workflows, UI enhancements and more

APRIL 17 2019

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The latest version of Mobius Content Services is designed to provide a unified perspective of interconnected content as well as the automation of records management processes and content workflows, giving enterprises the enhanced visibility needed to make strategic decisions.

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Introduction

The future of workforce productivity is driven by content strategies that are contextual, agile and fluid. This will demand vendor services that prioritize metadata and content-based workflows, while offering automation features that can reduce the number of manual tasks faced during the workday. With the recent delivery of Mobius 9.1, ASG Technologies is clearly aligning itself to meet these market trend demands. The firm's latest version of its Mobius Content Services Platform features a visual-based workflow builder for content-centric workflows as well as a host of other automation features and public cloud optimization.

451 TAKE

With its renewed focus on content-based workflows and process automation, ASG is modernizing Mobius in a way that makes it relevant to the contextual work perpetuated by today's knowledge worker. With additional integrations and an expanded partner ecosystem, the company could eventually position Mobius as a full-on intelligent workspace for the enterprise.

Context

ASG Technologies began as Allen Systems Group in 1986, but the company as we know it today came into being in September 2015, having been refinanced earlier that year by a consortium of investors. In 2017, Elliott Management, through its Menlo Park-based technology investing affiliate Evergreen Coast Capital, made a strategic investment to acquire majority control. Having divested itself of its Atempo data-protection assets in late 2017, ASG is now focused on two lines of business: IT systems management (application, performance and operations management) and enterprise information management (enterprise content management, workforce productivity and enterprise data intelligence). The vendor notes that it has over 3,500 customers in 60 countries and more than 1,000 employees worldwide. ASG is a privately held company, but it reported $250m in annual revenue for FY 2018.

Products

ASG's Mobius value proposition is to offer the tools for a more responsive enterprise where users may easily integrate content and digital assets with existing systems and applications, ensuring continuity and governance. The latest Mobius 9.1 release provides organizations with the services for capturing and managing content for entire lifecycles, executing workflow and information governance. Mobius can be deployed on cloud, on-premises or in hybrid configurations, and can scale to manage 'unlimited' amounts of most types of content to meet an array of business requirements while supporting regulation compliance.

Key features of the update include low-code/no-code workflow capabilities, records management enrichment settings, UI enhancement, and optimization for public cloud delivery through Microsoft Azure and Amazon Web Services. The low-code/no-code workflow capabilities are categorized as next-generation content-focused workflow services that are equipped with drag-and-drop visual design tools, dashboard monitors to diagnose workflow issues, and rapid deployment technology. This latter feature was designed to help users apply, measure and change workflows that manage tasks associated with functions such as accounts payable approvals and compliance reporting.

The added records management enrichment feature allows for time-based rule settings to be applied to workflows to help expedite the exception process and improve response times. One example of this would be events-based records management for customer records. Once an employee is removed from the system, a timer would start for the number of years a company must keep their records to remain compliant. This guarantees not only compliance, but also that the employer is only keeping those records for as long as they need to.

Mobius's UI enhancements include a more responsive design to better support touchscreen viewing and mobile capture. Finally, the public cloud optimization leverages AWS and Azure and includes auto-scaling processing, the expansion of storage and containerized delivery.

Strategy

With Mobius 9.1, ASG is initially targeting business analysts and administrators, but the firm eventually wants it to be contextual for each end user. ASG believes that millennial and Gen Z (digital natives) will adopt it quickly and drive that individual approach for the content services platform. The company is launching Mobius 9.1 with native integrations to SharePoint and SAP, but it is working on others. ASG has a host of business and tech partners with which it could create some unique integrations in the future.

Competition

For its Mobius product, we would consider vendors such as M-Files, DocStar ECM, Citrix, ShareFile, Confluence, Alfresco, OpenText and DocuShare competitive. However, a case could also be made for workflow automation providers like Nintex and K2 to be rivals if used in tandem with other content management offerings.

SWOT Analysis

STRENGTHS
ASG's focus on workflow creation and process automation positions Mobius well as a workforce productivity enabler.

WEAKNESSES
Mobius 9.1 needs deeper analytics prowess (possibly including machine learning) and more interesting business app integrations for more powerful workflows.

OPPORTUNITIES
Expanding the process automation and workflow capabilities around content, especially for role- and vertical-specific applications, could provide new avenues for customer expansion.

THREATS
One of the biggest threats facing ASG would be a more content management-focused vendor like Box or Dropbox working to add workflow-based content services – or a firm like Nuxeo doubling down on workflows and automation.