

## Content Management Transforms Business Processes

How does strategic content management provide competitive advantages for organizations in all industries?

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Today, companies from the Fortune 500 to SMBs need content management tools to share and protect their business knowledge banks in secure digital repositories. Many department managers and company leaders have found that with content management solutions they can improve their bottom lines while enabling their teams to collaborate more easily and work more efficiently. Here are some examples of how strategic content management is transforming businesses in various industries:

- **Healthcare:** With an ECM (enterprise content management) system in place, hospital administrative, nursing, and doctor teams can instantly access the most up-to-date policy and procedural information, ensuring compliance with guidelines and significant reductions in the time required for staff members to find what they need. Leveraging more specialized content applications, pharmaceutical companies can easily meet their 21 CFR Part 11 compliance requirements by capturing and managing versions of clinical trial documentation.
- **Education:** Universities and school districts must manage a wide variety of information from administrators, faculty, parents, outside professors, and students that originates in both paper and digital formats. When school districts and universities transfer their paper-based documents into an electronic content and knowledge management system, they improve accuracy and standardize processes in addition to saving the time and money associated with paper-based processes.
- **Government:** State and local organizations have developed best practices in managing huge volumes of documents and procedures electronically. Providing 'online self-service' has enabled community members to access information and forms so they can file for permits, licenses, and certificates from any Web browser. This has saved the constituents and government workers substantial amounts of time and money and also ensures consistency and accuracy of the documents.
- **Retail:** Corporate offices can efficiently share policies and plans, including new merchandise lines, new store floor plans, and hiring and training processes so that everything is consistent throughout each store location. The corporate offices can share customer feedback so that each store manager has specific objectives and guidelines about how to ensure a positive shopping experience. Providing secure access for store managers to incorporate best practices helps maintain quality and customer loyalty.
- **Manufacturing:** Many thousands of technical product documents, specifications, procedures, and parts listings can easily be managed and updated, then shared with many distributed workers around the globe. Important new product information can be immediately accessed and shared by the sales teams in any location.

- **Entertainment:** Film, television, and other entertainment companies can easily build best practices into their content development processes so that story lines, scripts, and screenplays are submitted, routed, reviewed, and stored accurately and consistently. Using content management tools that have 'drag and drop' features for e-mails and attachments has transformed the way a studio can use and manage its intellectual assets so that processes are streamlined.

In addition to business improvements and efficiencies, content management systems offer another benefit: Companies reduce their carbon footprints by decreasing paper and energy consumption. One state government organization saved literally tons of paper and reduced its automobile emissions by transferring paper-based documents and processes into a digital content management system so that paper-based documents were no longer handled and mailed as part of the day-to-day processes. With content management solutions, companies can reduce the environmental impact of doing business. This is particularly important for the growing number of government agencies, educational institutions, and businesses that have 'green' and sustainability initiatives built into their company goals.

The 21st century has presented us with a complex network of information — from e-mails, blogs, and attachments of all types to large databases and huge volumes of varying documents and files. Companies of all sizes, in all industries, must strategically archive, use, and update this information to support best practices in order to compete and thrive. There are some very affordable, flexible, yet robust solutions that enable companies to derive strategic value from their content, as well as standardize and automate business processes. Even small company leaders are realizing the need for strategic content management to support efficient growth and adaptability, and they have accepted it as a business requirement for long-term success.