

# ESSENTIALS OF

## FUTURE-PROOFING YOUR CONTENT MANAGEMENT STRATEGY

As organizations embark on the journey of transitioning from traditional Enterprise Content Management (ECM) to Content and Process Automation (CPA), it is crucial to future-proof their content management strategies. Here are essential steps and insights to help ensure your content-management strategy is and remains future-proofed.

### 1

#### Embrace Emerging Technologies

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Stay abreast of emerging technologies like Artificial Intelligence (AI) and Machine Learning (ML) to enhance the intelligence and adaptability of your content management processes. According to **Gartner**, by the end of 2024, **75%** of organizations will shift from piloting to operationalizing AI, emphasizing its increasing adoption.

### 2

#### Prioritize Cybersecurity & Compliance

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With the growing threat landscape, prioritize cybersecurity measures and ensure compliance with industry-specific regulations to safeguard sensitive information. The **Ponemon Institute** reports that the global average cost of a data breach in 2021 was **\$4.24 million**.

### 3

#### Adopt Agile & Scalable Solutions

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Opt for agile and scalable solutions that can adapt to evolving business needs and accommodate growing volumes of data and users. According to a survey by **IDG**, **89%** of organizations are adopting, have adopted, or are considering adopting a digital-first business strategy, highlighting the importance of agile solutions.

### 4

#### Facilitate Remote Collaboration

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Enable robust remote collaboration tools and strategies to support flexible work arrangements, as remote and hybrid work models become integral to the modern workplace. A **PwC** survey found that **72%** of employees want to work remotely at least two days a week, emphasizing the shift towards flexible work arrangements.

### 5

#### Invest in User Training & Support

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Continuous user training and support are vital for ensuring optimal utilization of CPA solutions, enhancing user proficiency and mitigating resistance to change. **Training Industry Magazine** reports that companies investing in comprehensive training programs achieve a **218%** higher income per employee than those with ineffective training.

### 6

#### Stay Informed about Industry Trends

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Regularly monitor and adapt to industry trends, ensuring that your content management strategy aligns with the evolving needs and expectations of your sector. A **Deloitte** survey found that **55%** of businesses consider staying ahead of industry trends as a top challenge in managing technology initiatives.

### 7

#### Foster a Culture of Innovation

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Cultivate a culture of innovation within your organization, encouraging employees to contribute ideas and explore new ways to enhance content management processes. According to **McKinsey**, organizations fostering a culture of innovation are more likely to **outperform** their peers in terms of growth and profitability.

### 8

#### Leverage Data Analytics for Insights

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Harness the power of data analytics to gain valuable insights into content usage, user behaviors, and process efficiency. By analyzing data generated within the CPA system, organizations can identify trends, patterns, and areas for optimization. Research by **Forbes Insights** reveals companies using data-driven decision-making are **six times** more likely to be profitable year-over-year.



Interested in learning more about the evolution of content management and how to best optimize your content management strategies now and into the future?

Download our free ebook: "Embracing the Future of Content Management: What you need to know to ensure your content management strategy stands the test of time."