

eBook

EIM Managed Services

Five minutes to success

Table of Contents

What is EIM?	3
What are managed services for EIM?.....	4
What are the benefits?.....	5
Why does this matter now?	6
What should you do next?.....	7
Get started	8

What is EIM?

EIM isn't a single technology. It's an ecosystem of software solutions that address all key information management functions. Working together, EIM solutions deliver the most advanced, end-to-end information management capabilities available today. An effective EIM platform is central to digital transformation, turning information into your most valuable business asset. With EIM, you're able to:

- Centrally manage and control all data and content within your organization.
- Handle and exploit structured and unstructured data whether it resides inside or outside of your company.
- Access structured and unstructured data to enable effective digital business processes and workflows.
- Deliver an omnichannel experience for both customers and employees.

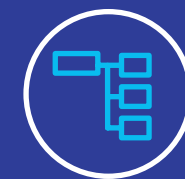
- Create closer, more effective relationships with your customers, suppliers and other trading partners.
- Deliver enhanced data security and data sovereignty for your vital corporate information.
- Ease the process of compliance with global regulations, industry standards and customer mandates.

While many companies today have some EIM elements, digital business is putting more focus on EIM to deliver a competitive advantage. Outsourcing the management of your daily operations to a trusted partner can help maximize your EIM investment and free your own staff to focus on higher value activities.



Enterprise Content

Manage, store and share all the information and data within your organization.



Business Process

Adapt and optimize business processes and workflows across your organization.



Customer Experience

Deliver positive omnichannel engagement for every customer interaction along the customer journey.



Analytics

Gain control and actionable insights from all your organization's information to drive improved decision-making.



Discover

Quickly and efficiently search, extract, classify, review and analyze content anywhere in your organization.



B2B Integration

Deliver effective communication and collaboration with customers, trading partners and your supply chain.

What are managed services for EIM?

Just like EIM, managed services isn't a single service. Managed services providers offer a portfolio of customizable packages to meet your individual business needs. The Technology Services Industry Association (TSIA) has defined five tiers of managed services that cover different levels of available service:

Monitor

The provider performs technology-monitoring services and helps you as issues arise.

Operate

You transfer the actual operation of your EIM solution over to the provider. You still own the technology, but trust the provider to manage it.

Optimize

Once an EIM solution is implemented, the provider helps improve overall performance of your operations through optimization. This includes technical and procedural optimization, as well as services to accelerate user adoption.

Transform

The provider helps you make the transition from legacy platforms or older solutions to next generation EIM solutions. The provider also operates those solutions on your behalf.

Fully managed

The provider does everything for you, even offering networking or cloud infrastructure. You don't have to buy hardware or software, just tell the provider the services you need and pay on a per-user or per-month basis.



What are the benefits?

There are many benefits from managed services for EIM, including:

Business flexibility

With many providers, you can choose from on-premises, cloud or hybrid EIM managed services to meet your specific business requirements.

Workforce optimization

Release internal IT staff from mundane management and support tasks while gaining flexible access to the correct level and blend of EIM skills.

Simplicity of management

Optimized EIM systems, fully managed by the provider, alleviate the complexity and costs of managing and growing the EIM solution.

Business agility

On-premises EIM managed services solutions provide faster implementation and upgrade times as well as application optimization. Cloud and hybrid deployments deliver these benefits and also offer the ability to easily scale to meet business demands without acquiring and installing new hardware.

Information security

Highly secure EIM managed services implementations employ the latest security technologies with the necessary data center certifications and compliance.

Governance and compliance

Managed services provides the technology and expertise to minimize risk and meet compliance requirements. The more advanced managed services in the cloud can provide standards compliance including infrastructure, operating environment and the application.

Cost control

Internal staffing costs are either reduced or removed entirely with managed services in the cloud. Software and operational costs are reduced as the provider takes over the maintenance and upgrading of the EIM systems. Cloud-based managed services can eliminate further investment in the hardware and storage, replacing the capital expense with a manageable and predictable operating expense and lower overall total cost of ownership.

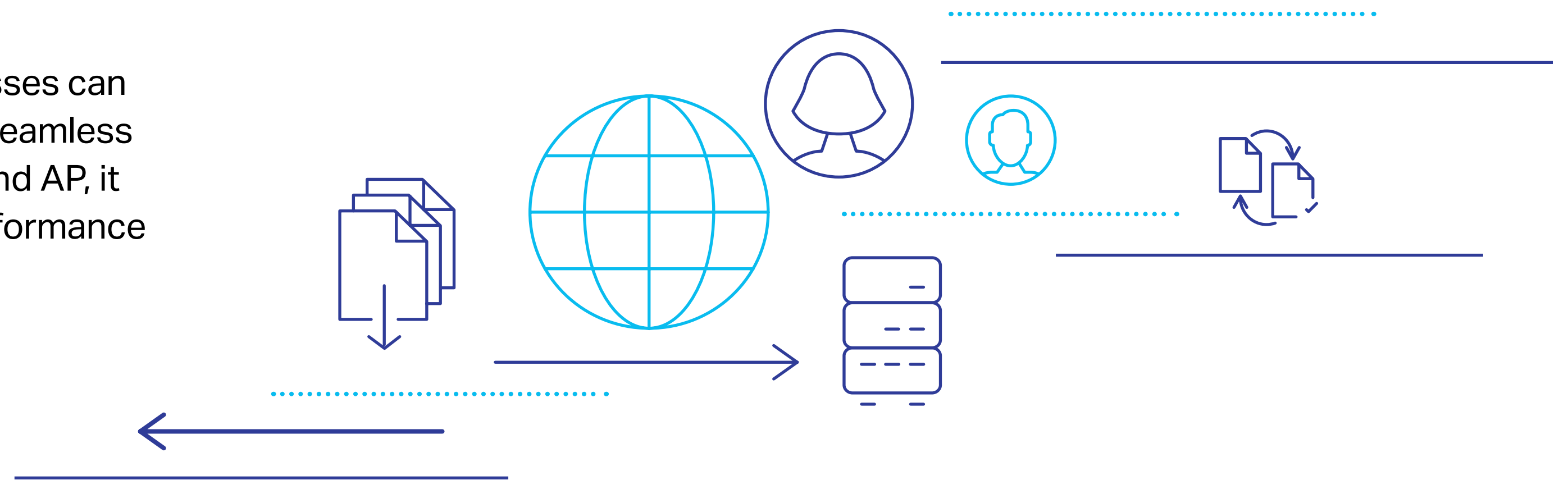
Why does this matter now?

Digital transformation is vital for every organization. Today, 40 percent of CEOs worldwide place it at the top of their business agenda¹. Organizations need a centralized, consistent information management platform to provide the foundation for the types of enterprise and industry solutions that will drive digital transformation.

Business leaders understand the need for fully integrated, global and agile IT infrastructure and applications to ensure the success of digital transformation initiatives. However, inflexible legacy systems and services, lack of collaboration capabilities across the company and a lack of IT skills are often cited as the main barriers to successful implementation².

EIM is rapidly becoming the platform upon which digitally driven businesses can take full advantage of the information within their enterprise. Providing seamless integration with other key enterprise applications, such as ERP, CRM and AP, it allows for end-to-end business processes that improve operational performance and customer experience.

For organizations looking to implement EIM technology but avoid the cost and complexity of managing it, be sure to choose a managed services provider that can work with your environment, whether on-premises, hybrid or in the cloud. According to Frost & Sullivan, 32 percent of enterprises currently use managed cloud services, with another 36 percent planning to add them in the next two years³.



What is EIM?

What are managed services for EIM?

What are the benefits?

Why does this matter now?

What should you do next?

Get started...

What should you do next?

Finalize your EIM strategy

Take time to understand key business objectives, business risks, business and technical opportunities, organizational impacts and informational and technology needs across the organization for EIM. Build an EIM roadmap that clearly establishes the new technologies, costs and IT resources required.

Determine your readiness for EIM managed services

Your EIM roadmap will identify your skills, infrastructure and investment gaps. Identify where using managed services for EIM will bring the quickest return for your business and where it will have the most strategic impact. Establish areas where migrating service will be quick and painfree and where it will require more effort.

Select the right level of service

Once you've established where your business will most benefit from EIM managed services, select the right level of service. It may be that you only require on-site skills and support to manage your EIM implementation or you may wish for your entire EIM portfolio to be fully managed in the cloud. Your service provider should be able to customize their service to your needs.

Select the right deployment model

Leading EIM managed services providers deliver a range of on-premises, cloud-based or hybrid deployments. Selecting the right deployment option for you will depend on a wide range of factors including business priorities, internal skills and resource levels, budget constraints, data integrity and security, service level agreements and infrastructure optimization.

Select the right EIM managed services partner

When selecting a provider to work with, their skillsets, level of resource, track record of success and global reach are all important. One factor is more important. The provider must deliver maximum business impact from your EIM investment. For this, the provider must have a deep understanding of your business priorities, technical environment and the EIM applications. This will require openness, transparency and trust on both sides.

What is EIM?

What are managed services for EIM?

What are the benefits?

Why does this matter now?

What should you do next?

Get started...

Get started...

EIM provides new levels of information and content management that can help today's digital businesses improve operational performance and deliver excellent customer experience. However, maximizing your investment in EIM solutions can be complex and take time. To reap full benefits, leveraging managed services for EIM is a very attractive option.

To learn more about how OpenText Managed Services for EIM can help your business, please email OTPS@opentext.com.

References

1. [https://www.globalservices.bt.com/uk/en/point-of-view/digital-ceo?cid=\(pl\)btcom\(cm\)furl\(lk\)digital-ceo](https://www.globalservices.bt.com/uk/en/point-of-view/digital-ceo?cid=(pl)btcom(cm)furl(lk)digital-ceo)
2. [https://www.globalservices.bt.com/uk/en/point-of-view/digital-ceo?cid=\(pl\)btcom\(cm\)furl\(lk\)digital-ceo](https://www.globalservices.bt.com/uk/en/point-of-view/digital-ceo?cid=(pl)btcom(cm)furl(lk)digital-ceo)
3. <http://flagshipsg.com/wp-content/uploads/2016/07Are-Cloud-Managed-Services-the-Right-Financial-Choice-for-Your-Business.pdf>



About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

opentext.com

[Twitter](#) | [LinkedIn](#) | [CEO Blog](#)

Copyright © 2019 Open Text. All Rights Reserved. Trademarks owned by Open Text. For more information, visit: <https://www.opentext.com/about/copyright-information> (01/2019) 10907 EN