**SMART CONTENT
THE CONTENT ECOSYSTEM**

Solution Synopsis

OVERVIEW

Organizations must become both information powered and responsive to survive and thrive in a constantly changing economic environment. How an organization manages, governs and leverages its content ecosystem can make, or break, its ability to respond to constant change. The documents, assets and records that comprise content contain deep insights that drive more effective business decisions. Information in those assets can spur new ideas for goods and services and provide insights into emerging trends that demand a response. This content also contains knowledge that organizations need about their customers to better meet ever changing expectations. As content continues to be created and accumulated at an ever-accelerating rate, organizations must improve their ability to discover, understand and leverage its value to become an information powered, responsive enterprise.

MODERN CHALLENGES

Today, organizations need to be faster, smarter and more innovative than ever to succeed in a constantly changing economic environment. Responding to, even anticipating, change demands effective use of information, and much of that information rests in ever growing volumes of content. Managing, governing and leveraging information remains difficult for organizations dealing with several variables:

- **Exploding data volumes:** According to IDC, the collective sum of the world's data will grow from 33 zettabytes in 2019 to 175 zettabytes by 2025. Organizations must be able to capture and store this growing volume of information so it can be managed and accessed and eventually understood, trusted and used to deliver value to the organization.

- **Push to democratize data access:** While data and analytics used to belong exclusively to IT, the average user – from Marketing and Human Resources to Sales – requires access to content so they can analyze and leverage it without the support of IT. Content silos have made the democratization of data difficult, if not impossible, at many organizations.

- **Demand for employee efficiency & automation:** C-suites across every industry have become hyper-focused on employee efficiency as both an enabler and output of digital transformation. Many organizations are relying on automation to improve efficiency and customer experience, when they could also consider turning to connectivity and interoperability, which can increase efficiency for existing processes by streamlining access patterns, processes and workflows.

- **Increasing employee and customer expectations:** Today's users are digital natives. They want easy-to-use applications, simple user interfaces and direct access to the content they need, whenever and from wherever. As a result, organizations are under pressure to make information management simpler and available from one point of entry.

- **Growing regulations:** With the recent surge in data privacy laws, it is critical for organizations to apply governance rules and comply with regulations across all content – which requires knowing where it lives, how it is being used, who has access to it and at what granularity, and how long it must be kept. Without an enterprise-wide view of information, organizations have no visibility into or control over their compliance.

The better organizations can manage and govern content, the better they can serve their business, stay in compliance and empower employees and processes to drive new and improved value.

THE ALL-TOO-COMMON DILEMMA

Mature organizations have complex problems. They have multiple content collections, stored within various databases, repositories, and even network file shares, some likely acquired through corporate mergers. Departments often maintain their own collections and collaboration tools, designed to address workgroup needs. With the increasing prevalence of cloud-connected repositories, more silos become present on a regular basis.

Organizations face a continuing dilemma when digitizing business activities. On one hand, they need to reduce the sprawl of disconnected content silos. And on the other, these discrete applications with their separate repositories support important business functions attempting to be more information powered and responsive. The complexity of the organization's existing content ecosystem makes it difficult for leaders of IT and digital transformation efforts to:

- Digitize day-to-day operations
- Improve digital experiences
- Reduce operating costs while continuing to utilize legacy resources

" We work with a tremendous amount of content and needed a solution that could help us make its delivery more collaborative – from publishing and storage to access and distribution. ASG's storage and processing capabilities surpassed other vendors. Thanks to the ease of use and integration with our existing SharePoint system, the deployment was non-disruptive to the business and required very little training. "

Bob Fair
Development Manager
SEI

" ASG Content Services is very easy to use. After we went live, my team reduced our 10- to 12-day invoice backlog to one to two days. Better yet, almost overnight we went from a data processing environment to an analytical environment. Our users made the transition beautifully. Complete visibility into the process has enabled us to become far more efficient. "

Director of Accounts Payable at the University

Organizations look to leverage investments in existing enterprise information resources wherever prudent and possible. Modern and cost-effective ways are needed to rationalize and connect these fragmented content sources.

MANAGING, GOVERNING AND LEVERAGING THE CONTENT ECOSYSTEM

The biggest roadblock for organizations on their way to digital transformation, leveraging their information assets and staying compliant with regulations is the fact their information is spread across a multitude of information sources. As these information sources are usually well-established, contain massive amounts of information and are integrated into a variety of business processes, moving to a central repository is simply too difficult, expensive and disruptive, thus presenting a huge risk to business operations.

So, organizations need to find a smarter way to manage, govern and leverage its content ecosystem. Doing so empowers the organization to interconnect the information across the different silos and sources and make it available outside of its original purpose to reduce the amount of dark (unclassified) data and extract business value from it.

ASG's content federation solution, ASG Mobius Content Services, arms organizations to manage, govern and leverage its content ecosystem. ASG Mobius Content Services connects and syndicates content across disparate systems, including cloud platforms, business applications and databases. Purpose-built integrations with popular applications from Microsoft, SAP, IBM and others eliminate the need for custom-coding and deliver a single user experience for administrators to manage and govern content from CMIS and Non-CMIS repositories. Not only can the content be transparently and centrally accessed to search and display, but it is also available for integration into process automation, auditing and analytics, as well as Governance Services like redaction and records retention, legal holds and more.

"ASG Technologies Mobius suite allows us to stay nimble with the changing challenges in our industry. Liberty Mutual and my team members are very happy with the direction Mobius software is going. With the cost savings we expect to see from implementing Mobius on AWS, we will begin to reinvest savings into new development rather than ongoing maintenance."

Eric York
Technologist / Acting, Architect for Commercial Insurance Document Solutions
Liberty Mutual
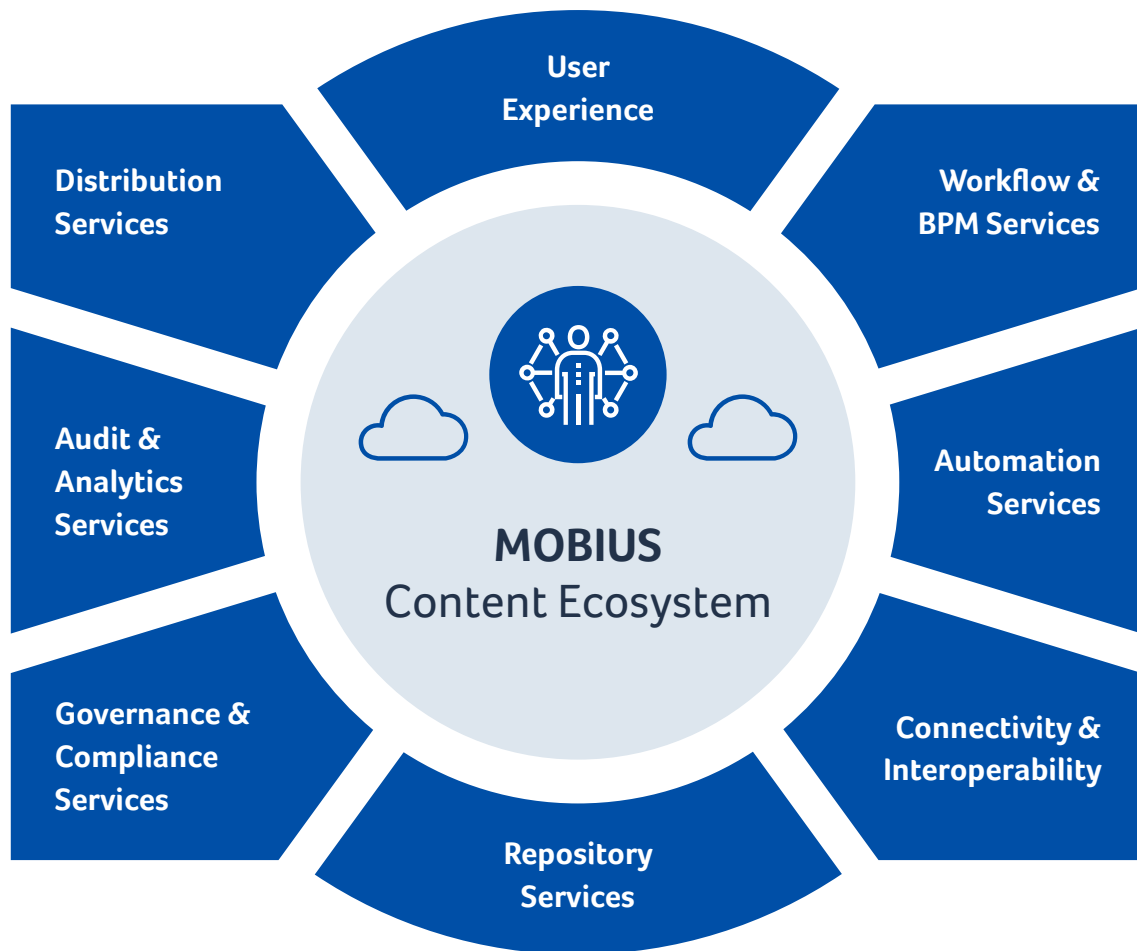
ASG's Connectivity and Interoperability Services are the basis for organizations to transform their Content Sprawl into a powerful Content Ecosystem.

The Content Ecosystem powered by Mobius Content Services empowers organizations to:

- Eliminate content silos and integrate information from many different sources for access, management and process improvements

- Improve content transparency, so end users and applications can use a single point of entry to the information

- Leverage existing content and avoid costly content migration, as with the connectivity of different systems, organizations can move content behind the scenes while operative and accessible or can decide to let information age out slowly while new information is stored in another platform or repository

- Unlock information, as interconnected data can be used for balancing, reconciliation, integration with Data Intelligence or simply as enabler to democratize processes

Besides the Connectivity and Interoperability Services, the Mobius Content Ecosystem provides a suite of powerful services, which can be added on a modular basis to accelerate digital transformation efforts to be information powered and responsive.

OMNI-CHANNEL USER EXPERIENCE

Engage the mobile, modern workforce with multi-experience delivery to increase effectiveness on any device.
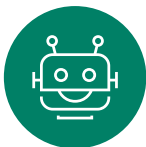
AUTOMATION SERVICES

Robotic Process Automation (RPA) to increase productivity and improve efficiency by delegating mundane, repetitive tasks to bots, who can work 24/7/365 without any disruption. Uniquely integrated with the BPM services through a single low-code/no-code visual designer.

WORKFLOW & BPM SERVICES

Accelerate digitization initiatives and increase competitiveness by connecting IT and the business to automate and adapt processes to changing needs quickly and easily.

DISTRIBUTION SERVICES

Capture and classify documents and data from disparate systems, then update and/or compose documents to meet recipients' needs and leverage intelligent delivery to verify that all pertinent information is delivered to any device, where and when it is needed.

AUDIT & ANALYTICS SERVICES

Powerful, automated and rules-based balancing and reconciliation of structured and unstructured information from the Ecosystem and beyond. Finds the hidden exception, structures unstructured content for usage in Data Analytics, ensures data quality and correctness before ingestion into critical applications and much more.

GOVERNANCE & COMPLIANCE SERVICES

Event-based retention, Records Holds and (federated) redaction enable organizations to be compliant with ever-accelerating legal requirements.
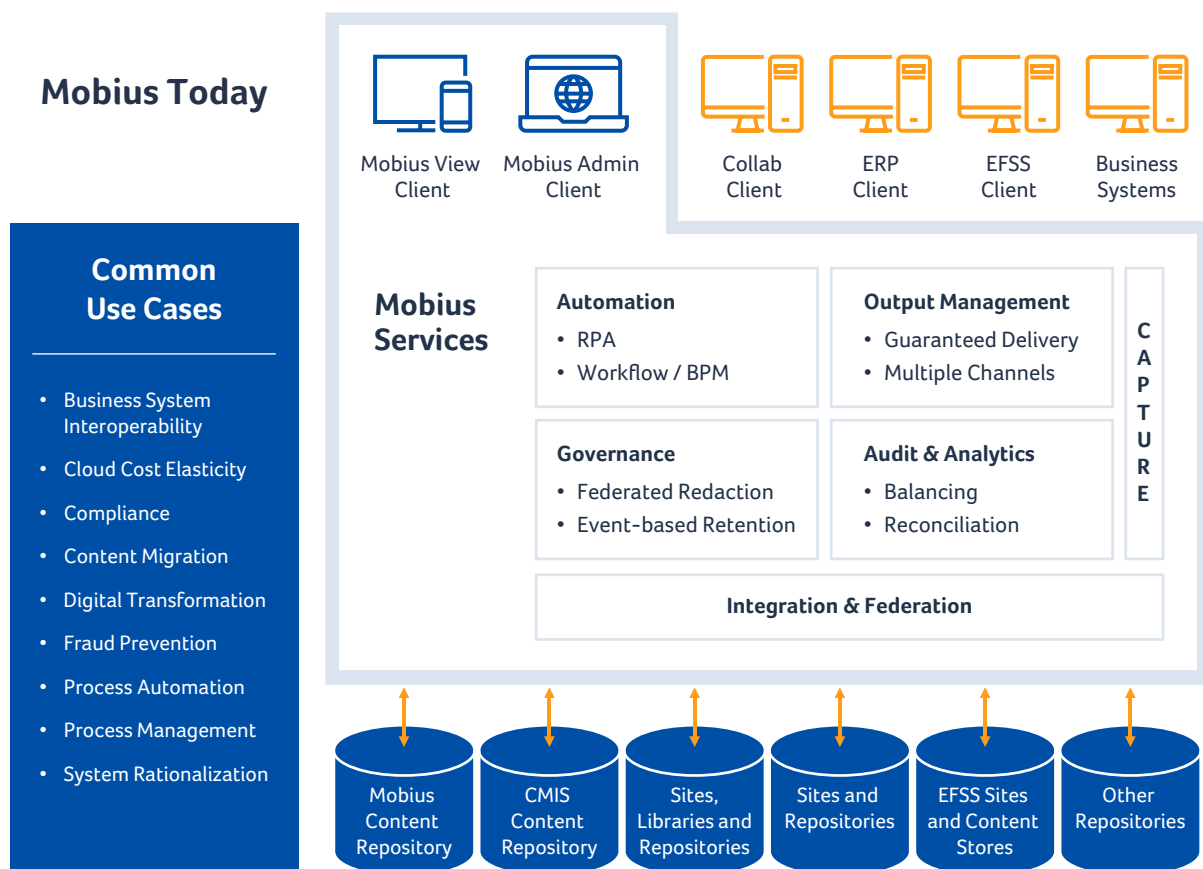
REPOSITORY SERVICES

The most powerful and robust Content Repository in the market, with a footprint of almost 40 years in the industry, used by some of the biggest and best-known organizations in the world. Supports cloud-based, hybrid or on-premises deployments.

CONCLUSION

The Mobius Content Ecosystem enables organizations to cope with the ever-growing volume, velocity and variety of digital information. It becomes a tool for digital business design, a way for organizations to harness multiple content silos and automate, extend and enhance key business processes. It accelerates the organizations push to be an information powered, responsive enterprise.

By leveraging connected content resources, organizations can push ahead with their digital initiatives while remaining sufficiently agile to adapt to changing business situations. They can unlock content captured by multiple enterprise applications and harness the information for business value. By making it easy to integrate with various content repositories, organizations can substantially reduce the cost, time and effort required to develop digital platforms that transform business operations.

Mobius Today

Mobius View Client | Mobius Admin Client | Collab Client | ERP Client | EFSS Client | Business Systems

Common Use Cases

- Business System Interoperability
- Cloud Cost Elasticity
- Compliance
- Content Migration
- Digital Transformation
- Fraud Prevention
- Process Automation
- Process Management
- System Rationalization

Mobius Services

Automation
- RPA
- Workflow / BPM

Output Management
- Guaranteed Delivery
- Multiple Channels

Governance
- Federated Redaction
- Event-based Retention

Audit & Analytics
- Balancing
- Reconciliation

CAPTURE

Integration & Federation

Mobius Content Repository | CMIS Content Repository | Sites, Libraries and Repositories | Sites and Repositories | EFSS Sites and Content Stores | Other Repositories

ASG Technologies is a global software company providing the only integrated platform and flexible end to end solution for the information powered enterprise. ASG is the only solutions provider for both Information Management and IT Systems and has over 3,500 customers worldwide. To learn more visit www.asg.com.