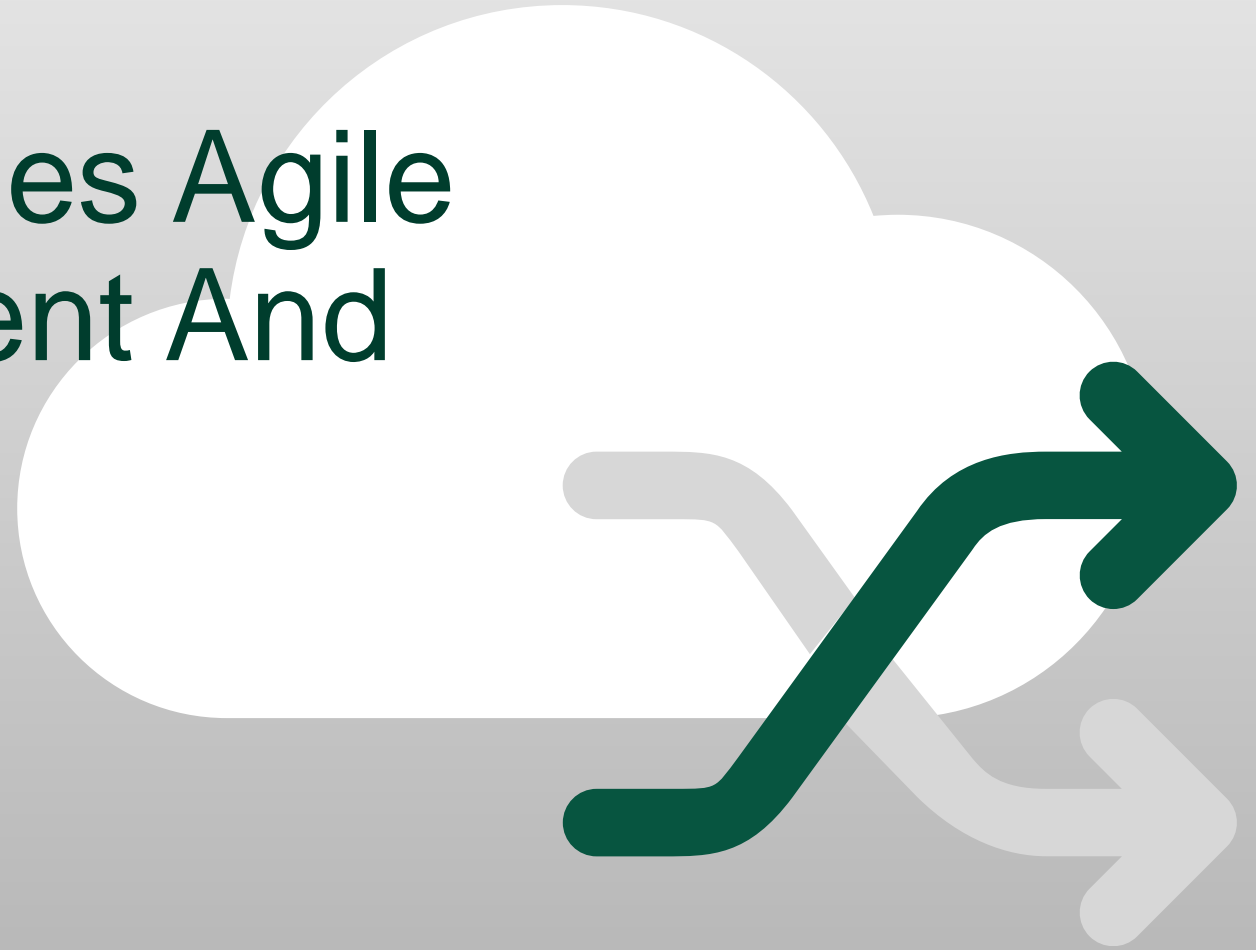# Hybrid Cloud Enables Agile Content Management And Collaboration

opentext™

Executive Summary

As organizations become more agile and digitally driven, it is imperative to apply the same principles to their content. Enterprises require content management and collaboration technology that deliver content to customers, employees and partners, where and when they need it. Shifting these solutions to a cloud services model helps accelerate the time to innovation.

However, while companies are beginning to understand the innate benefits of migrating content data and operations into the cloud, they are less certain about how to proceed on their cloud migration journey.

Improving content management is a crucial part of digital transformation

As customers and partners become content creators, agility, collaboration, and extending content sharing capabilities to these external stakeholders can be a significant driver of digital innovation and achieving business objectives.
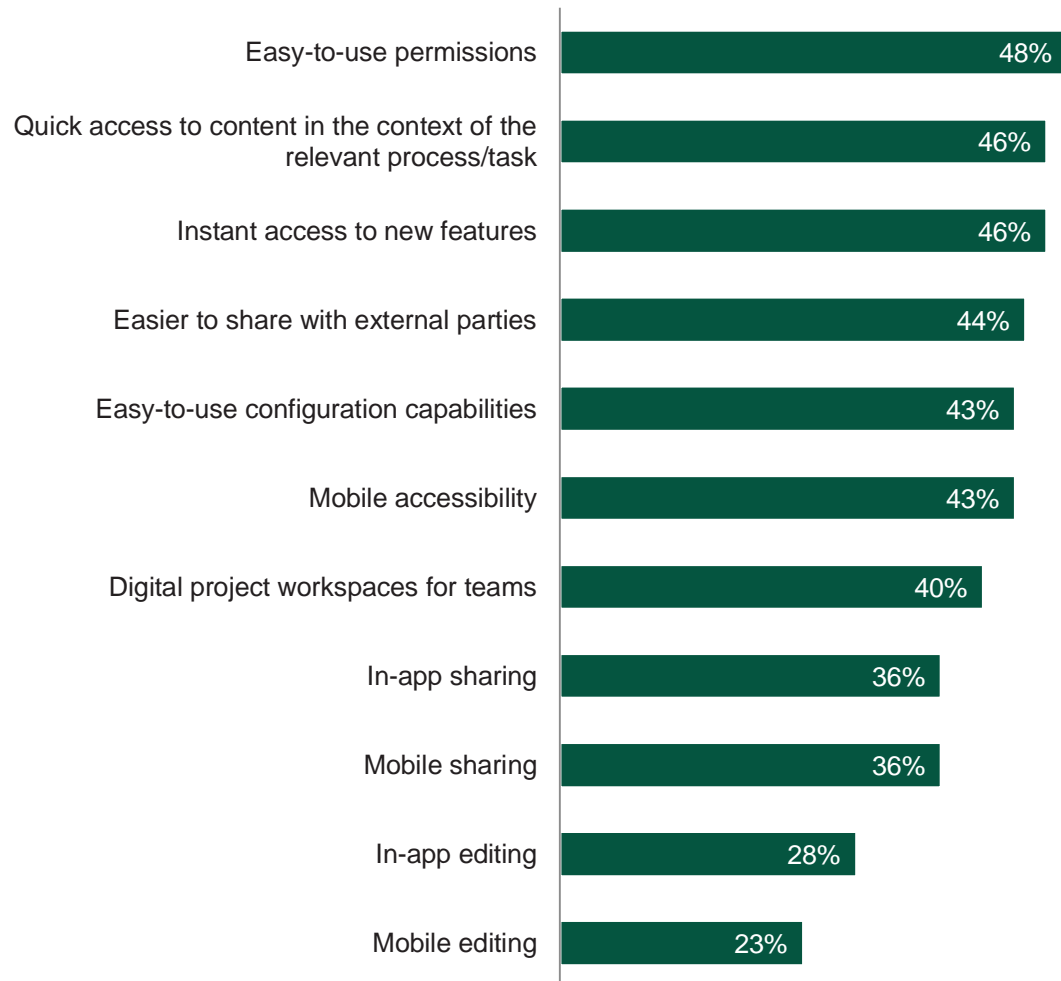
To what extent would improving content management and collaboration contribute to success with top business objectives?

■ Significantly/critically contributes to success with this objective.

Objective	%
Accelerate our digital business	76%
Increase influence and brand reach in the market	74%
Better comply with regulations and requirements	66%
Reduce costs	64%
Improve the experience of our customers	64%
Better leverage big data and analytics in business decision making	62%
Improve our products/services	60%
Grow revenue	57%
Improve our ability to innovate	56%
Improve the experience of our employees	52%
Address rising customer expectations	49%

Base: 208 ECM decision makers in North America and EMEA

Source: A commissioned study conducted by Forrester Consulting on behalf of OpenText, December 2020

What functionality has improved or would improve your company's content management and collaboration?

Easy-to-use permissions	48%
Quick access to content in the context of the relevant process/task	46%
Instant access to new features	46%
Easier to share with external parties	44%
Easy-to-use configuration capabilities	43%
Mobile accessibility	43%
Digital project workspaces for teams	40%
In-app sharing	36%
Mobile sharing	36%
In-app editing	28%
Mobile editing	23%

Base: 208 ECM decision makers in North America and EMEA

Source: A commissioned study conducted by Forrester Consulting on behalf of OpenText, December 2020

Companies need content tools to be agile and easy to use

As organizations become more agile, they need their content to become more agile with them. They do not want to be slowed down by clunky, outdated content tools.
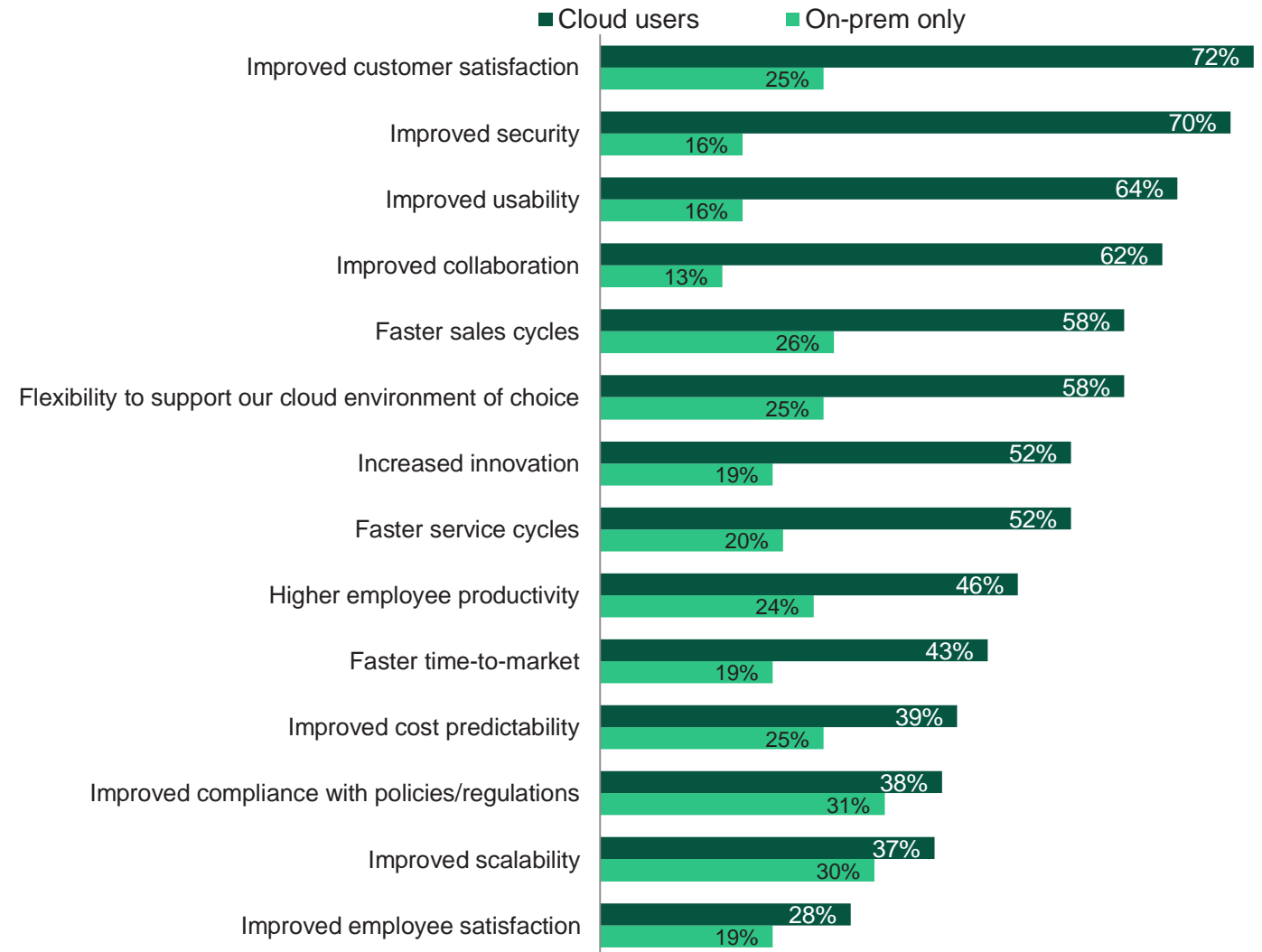
Cloud-based content is far better positioned to meet agile goals

Most content **(57%)** today is stored on-premises.

Those utilizing cloud today cite substantially greater benefits to those using an on-premises only approach.

What benefits has your organization experienced as a result of its cloud approach for content storage, management, and collaboration?

■ Cloud users ■ On-prem only

Benefit	Cloud users	On-prem only
Improved customer satisfaction	72%	25%
Improved security	70%	16%
Improved usability	64%	16%
Improved collaboration	62%	13%
Faster sales cycles	58%	26%
Flexibility to support our cloud environment of choice	58%	25%
Increased innovation	52%	19%
Faster service cycles	52%	20%
Higher employee productivity	46%	24%
Faster time-to-market	43%	19%
Improved cost predictability	39%	25%
Improved compliance with policies/regulations	38%	31%
Improved scalability	37%	30%
Improved employee satisfaction	28%	19%

Cloud migration is stalled by fears around security and complexity…

Nearly half of respondents who are **not in the cloud today** said that, because they do not believe it realistic that they will ever be 100% cloud based, **it doesn't make sense for them to even start migrating**

49%

Top Barriers To Adopting Cloud

1. Migrating to cloud from existing systems

2. Security of application/vendor data center

3. General trust/confidence in the cloud

4. Vendor access to my data

5. Inability to keep up with the growing volume and complexity of content delivery

…but these security worries are unfounded…

70%
of those who have adopted cloud have seen improved security

...and companies mired in migration paralysis are being left behind

64% of organizations with their content **exclusively on-prem** say their content management strategy puts them **at a disadvantage** to their competitors…

…and **51%** say they're **struggling to keep up with customer expectations** for self-service to information.

Hybrid architectures provide a phased approach to content in the cloud

Organizations who adopt a hybrid approach have far more flexibility, faster sales and service cycles, and better collaboration and customer satisfaction without sacrificing security, compliance, or usability.

What benefits has your organization experienced as a result of its cloud approach for content storage, management, and collaboration?

■ Cloud only approach ■ Hybrid Approach

Benefit	Cloud only approach	Hybrid Approach
Improved security	71%	68%
Improved usability	64%	63%
Improved customer satisfaction	64%	80%
Improved collaboration	58%	67%
Increased innovation	47%	57%
Improved cost predictability	46%	33%
Faster time-to-market	46%	40%
Faster service cycles	46%	58%
Higher employee productivity	46%	47%
Flexibility to support our cloud environment of choice	46%	70%
Faster sales cycles	42%	73%
Improved compliance with policies/regulations	37%	38%
Improved scalability	36%	38%
Improved employee satisfaction	29%	27%
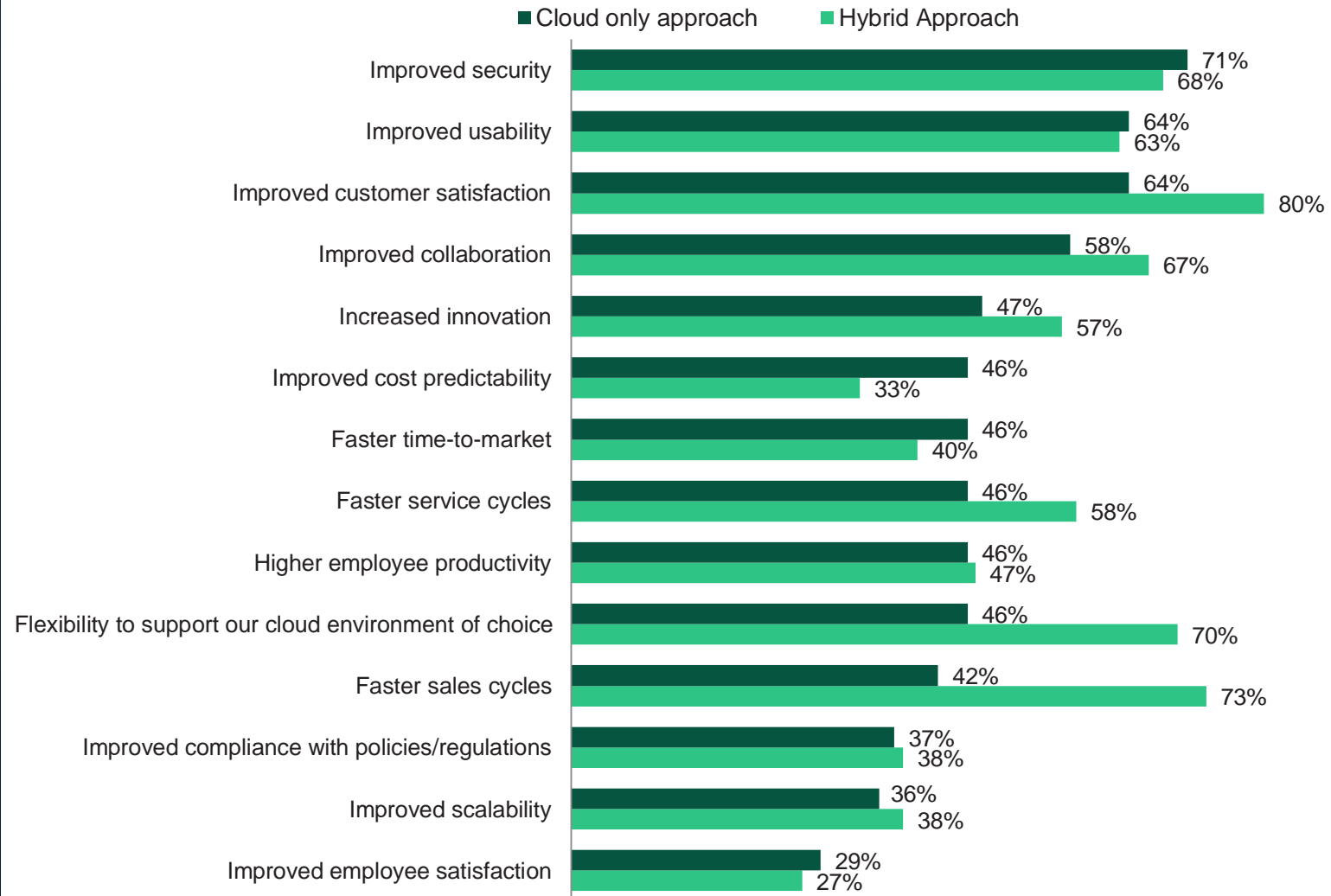
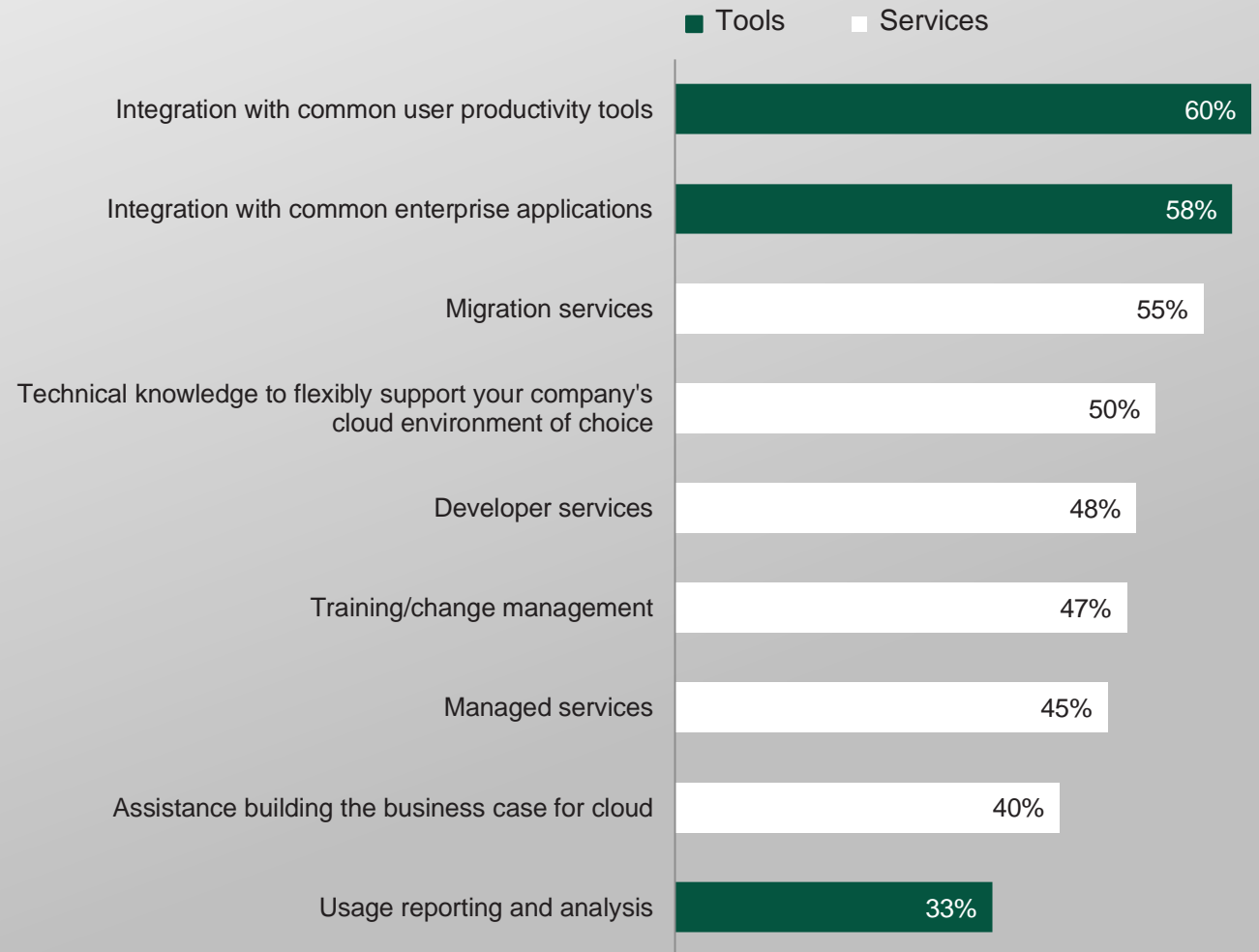Base: 208 ECM decision makers in North America and EMEA

Source: A commissioned study conducted by Forrester Consulting on behalf of OpenText, December 2020

Finding the right cloud vendor is key

Organizations looking to take a hybrid approach require a cloud vendor with the flexibility to support their needs. They are looking for:

- Strong integration with process and productivity applications

- Full set of cloud services

What support do you/would you expect from a cloud-based provider of content services?

■ Tools □ Services

Category	%
Integration with common user productivity tools	60%
Integration with common enterprise applications	58%
Migration services	55%
Technical knowledge to flexibly support your company's cloud environment of choice	50%
Developer services	48%
Training/change management	47%
Managed services	45%
Assistance building the business case for cloud	40%
Usage reporting and analysis	33%

Base: 208 ECM decision makers in North America and EMEA

Source: A commissioned study conducted by Forrester Consulting on behalf of OpenText, December 2020

Key Recommendations

Assess the ongoing value of on-premises content applications.

On-premises content repositories may hold years of essential digital records. Application integration and core business processes may rely on these enduring systems of record. Migration may have low short-term business value, yet chew up time and money which could be allocated to newer, modern content platforms for new use cases. An interim hybrid model may be the best use of modernization budgets.

Key Recommendations

Look to cloud content platforms for new use cases.

Cloud delivery models allow organizations to always be on current, innovative platforms, and offer better flexibility and agility when orgs need to scale. Applications deployed on cloud content platforms can more easily embrace key external stakeholders – customers, partners, or suppliers.

Key Recommendations

A phased, flexible migration strategy offers many advantages.

Migration need not be a big-bang lift and shift in order to benefit from newer, modern content platforms. Assess architectures that provide integration capabilities to existing on-premises applications, seamlessly finding and moving relevant content to the new cloud platform as user need emerges. Content can move, or stay in its original location, based on users' needs. Alternatively, policies can be applied to ensure content is managed in the right repository, in line with legal or regulatory compliance.

Key Recommendations
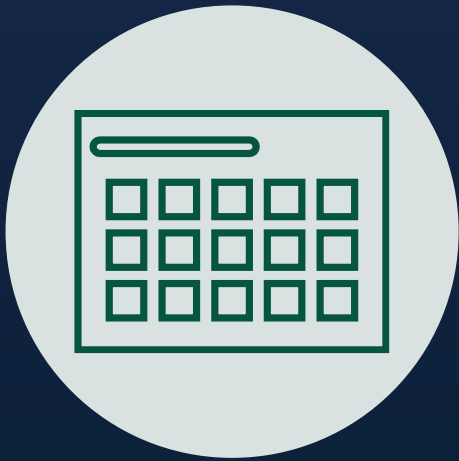
Prepare to live in the world of hybrid for the foreseeable future.

The on-prem only model for content is becoming a thing of the past but the model of cloud adoption varies widely. While cloud-native SaaS applications continue to grow in popularity, organizations also describe their path to cloud as hosted and hybrid. Content is a key part of many lead applications, and integration to both on-prem and cloud applications will be essential during the path to cloud.

Key Recommendations
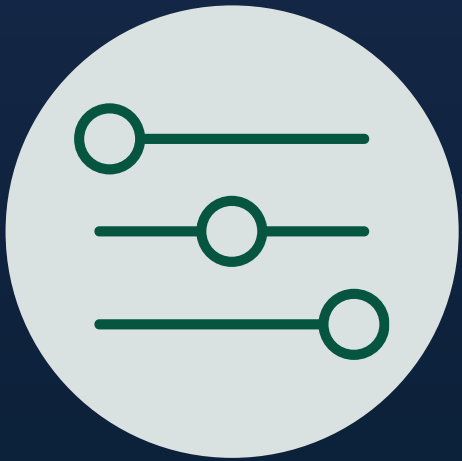
Balance employee and customer experience goals with the need to meet governance and compliance imperatives.

Organizations must balance the excellent user experience that cloud platforms can offer with a need to protect, retain, and secure content. In jurisdictions with regulations for data protection and privacy, migration to cloud may not be feasible for some confidential content types. Analyze your content and map it to the appropriate repository.

Methodology

In this study, Forrester conducted an online survey of 208 respondents with influence into ECM decisions at enterprise companies in NA and EMEA to explore the topic of cloud-based content management. Respondents were offered incentives as a thank you for time spent on the survey. The study began and was completed in December 2019.

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