## 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 remains future-proofed.



**Embrace Emerging Technologies** 

Stay abreast of emerging technologies like Artificial Intelligence (AI) and

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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.



**Prioritize Cybersecurity & Compliance** 

With the growing threat landscape, prioritize cybersecurity measures and

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sensitive information. The **Ponemon Institute** reports that the global average cost of a data breach in 2021 was \$4.24 million.

ensure compliance with industry-specific regulations to safeguard



Adopt Agile & Scalable Solutions

Opt for agile and scalable solutions that can adapt to evolving business needs and accommodate growing volumes of data and users. According

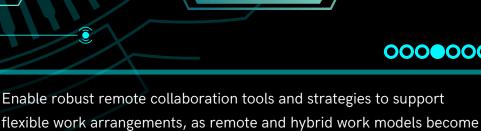
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are considering adopting a digital-first business strategy, highlighting the importance of agile solutions.

integral to the modern workplace. A PwC survey found that 72% of

employees want to work remotely at least two days a week, emphasizing

to a survey by IDG, 89% of organizations are adopting, have adopted, or



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**Facilitate Remote Collaboration** 

the shift towards flexible work arrangements.

**Invest in User Training & Support** 

0000000 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.



businesses consider staying ahead of industry trends as a top challenge in

**Stay Informed about Industry Trends** 

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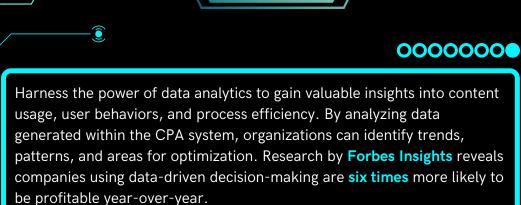
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Foster a Culture of Innovation

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.

Leverage Data Analytics for Insights





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

<u>Download</u> 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."