white **paper**

The 4 Cs of Moving to Cloud Content Management
Redefining Enterprise Content Management

Zia Consulting partners with Box to provide a Cloud Content Management platform that enables a full suite of content service applications. These applications span business processes that work and integrate with processes originating from data centers to SAAS systems. According to a recent study from AIIM, there is no better time to start your digital transformation process. Automating information management and furthering your digital transformation maturity makes dollars and sense. More than 48% of organizations that outperform their peers in business effectiveness and profitability are at least 75% complete with their 2020 digital transformation roadmap. Zia helps companies transform by automating retention and security, capturing digital content for use in artificial intelligence and machine learning applications, classifying and extracting key content, automating business processes, and moving to Box—a highly scalable cloud platform.

Zia helps companies digitally transform their business by moving their legacy content repositories, file shares, and legacy business processes to the cloud, without disrupting their business. You can read more about our approach in our white paper, "ECM Migration Without Disrupting Your Business".

WHY AND HOW?

The 4 Cs driving companies to digital transformation and Cloud Content Management are based in a need to redefine enterprise content management (ECM). Some analysts are saying that ECM is dead and content services have been created. Our customers have known this a long time, they live in a multi-repository world because the promise of having a single enterprise content repository did not live up to its hype. ECM was supposed to solve compliance issues, mitigate risk, retain business knowledge, drive efficiencies, and create new and innovative ways of doing business. A single repository usually does a good job managing structured content, largely ignores unstructured content, and can stifle innovation and efficiencies. Additionally, these systems can be very expensive to maintain on your own. Cloud Content Management is a key part of the Zia strategy to help people transform their business and roll out new content services applications, platforms, and components. Zia has an award-winning track record of implementing content services applications and selecting the best components for our customers moving to the Box Cloud Content Management platform.

1

COST REDUCTION AND PROCESS EFFICIENCY

Customers realize they need to automate manual business processes and deal with the large amount of unstructured data (images, PDFs, Office Docs, etc) that comes into their organizations. Forrester published their Total Economic Impact of Box study recently that showed organizations can achieve a 405% ROI, reduce IT spend by $2.4 million, and improve user productivity by 20% through helping employees work more efficiently. ECM may not be dead, but it needs to evolve now.

Not only does Zia help organizations migrate to the cloud without disrupting their business, but we can help you move your traditional ECM use cases to the cloud as well. We can help people manage their claims processing, loan underwriting and origination, HR on-boarding/off-boarding, contract management, and AP/AR processing in addition to others.

2

CONTENT CHAOS, COMPLIANCE, AND RISK

Gartner, AIIM, and Forbes have all reported that more data is now created each year than in the previous 5,000 or so years we've existed. They also state that nearly 80% of the created data is unstructured. With this explosion of unstructured content comes risk, confusion about what to do, and increased compliance issues. Regrettably, legacy ECM systems have been unable to manage, secure, and control this content. With new regulations like GDPR coming, many organizations are unclear how to proactively manage risks rather than reacting to compliance and security risks.

With 15 years in the business, Zia understands this and can help organizations automate information governance, or apply security and retention at the point of ingestion or creation. Once you digitize or capture digital information from your data and content, you can make automated decisions on how to protect something, how long to retain it, and what business process it belongs to (if any). Additionally, when a piece of content needs to be integrated into platforms like SalesForce, SAP, or other line-of-business applications we have the knowledge and expertise to ensure it is done properly and efficiently.

Zia will help you manage content chaos using five steps. First, we help you find and consolidate your data (structured and unstructured) through migration, intelligent capture, and automating manual business processes. Second, we help you classify, extract, and protect this newly identified information. Third, we control access to your content. Once it is not residing in multiple repositories and file shares, we can restrict access to this information. Fourth, we help you audit and control access via the Box IT Admin Controls. Fifth, we help you integrate by using our best-of-breed partners that allow integration from Box to line-of-business applications, hybrid cloud business processes, and federated access to systems you'd rather not migrate. Instead of having content in multiple silos where it is almost impossible to manage risk, compliance, and access, you can start to derive meaning and value from your content.

3 CUSTOMER AND EMPLOYEE ENGAGEMENT

According to Gallup, most employees surveyed in the US are not engaged in their work—in 2017, it was only 33%. The impact of having engaged employees is substantial as it leads to lower turnover, better culture, higher attendance, increased productivity, and ultimately increased profitability. Companies that are digitally transformed show better employee engagement. We help firms increase employee engagement by moving to Cloud Content Management. This increases collaboration, provides interfaces that employees intuitively understand and enjoy working with, and helps to break down inefficient processes and communication silos.

The benefit of customer engagement in the mortgage industry is even more dramatic to business. Studies show that home buyers are nine times more likely to refer someone to a mortgage lender if they are proactively engaged throughout the home buying process, they are only one time as likely to refer someone if they are not. Again, Zia provides an easy, mobile-first, and proactive way to engage customers during the origination process. This is simply one example of the benefits in using Box and Zia content services applications.

4 CONSTANT INNOVATION

Creating mobile and low-code business processes is critical to achieving systems of engagement, instead of silos of knowledge. Moving to Box creates an environment where we can create new, automated business processes that address real problems for employees, instead of driving heavy, compliance-driven BPM solutions that take months to design and implement. A universal benefit to moving legacy ECM systems and dated or manual business process to the cloud, is that it provides a platform where lightweight, easy-to-use and unobtrusive processes can be rapidly developed and modified to adapt to changing business and user needs.

The last key benefit is the enablement of artificial intelligence (AI) and machine learning (ML) algorithms that can run against your unstructured data once you move it from behind your firewall. Box Skills and the Box Platform APIs allow customers to run different AI/ML and intelligent capture applications on their data to gain valuable insights. Zia has adapted our intelligent capture applications to work with customer data residing in Box. See examples of how this might work for your business here.

ABOUT ZIA

Zia Consulting partners with Box to provide a Cloud Content Management platform that enables a full suite of content service applications. These applications span business processes that work and integrate with processes originating from data centers to SaaS systems. According to a recent study from AIIM, there is no better time to start your digital transformation process. Automating information management and furthering your digital transformation maturity makes dollars and sense. More than 48% of organizations that outperform their peers in business effectiveness and profitability are at least 75% complete with their 2020 digital transformation roadmap. Zia helps companies transform by automating retention and security, capturing digital content for use in artificial intelligence and machine learning applications, classifying and extracting key content, automating business processes, and moving to Box—a highly scalable cloud platform.

ABOUT BOX

Box (NYSE:BOX) is the Cloud Content Management company that empowers enterprises to revolutionize how they work by securely connecting their people, information and applications. Founded in 2005, Box powers more than 82,000businesses globally, including AstraZeneca, General Electric, P&G, and The GAP. Box is headquartered in Redwood City, CA, with offices across the UnitedStates, Europe and Asia. To learn more about Box, visit http://www.box.com/.

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