

Manage Business-critical Information as a Competitive Advantage



Today, information is everywhere. And it's growing all the time. A recent IDG Research survey of business and IT decision makers finds that organizations manage, **on average, 48 applications containing critical business information. A quarter of them juggle more than 100 applications.**¹

These same decision-makers rank their business priorities over the next year as follows:



But attaining these goals is next to impossible when critical information isn't managed efficiently.

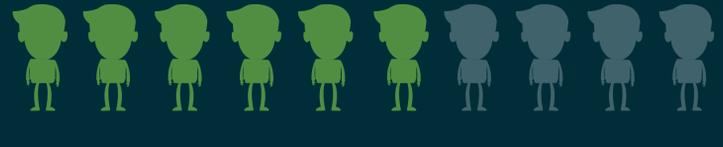
- 53%** say data/information residing on various systems often gets out of sync
- 53%** experience delays waiting for information to be updated across multiple systems
- 51%** say it takes too much time to search for critical documents in multiple places
- 50%** say they have too much paper

The fact is, companies put themselves at risk when business users are forced to rely on outdated or incomplete data.

Plus, manual, labor-intensive processes for sharing common data between core systems can lead to inaccuracies, which inhibit sound decision-making and can negatively impact a firm's competitive edge.



Enterprise content management (ECM) is helping many companies make headway on these problems by consolidating critical information.



The survey found that just over half the respondents are sharing data between their ECM system and their application.

But it also found, there's no standard way to do this.

- 48%** use custom programming or an API. And two-thirds of those go as far as formalizing the process of creating and maintaining custom code, which just adds complexity and expense.
- 46%** utilize flat-file exchange. This is a relatively cheap way to share data, but it's prone to error.
- 41%** update data between applications manually. This is labor-intensive and error-prone.

There has to be a better way

An ECM solution that provides a real-time, guaranteed data exchange between applications can play a different role, transitioning from being merely a document repository to serving as an enterprise information hub. And that can put an end to outdated integration methods such as custom code, APIs and flat-file exchanges.

When used as an enterprise information hub, ECM:

- Improves productivity by providing instant access to content and processes from anywhere, including mobile devices
- Eliminates the costs of printing, shipping and storing paper because content is captured electronically
- Speeds up processes by automating predictable decisions and providing useful tools to manage all surrounding tasks, activities and case work, allowing you to increase productivity without increasing staff

To learn how to turn ECM into a competitive advantage, and to download the IDG White Paper "Charting ECM's Course from Document Management to Enterprise Information Hub," go to:

OnBase.com/integrations



¹According to an IDG Research survey of 400 respondents fielded June 25-July 10, 2014.