From Microfilm to
Big Data: Can One
Brain Handle This Much
Change Without
Exploding?

John Mancini, @jmancini77

OR....

What is happening to

Content Management
and where will

it be in 2020?

About me

- President, AIIM
- Technology and Association evangelist
- Author:
  - *8 Things You Need to Know* series
  - *Information Chaos vs. Information Opportunity*
  - *OccupyIT: A Technology Manifesto*
  - *Content Management 2020*
  - *Digital Landfill* blog
- @jmancini77

AIIM mission: Improve organizational performance by empowering a community of leaders committed to information-driven innovation.

Industry
Watch

ECM Decisions -
strategic options for managing, accessing
and preserving content

Underwritten in part by:

Industry
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Content Analytics:
automating processes and extracting
knowledge

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aiim

Content Management 2020:
Thinking Beyond ECM

E C M

by John Mancini, President, AIIM

http://info.AIIM.org/cm2020

AIIM Market Intelligence
Delivering the priorities and opinions of AIIM's 80,000 community

SharePoint

Industry
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Connecting and Optimizing SharePoint
– important strategy choices

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http://info.AIIM.org/Sharepoint

The forecast for 2020:
1. We are on the cusp of a period of massive disruption.
2. Many flavors of ECM will emerge.
3. The core user challenge – charting a course when the maps are imperfect.
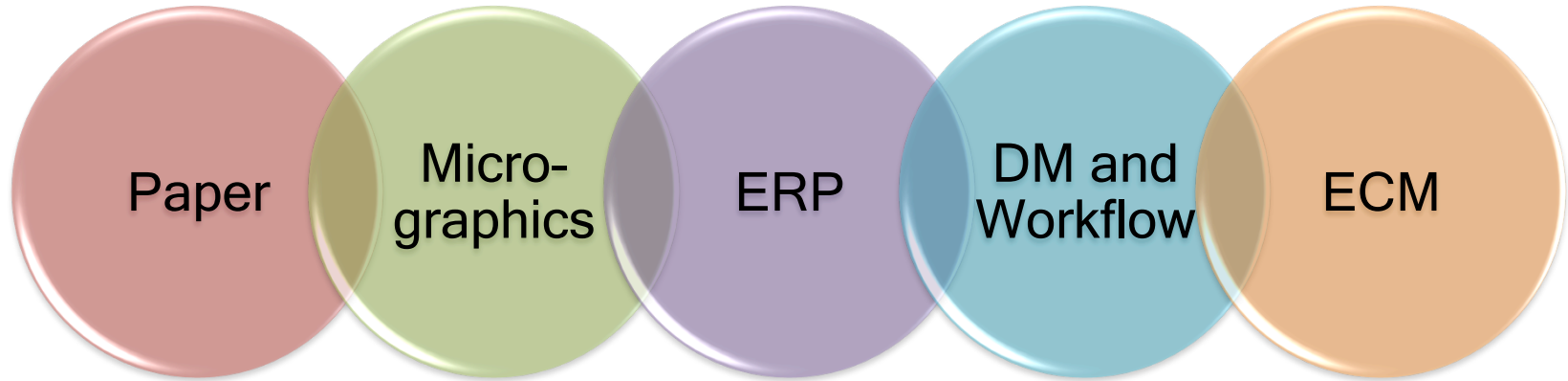
Times of Disruption
1 – Lack of best practices **AND** 2 – Labels unclear

1 -- There have been five main eras in managing the people/process/information intersection.

Paper — Micro-graphics — ERP — DM and Workflow — ECM

Paper	Micrographics	ERP	DM & Workflow	ECM
Pre 1960s	1960s & 70s	1980s	1990s	2000s
Centuries of best practice	Small # of vendors; paper proxy	Documents still often paper	PCS, LANs, and Documents	Suites and acquisitions
Documents at core	Single HW technology	Sale to C-Suite	Mission critical processes	"Enterprise" layer
Archive focused	Defined user universe	Expensive and complex	Document specialists	SharePoint emergence

We are now beginning the transition to a sixth era in managing people, processes, and information caused by 3 disrupters.

Paper

Micro-graphics
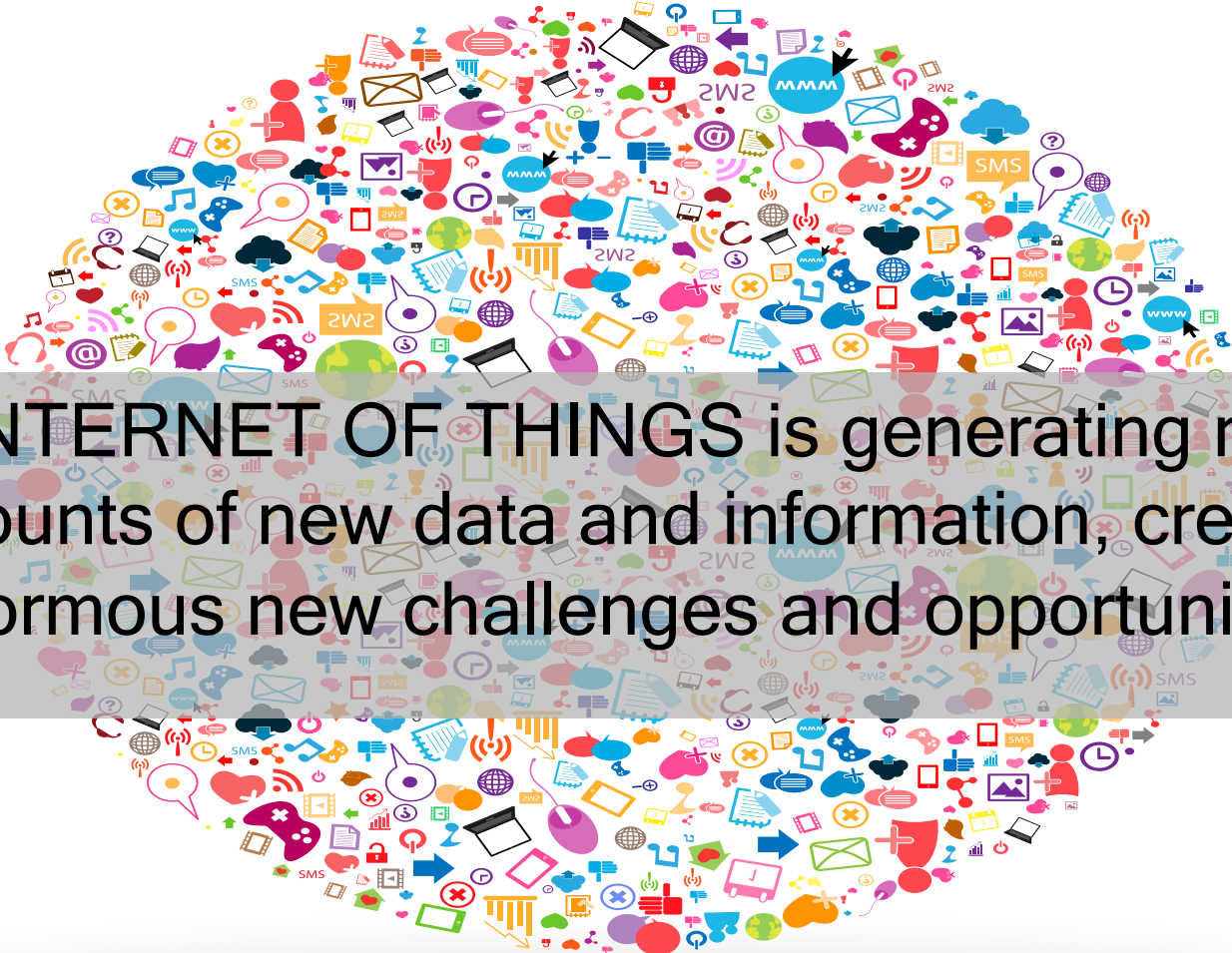
ERP

DM and Work-flow

ECM

???
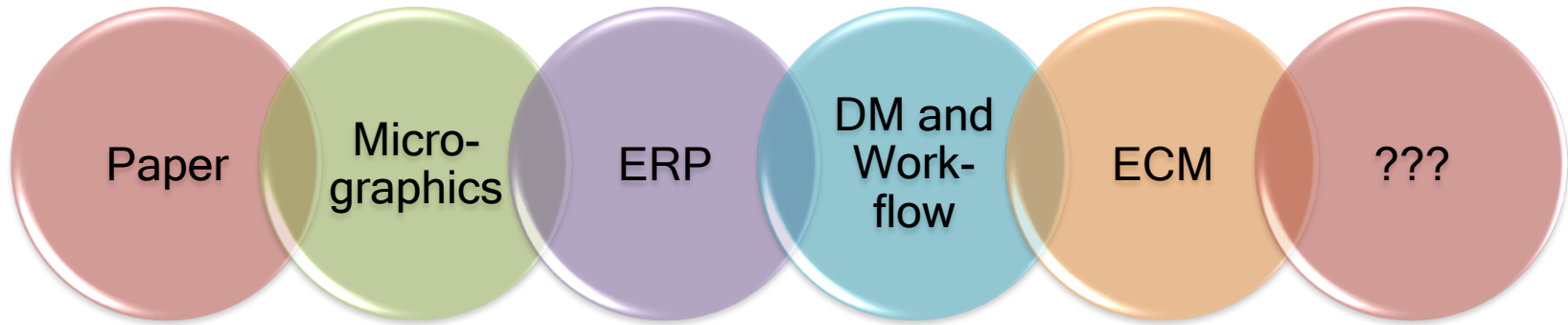
CONSUMERIZATION is transforming what users expect from applications and how we deliver them.

We are now in the era of *user-centric IT*.

CLOUD AND MOBILE are creating an expectation of anywhere, anytime access and transforming how we engage with customers and employees.

THE INTERNET OF THINGS is generating massive amounts of new data and information, creating enormous new challenges and opportunities.

Mancini's Law…

Organizations are systems of information networks. They only operate effectively when there are clear and predictable information flows within and between these networks.

50% annual growth in the volume of digital information means that these networks – and especially the points of connection between them – will become increasingly unstable.

Without intervention, the resulting #infochaos will threaten the viability of the entire system.

Traffic jam, Sao Paolo, Brazil, 2009

#2 – What comes after "ECM?"

Paper	Micrographics	ERP	DM & Workflow	ECM
Pre 1960s	1960s & 70s	1980s	1990s	2000s
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"ECM" has panned out differently than we anticipated.

For 67% of organizations, ECM/DM is *mission-critical*, 54% for RM and 40% for capture and workflow.

2015 - AIIM "ECM Decisions"

A third of organizations would suffer serious disruption after an ECM outage of just 1 hour and an additional 58% would struggle after half a day of downtime.

2015 – AIIM "ECM Decisions"

75% agree that ECM/RM is a *fundamental* part of their information security regime.

So why, then, does "ECM" no longer seem to fit?

More than half of organizations (52%) are working towards a company-wide ECM capability, but only 14% have completed it.

16% are integrating across departments and 22% are still in departmental mode.

2015 – AIIM "ECM Decisions"

62% are still strongly reliant on their file-share.

Only 1% have turned off the file shares.

2015 – AIIM "ECM Decisions"

61% have *no connection* between ECM/RM and ERP/ Finance.

Only 24% have a one-way content link, 8% a two-way link and 7% have an AP/AR transaction link.

2015 – AIIM "ECM Decisions"

Only 30% have some degree of integrated multi-channel inbound communications, and only 5% are auto-routing to multiple processes.

22% handle paper and electronic inbound separately.

2015 – AIIM "ECM Decisions"

Only 39% have some degree of mobile access to their ECM systems, and only 5% have widespread access for staff and project partners.

Less than 20% have comment, edit and process interaction capability that is app based.

2015 - AIIM "ECM Decisions"

60% say "Gaining user adoption has been a big problem for our ECM project."

2015 - AIIM "ECM Decisions"

Why does "ECM" seem to no longer fit?

Enterprise	Content	Management
• BECOMING…	• BECOMING…	• BECOMING…
• Mobile	• Complex	• Social
• Global	• Invaluable	• Collaborative
• Open	• An asset	• Open
• Engaged	• Source of advantage	• Flexible
• Agile		• Inclusive
• Adaptive		• SaaS
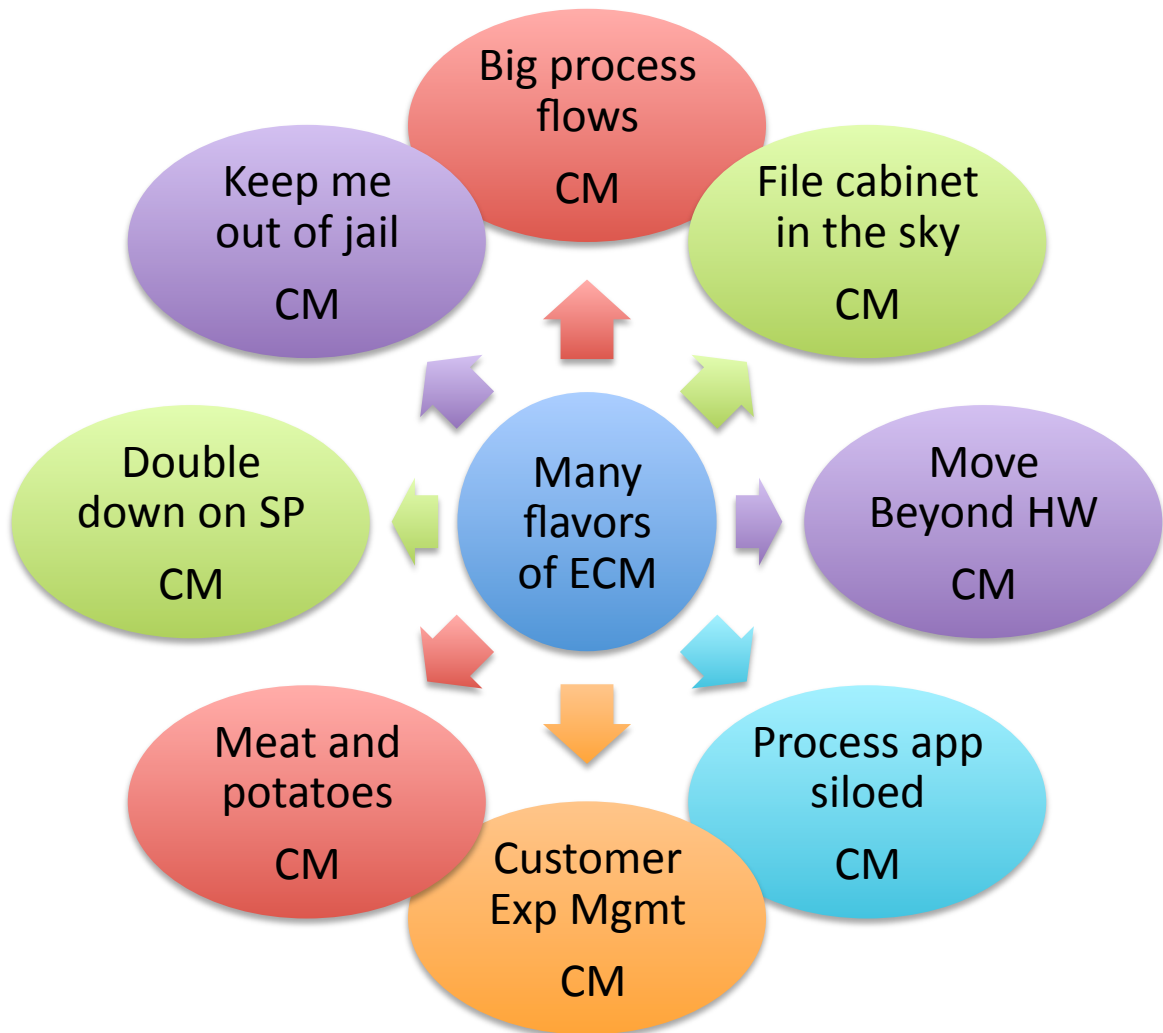
3 -- Two lessons to remember as you wrestle with how to take off in the emerging 6th era.

Lesson #1 - Beware Conventional Wisdom.

INFORM
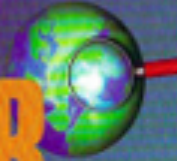AIIM
May 1996

WAR OF THE WEB

PLUS

MOVING TO MULTIMEDIA

AIIM SHOW '96 REPORT

CASE STUDIES — HEALTHCARE

"…until the webmeisters persuade us otherwise, we'll hang onto our CDs and floppies, along with the aperture cards and other imaging artifacts that have served our corporate and personal purposes so cost-effectively in the past."

Lesson #2 - Understanding the *Process* is More Important than the Technology.

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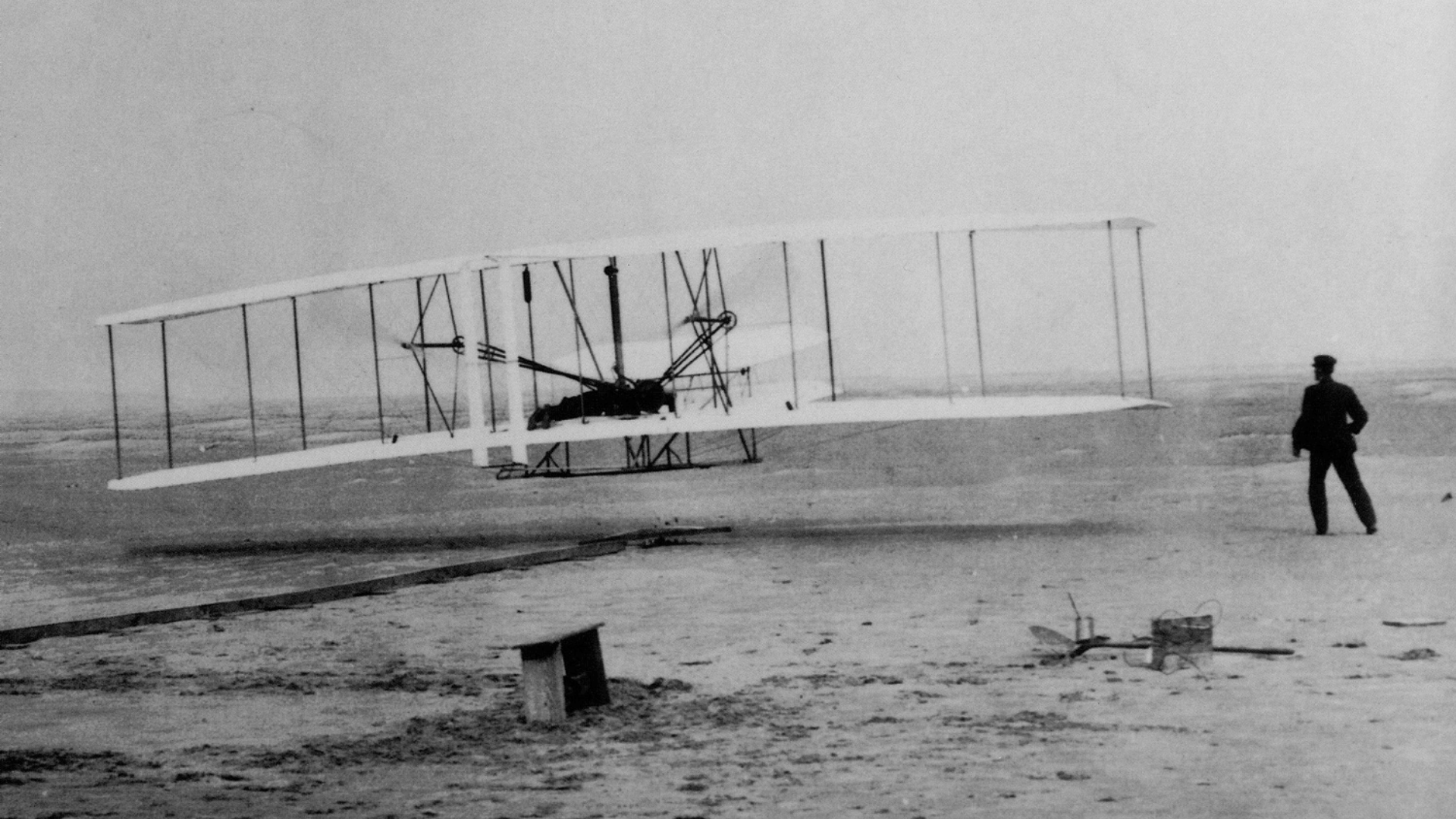
We need to simplify the core problem
we help our organizations solve…

Where should knowledge workers put their "stuff" so that it is…
Secure, shareable, and searchable so the ORGANIZATION can accomplish its goals

Where should knowledge workers put their "stuff" so that it is…
Secure, shareable, and searchable so the ORGANIZATION can accomplish its goals and…
Works the way they work and is useful to THEM in getting THEIR job done.

As we build out these best practices for an uncertain era, the [AIIM](#) tribe of information professionals will be critical.

Join us on the journey.

You need to be an AIIM member!
Buy-side = $169
Sell-side = $1500 (includes 10 members!)

We do training in all the major content management disciplines
Send email to johnmancini@aiim.org for special discount code

Join us on the journey.

June 30-July 1	ERM Practitioner	Amsterdam
June 30-July 3	ERM Master	Amsterdam
Jul 20-23	ERM Master (Deutsch)	Mannheim
August 4-5	ECM Practitioner	London
August 4-7	ECM Master	London
Sept 15-16	BPM Practitioner	Amsterdam
Sept 15-18	BPM Master	Amsterdam
Sept 22-23	ECM Practitioner	Brussels
Sept 22-25	ECM Master	Brussels
Oct 13-14	ERM Practitioner	London
Oct 13-16	ERM Master	London

We can also train your people on-site!

Talk to Angela!
contact =
ahymas@AIIM.org