

4 ways to simplify development for content management

TRADITIONAL ECM CAN'T KEEP UP WITH EVOLVING BUSINESS NEEDS

Content is the lifeblood of business today. Organizations increasingly depend on this form of information to power today's business processes, such as loan origination, insurance claim, clinical approvals, and supplier onboarding. This means managing an increasing amount of information in more formats and sources than ever before.

While legacy on-premises content management systems have traditionally supported the content needs of the business, they now fall short. They were designed for a different time and were primarily focused on delivering a "system of record" that was centralized, within the confines of the enterprise firewall. These legacy systems are both monolithic and closed, while today's architecture primarily supports bolt-on solutions for securing content on premises. Plus, most legacy systems were never intended to support rapid integration needs as well as a more open approach to application development.



INTRODUCING CLOUD CONTENT MANAGEMENT FOR THE DIGITAL BUSINESS


Fortunately, content-dependent organizations can tap into a solution that will meet their needs both today and tomorrow: Cloud Content Management (CCM). By centralizing content in the cloud, CCM helps companies intelligently automate content-driven processes between employees, partners, and customers. It also makes it easier for users to find the right content when working with their preferred devices — and natively integrates security and compliance into the cloud so users stay secure.

Most importantly, CCM platforms are designed from the ground up to be more open, customizable, and scalable. These platforms deliver flexible application programming interfaces (APIs) and developer tools, supporting the use of content across all systems, applications, and workloads.

Businesses can now use this functionality to build custom solutions that utilize their cloud-native content capabilities at a range of technical levels that are aligned to specific business use cases.

SIMPLIFYING DEVELOPMENT WITH CCM

To help your organization understand how to deploy content in a more open and customizable way, we've outlined how businesses are using CCM to integrate content into their enterprise through programmatic methods.



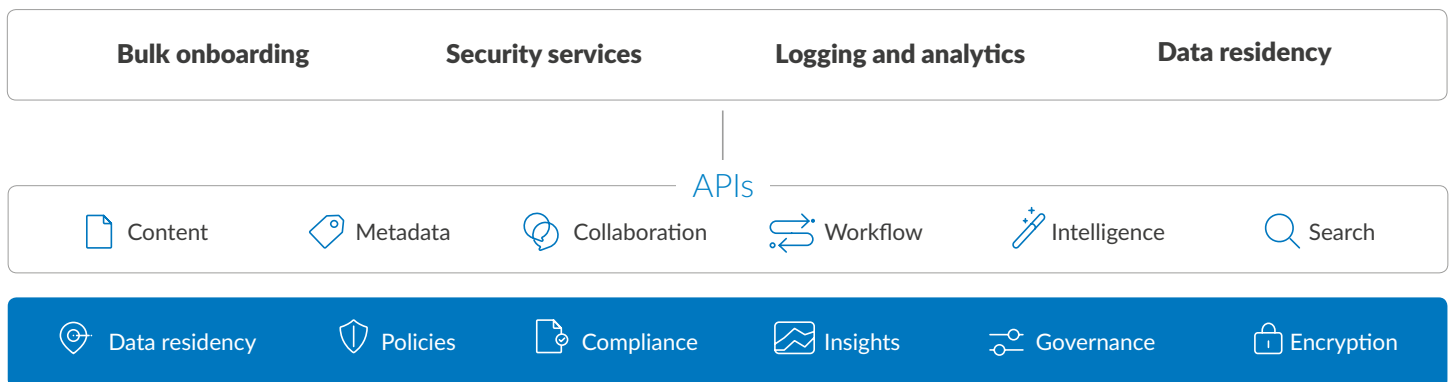
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1. Automate administrative and IT-related tasks

One important consideration for large organizations is how to automate IT-related tasks around content management. By leveraging content APIs, businesses can address a variety of complex administrative tasks that deal with content. These tasks include provisioning users, implementing customized security policies, as well as logging and even building content-specific analytics for reporting purposes. Organizations can also use these programmatic APIs to integrate with third-party security services in order to better fit specific business and IT requirements.

Use cases

- **Auto onboarding:** Bulk user provisioning for new and departing employees
- **Security Services:** Programmatic application of security policies to address business need
- **Content Retention:** Auto scheduling batch content uploads and retrieval for retention purposes
- **Reporting:** Event logging and custom-built content analytics for reporting and compliance



Indiana University streamlines student administration for content access

Indiana University supports over 115,000 users – students, faculty, and staff – with content services such as Box. These services support everything from coursework to university research. Within the university system, there’s typically a large amount of user turnover as students cycle in and out of the system. Indiana University leverages content APIs as part of a lifecycle-management system that provisions incoming students. The university is also in the process of automating the pre-provisioning of users and the deletion of their accounts after students have been deactivated for six months.

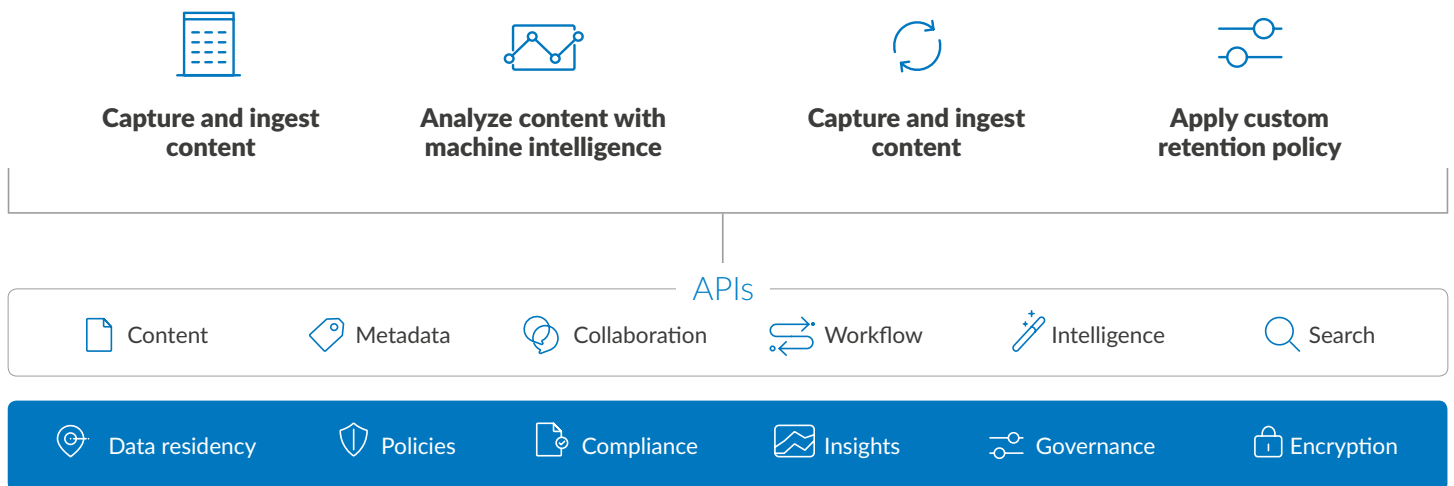
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2. Simplify how content is embedded into a business processes

Unstructured content plays a strategic role in many business processes today, such as loan origination, clinical research, and product manufacturing. Companies need to leverage content processing and workflow management to drive real business value. This requires an open content platform approach that connects your content with your workflows, as well as third-party services such as AI/ML that extract rich metadata. This approach also benefits developers, as it eliminates content silos and simplifies how content is embedded into business processes.

Use cases

- **Capture and ingest content:** Ingest new content into your content systems from digital or physical documents through custom integrations with ingestion tools and services
- **Apply machine intelligence:** Leverage third-party services for machine intelligence to extract insights from unstructured data in order to power your workflow
- **Custom workflows:** Programmatically manage how content interacts with best-of-breed eSignature capabilities, workflow tools, as well as automation and business process management (BPM) solutions



Maxwell simplifies the mortgage lending process

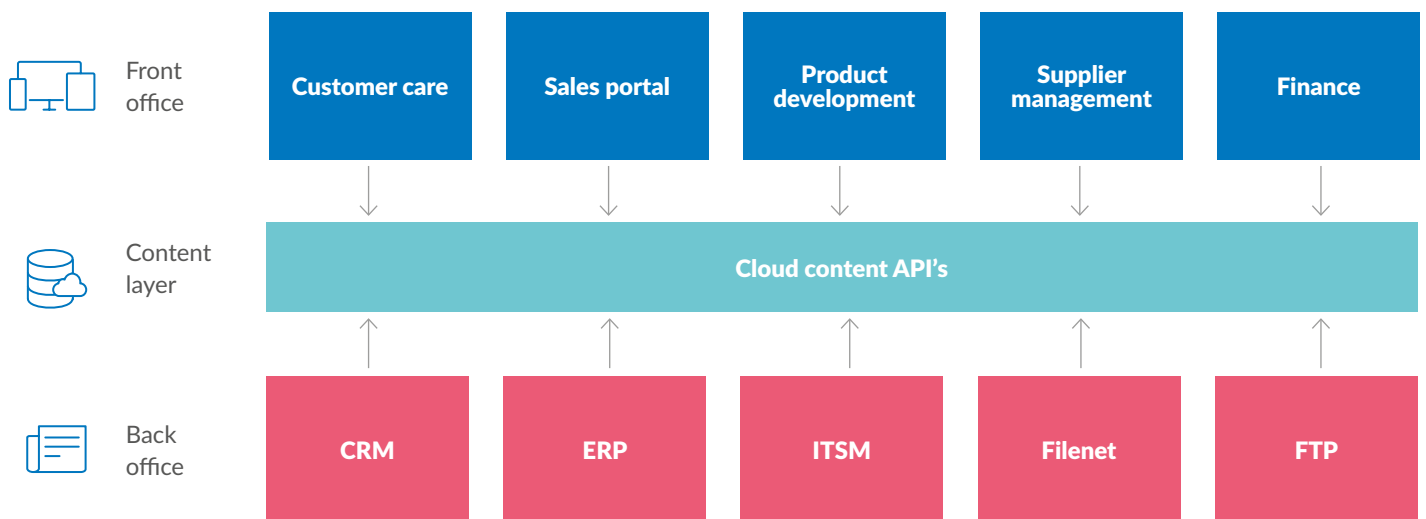
Maxwell is using content APIs to power digital-first mortgage lending. The company's mortgage-lending process now integrates with thousands of financial institutions to electronically capture the documents that borrowers supply to loan officers — documents like W-2s, pay stubs, bank statements, and tax returns. Content APIs automate workflows between loan officers, home buyers, and real estate professionals, all while storing and transferring content securely and giving the right people access to the right content.

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3. Create a single source of truth across your enterprise

Organizations need to create a single source of truth for content to store, classify, analyze, and retrieve information that drives business processes. And content APIs are the answer: they deliver a services-oriented architecture to access and build apps. These content services plug into systems and applications, simplifying content delivery by programmatically managing how content is accessed, collaborated with, and secured in the cloud. As companies continue to deploy new applications against the backdrop of legacy content systems, content APIs eliminate these silos with a set of content services and act as the de facto system of record for custom-built integrations and applications. Some key use cases include:

- Integrations: surface content from your back-end enterprise systems by integrating into line-of-business systems (e.g., CRM, HCM, and ITSM)
- Shared content services: use shared content services across the business for application development
- Migration and consolidation: allow records, data, and information to flow from shared drives and email servers into the cloud



Broadcom gets to market faster and cuts manufacturing costs

Broadcom is a semiconductor manufacturer that increasingly operates in a distributed manufacturing model. It designs products in house but outsources the actual fabrication of these devices, collaborating with contract manufacturing partners that work on highly sensitive schematics and materials. Broadcom uses CCM to connect its product lifecycle management systems to the cloud through an ERP integration, delivering content ready for consumption across its distributed manufacturing model. With this approach, Broadcom intelligently surfaces information to specified vendors – increasing speed to market through better visibility and traceability into the manufacturing process. On top of it all, the company has seen huge cost savings as a result of fewer contract manufacturer mistakes.

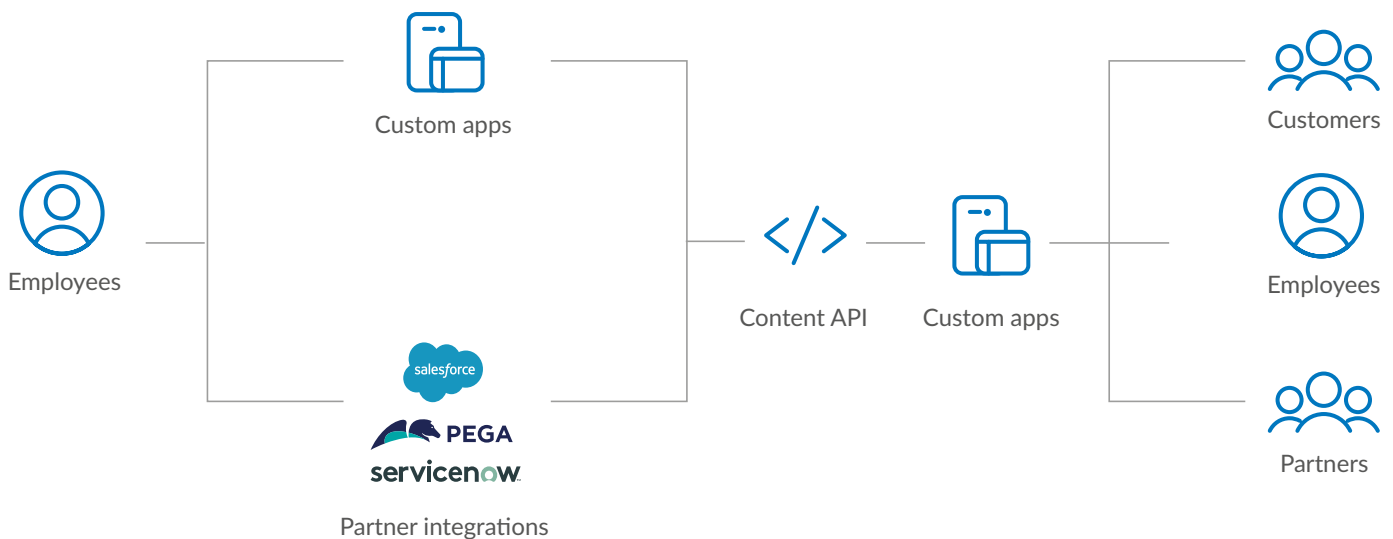
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4. Reduce complexity for customized content experiences

As you start to centralize content across your internal systems and business processes, consider how to simplify processes for your customers, employees, and partners: through customized content experiences powered by your CCM platform. Whether you're streamlining multiple systems to give patients access to medical records or reimagining the insurance claims process, it gives customers and teams a secure and more personalized way to access, share, and collaborate on content directly within your custom application experience.

Use cases

- **Customers:** Give customers external access for content submission (e.g., loan origination)
- **Employees:** Give employees access to work-related content (e.g., sales productivity and HR portal)
- **Employee and customer:** Power collaboration between employees and customers (e.g., wealth management, project management, and customer service)



Allstate reimagines insurance claims to deliver personalized experiences

Allstate has used CCM to completely reimagine the customer experience. With a single app, the insurance company lets customers upload photo and video proof from an accident or photos of their property as a record for their insurance policies. Through the mobile experience, Allstate can identify a shortage of coverage and inform the customer of a potential uncovered risk. This provides peace of mind for consumers and the knowledge that in the case of a full loss of property, the insurance company has evidence of covered assets. And that enables Allstate to serve customers in a more personalized way.

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CHOOSING THE RIGHT PLATFORM TO SIMPLIFY DEVELOPMENT FOR CONTENT MANAGEMENT

As your business embarks on your cloud content journey, you must understand the importance of a CCM platform's developer capabilities — which help you extend content services across the enterprise through custom development. Below are a few critical capabilities that an open content platform needs to power a true digital business.

ROBUST APIS AND INTEGRATIONS

Whereas most legacy systems are closed, monolithic repositories, an open content platform provides a single source of content truth across key applications and encourages secure, seamless collaboration. This requires a substantial set of APIs that developers can use when building new or enhanced applications, as well as prebuilt integrations with best-of-breed applications that the organization is already using.

TODAY'S APPLICATION DEVELOPMENT TOOLS

An open platform also needs to provide tools that simplify application development. These include tools for security authentication, user management, and even reusable application components. Many IT organizations don't have resources to build and deliver individual custom content experiences in order to support evolving business needs. But with this rich developer feature set that supports new application development, IT has the flexibility to deliver more customized content experiences to accelerate business processes and increase speed to market.

A FIRST-CLASS DEVELOPER EXPERIENCE

An open platform must deliver a developer experience that meets the developer's expectations. Today's developer experience is often defined by the following: 1) an environment usable by developers across a range of experiences and skills; 2) developer documentation and support; and 3) a dedicated community of developers that provide insight, tips, and best practices to support the enterprise journey toward CCM. Content platforms that incorporate these critical elements can better facilitate programmatic methods for content management and provide a more open, customizable, and scalable means to build new digital-centric business processes.

TRANSFORM YOUR BUSINESS WITH CCM

With CCM from Box, organizations get an open platform, born in the cloud, that manages the full content lifecycle to power digital business processes. Box content APIs offer some of the most versatile tools in the Box toolkit, and by leveraging new developer tools, companies can extend the functionality of Box to build custom solutions that solve for a variety of business needs. Box Platform also works with a number of technology partners to transform how companies operate in a more open, customizable, and scalable way. By extending programmatic capabilities across metadata, workflow, AI, and governance, Box provides a sophisticated CCM solution to help organizations become true digital businesses.



To Learn more click here
or visit www.ckr.co.za

ABOUT BOX

Box (NYSE:BOX) is a leading Cloud Content Management platform that enables organizations to accelerate business processes, power workplace collaboration, and protect their most valuable information, all while working with a best-of-breed enterprise IT stack. Founded in 2005, Box simplifies work for 70% of the Fortune 500, including AstraZeneca, General Electric, JLL, and Nationwide. Box is headquartered in Redwood City, CA, with offices across the United States, Europe, and Asia. To learn more about Box, visit <http://www.box.com/>