

# Tips to successfully transition to modern content management

Business is moving faster than ever, rendering traditional Enterprise Content Management (ECM) practices obsolete. In response, forward-looking organizations are transitioning to Content and Process Automation (CPA) solutions proven to be far more effective at enhancing efficiency, collaboration, and adaptability in today's modern, digital age. However, the transition from ECM to CPA is a strategic move that requires careful planning and execution. The following practical steps can help ensure a successful transition from ECM to CPA.

## 1 Conduct a Comprehensive Assessment

Begin with a thorough assessment of your current ECM system, identifying its strengths, weaknesses, and areas for improvement.

64% of organizations believe that assessing and optimizing their current ECM system is crucial before considering a transition.

**AIIM**



## 2 Define Clear Objectives & Requirements

Clearly define your organizational objectives and requirements for content and process management, aligning them with broader business goals.

Organizations with clearly defined objectives for technology adoption are 50% more likely to achieve successful outcomes.

**Deloitte**



## 3 Involve Key Stakeholders

Engage key stakeholders from various departments to gather insights, needs, and expectations. Their involvement is crucial for a successful transition.

Projects with active and visible sponsorship from senior leaders are 3.5 times more likely to meet or exceed their objectives.

**Prosci**



## 4 Select the Right CPA Solution Partner

Carefully evaluate and select a CPA solution partner with expertise in your industry, a proven track record, and a solution that aligns with your organizational needs.

By the end of 2024, 65% of organizations will select their system integrators based on their ability to deliver operational technology outcomes.

**Gartner**

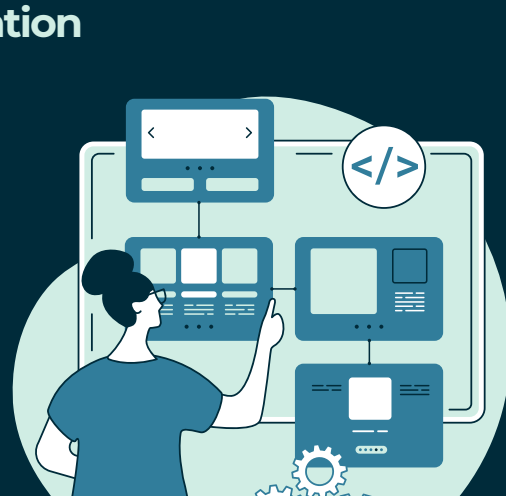


## 5 Ensure Data Migration & Integration

Develop a robust plan for data migration from ECM to CPA, ensuring minimal disruptions. Integrate the new system seamlessly with existing IT infrastructure.

54% of organizations consider data migration challenges as the top obstacle to successful system implementation.

**InformationWeek**



## 6 Prioritize Change Management & Training

Implement a comprehensive change management strategy, including training programs to ensure a smooth transition and user adoption.

87% of organizations with excellent change management meet or exceed their objectives.

**Prosci**



## 7 Monitor & Optimize Continuously

Establish ongoing monitoring mechanisms to track the performance of the new CPA system. Continuously optimize processes based on feedback and changing business needs.

Companies that regularly optimize their processes achieve 29% higher operational efficiency.

**Forbes**

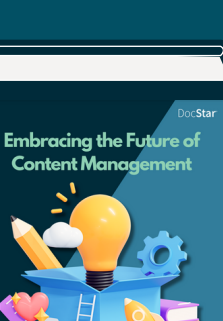


## 8 Evaluate Return on Investment (ROI)

Regularly evaluate the ROI of the transition by assessing efficiency gains, cost savings, and improvements in overall business processes.

61% of organizations consider ROI evaluation essential for technology initiatives.

**Deloitte**



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."