

Customer Experience and Commerce

# **SPARK Matrix™: Content Service Platform, 2022**

Market Insights, Competitive Evaluation, and Vendor Rankings

**September 2022**



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## Executive Overview

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This research service includes a detailed analysis of global Content Service Platform market dynamics, major trends, vendor landscape, and competitive positioning analysis. The study provides competition analysis and ranking of the leading Content Service Platform vendors in the form of SPARK Matrix™. This research provides strategic information for technology vendors to better understand the market supporting their growth strategies and for users to evaluate different vendors' capabilities, competitive differentiation, and market position.

## Market Dynamics and Overview

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Data management remains a key part of business operations. However, modern organizations must handle both structured and unstructured data in multiple formats. Previously, organizations leveraged enterprise content management (ECM) solutions to manage enterprise-wide content lifecycle. ECM's deployment is time-consuming and supports only an on-premises deployment model. In addition, traditional ECM systems are insufficient to handle the data requirements of modern organizations. Organizations can manage documents, retain data, and more with the help of ECM, but are unable to support business processes with content sharing. A Content Service Platform (CSP) helps organizations overcome these hurdles.

Content services platforms signify a new generation of agile technology that employs modular and cloud-based applications that work across content repositories and systems. Users can leverage CSPs to automate processes and increase operational efficiencies. Currently, most advanced content services platforms dynamically connect content and streamline workflows. These systems also allow organizations' teams to manage the entire lifecycle of enterprise content and enable remote, secure collaboration between internal and external stakeholders. Furthermore, the platform utilizes modern technologies to improve employee productivity, compliance, and customer experience.

The future of content service platforms is being shaped by intelligent content automation. The platform enables organizations to use AI to ensure employee adherence while also providing the team with the tools needed to access, edit, and share content. CSP software can be deployed in containers, allowing complete portability between cloud and on-prem platforms. Furthermore, AI is taking over mundane tasks such as metadata assignment and even recommending taxonomy improvements. AI operates at a scale and speed that human operators cannot match. Users should also consider intelligent content automation platforms to automate and accelerate the content retrieval process.

Quadrant Knowledge Solutions defines a Content Service Platform (CSP) as “a centralized set of cloud-based solutions that enable users to create, store, manage and share content within their organization to conduct smooth business processes. A CSP also offers prebuilt API connectors to facilitate integrations with

external repositories and other business applications to streamline and manage content across the content lifecycle. The platform supports deployment on hybrid architecture, including on-premises and cloud, adhering to the content's security, governance, and compliance.”

Following are the key capabilities of Content Service Platform:

- **Content Digitization:** Despite the rapid transition to digital, many industries continue to utilize paper documents. A CSP allows users to scan paper documents and create digital copies that can be accessed safely and securely. Digitalizing information allows organizations to make the process of preserving, sharing and accessing content easier and more economical. Furthermore, the platform's content digitization capability enables organizations to take a well-executed approach toward work with the ease of accessing any format of content on a unified platform.
- **Records Management:** Content Service Platform offers Records management capability that enables organizations to monitor and manage digital and paper records in any format. Records management activities include creating, maintaining, using, and disposing of records. Contracts, paper files, electronic files, reports, emails, and videos are all examples of documents that contain documentation. Organizations keep physical records on-site or at a storage facility provided by the platform, whereas digital records are kept in the cloud. The goal of records management is to assist organizations in maintaining the necessary documentation for business operations as well as compliance audits. Furthermore, it improves business document management by ensuring compliance and lowering audits and risks by providing a structured and transparent method of maintaining records from creation to disposition.
- **Centralized Repository:** A CSP provides a content repository that organizations can utilize to manage, search, access, and modify content. Repositories include storage systems for content-related inputs and attachments, such as digital assets (images, videos, and audio), documents (PDFs), and data repositories. This content

management method enables organizations to deliver appropriate content as per customers' needs, and it is often faster than attempting to transfer data between a database and a single application. Objects are stored in the repository in a hierarchical system like the operating systems' folder/file structure.

- **Search:** A CSP has access to all types of content across an organization to perform various business activities. CSPs offer powerful, context-driven search functionality that allows users to consume and access content on demand within the context of their business processes. Enterprise search enables organizations to tag content based on its metadata. The platform helps organizations automate integration across repositories and applications, making content indexing and retrieving an easy task for the users. The advanced search functionality improves the usability of content, allowing organizational teams to access the content easily and work efficiently.
- **Application Development:** Organizations use a variety of tools to perform specific tasks and enable organizations in plugging in or utilizing various features of the platform as per their requirement. Furthermore, the platform helps organizations in generating a unified environment in which it encourages employees to collaborate and work together. A content services platform provides several development and API services for the creation and deployment of targeted microservices that enable organizations to perform a variety of business-related tasks. Content consolidation reduces the total cost of ownership while increasing user productivity by allowing applications to run in isolated environments. The platform should also include APIs and packaged connectors to allow for the seamless and efficient integration of content services into other enterprise applications.

## Competitive Landscape and Analysis

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Quadrant Knowledge Solutions conducted an in-depth analysis of the major content service platform (CSP) vendors by evaluating their products, market presence, and value proposition. The evaluation is based on primary research with expert interviews, analysis of use cases, and Quadrant's internal analysis of the overall CSP market. This study includes an analysis of key vendors, including AODocs, Box, d.velop, Docuware, Fabasoft, Google, GRM Document Management, Hyland, IBM, iManage, Intalio, Kyocera Documents Solutions, Lasefische, M-files, Microsoft, NetDocuments Software, Newgen Software Technologies, Objective, OpenText, and SER Group.

Box, Hyland, iManage, Laserfiche, Microsoft, Newgen, OpenText, and SER Group are amongst the top performers and technology leaders in the 2022 SPARK Matrix™ analysis of the global content service platforms market. These companies provide a sophisticated and comprehensive technology platform to address a variety of CSP use cases to enhance products and services as well as operational efficiency and drive personalized customer engagements in an omnichannel environment. These vendors are also at the forefront of providing modern architecture, comprehensive out-of-the-box capabilities, and integration & interoperability with various data sources and marketing execution systems.

Box's open, API-first content management suite helps organizations eliminate content silos, access data securely across the organization, and collaborate seamlessly with cross-functional teams, partners, customers, or vendors to stay aligned with business goals. The company also provides the Box Capture feature that enables users to quickly send photos or video content from their mobile devices or tablets to Box.

Hyland's product portfolio supports a distributed workforce from productivity tools to the line of business applications. Hyland works with a variety of enterprise applications either through direct purpose-built integrations or through our partners. Hyland Experience leverages open-source, cloud-native technologies and incorporates features from across the existing portfolio.

iManage, with its comprehensive platform capabilities, customer-oriented approach, and ability to serve the business requirements of the professional

services sector, enables organizations in delivering a strong customer ownership experience to their clients. Furthermore, the platform's cloud support assists organizations in increasing their efficiency by eliminating the cost and complexity associated with managing on-prem systems.

Laserfiche's platform offers robust Robotic Process Automation (RPA) capabilities through its workflow bots that eliminate automating repeatable clicks and data entry actions across applications, enabling organizations to build complete and end-to-end solutions. The company also offers Laserfiche Vault, a solution package to support Broker Dealer Firms with SEC Compliance.

Microsoft 365 offers comprehensive end-to-end collaboration capabilities, including integration with its cloud authoring and productivity tools. With AI and ML and knowledge graph tools, it possesses a strong foundation for smarter recommendations, expertise location, and automated document categorization.

Newgen offers an enterprise content management platform for managing the end-to-end lifecycle of enterprise content, and business process management software for streamlining enterprise-wide workflows. Newgen's ECM suite, built on micro-services architecture, comprises content services, process services, records management, and collaboration tools.

OpenText content service platform's ECM services deliver contextual content and promote operational excellence. The services also assist organizations in creating connections between the digital workplace and ERP, HCM, BPM, and CRM applications. The platform helps organizations achieve compliance, security, and information privacy using centralized, automated governance.

SER Group provides the Doxis Intelligent Content Management platform, which allows organizations to connect and manage content from multiple applications in order to automate end-to-end business processes. The platform also leverages composable, embedded, and contextual AI to generate and deliver various content related insights to the knowledge management team.

AODocs is amongst the emerging technology leaders and is leading the market with effective competition and growth strategy execution.

AODocs is positioned as a leader with its low code development platform offering, enabling organizations to build content-rich apps, automate workflows, and enhance security & compliance capabilities. The platform's AI capabilities, such as



procurement DocAI, analyze invoices and procurement documents for continuous validation and determine the meaning of the information in the invoices that meets strict FDA compliance.

Vendors such as Google, IBM, Kyocera Document Solutions, M-Files, and NetDocuments have been positioned among the primary challengers. These companies provide comprehensive technology capabilities and are rapidly gaining market traction across industries and geographical regions. These companies are also mindful of the upcoming market trends and have outlined a comprehensive roadmap to tap into future growth opportunities.

Google provides comprehensive team collaboration and authoring tools, as well as library and repository services. Google's cloud delivery model enables organizations to innovate quickly and scale up. The company also assists organizations in upgrading their content-related functionalities, including content authoring, management, and collaboration.

The IBM content service platform's ability to handle large volumes of data helps it serve large enterprise segments. IBM Watson AI assists organizations with content extraction, classification, and image recognition. IBM also focuses on providing large enterprises with strong after-sales service capabilities and meeting their business needs.

Kyocera, with its ECM/CSP solutions, allows organizations to target multiple sales channels in other related markets. The platform also helps users in leveraging business benefits with their federation and search capabilities.

M-Files' CSP focuses on the automation of business administration and operation scenarios. It provides a variety of content services, such as federation and content intelligence. M-Files has integrated AI into its platform, allowing organizations to recommend or completely automate the classification of metadata for a document.

NetDocuments' advanced, built-in tools and safeguards, such as ndThread and Data Loss Prevention (DLP), assist organizations in collaborating on complex documents with both internal and external stakeholders. The platform also offers numerous advantages in terms of continuous improvement and lower administration and implementation costs.

The other key vendors captured in the 2022 SPARK Matrix™ include d.velop, Docuware, Fabasoft, GRM Information Management, Intalio, and Objective. d.velop offers a sophisticated enterprise content management platform whose

trainable AI can scan and assign documents for storage and organize them in the appropriate folder. Furthermore, the platform leverages REST API and data interfaces to connect to other systems and convert develop documents DMS into a document and store it in the content hub.

DocuWare offers various enterprise content management features, such as digitization of the content and streamlining business processes through its multitenant SaaS public cloud services, on-premises, and hybrid solutions.

Fabasoft's primary focus is on the model-driven, low-code deployment of content and business process services. It also supports on-prem and multitenant SaaS deployment.

GRM Information Management provides a cloud-native content platform that enables data modeling, and process automation, and provides app designing tools. GRM's platform leverages AI and ML algorithms to provide predictive analytics in case management and document categorization.

Intalio offers content service platforms that enable data capturing, document management, digital assets management, and records management. The platform's AI capabilities facilitate providing cognitive services in content recognition and classification.

Objective's ECM platforms help organizations reduce data silos and provide a rich context to the information in order to enhance the integrity and accessibility of the content and elevate user experience. Furthermore, its integration with Microsoft Office 365 enables users to work collaboratively.

Content Service Platform vendors emphasize strengthening their platform capabilities by leveraging AI/ML, automation, and analytics modules to provide any type of content per the team's requirements, integrating various business applications, catering to diverse document management use cases, and advanced content intelligence capabilities. Vendors continue to augment their AI-powered content service platforms to facilitate organizations in team collaboration and retrieving content. As the CSP market consists of multiple vendors with varying platform capabilities and supporting services, organizations often encounter challenges in understanding the best-fit CSP platforms for their requirements.

## Key Competitive Factors and Technology Differentiators

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The following are the key competitive factors and differentiators for the evaluation of content service platforms (CSPs) and vendors. While a majority of the CSPs may provide all the core functionalities, the breadth and depth of functionalities may differ by different vendors' offerings. Driven by increasing competition, vendors are increasingly looking at improving their Content Service Platform technology capabilities and overall value proposition to remain competitive. Some of the key differentiators include:

- **Reporting and Analytics:** The rapid advancement of artificial intelligence, machine learning, and analytics has expanded the capabilities of a CSP. Users should consider the platform's ability to analyze a wide range of content types within the application in order to identify and extract the relevant information contained within them. CSPs should enable the combination of structured and unstructured data to help organizations gain actionable insights to boost productivity and improve decision-making. Users should also look at the platform's ability to provide product and service intelligence to enhance the organization's knowledge team productivity.
- **Data Security and Governance:** Users should evaluate CSP vendors whose products are compliant with various standards, including ISO, ISAE, FSTEC, GDPR, PRO RMS, VERS, DoD, FDA CFR, and MoReq. The platform should be equipped with an advanced security system that safeguards content during transit and at rest. In addition, the platform should include various data encryption rights such as Access control lists (ACLs), electronic digital rights management (EDRM), data loss prevention (DLP), authentication, and encryption. The platform should support RBAC (Role-based access control) to ensure permissions to the content are accessed by a designated individual. Content redaction, watermarking, and digital signatures are some of the advanced features that organizations should consider while developing secure content collaboration and sharing. Furthermore, risk management and regulatory compliance are important factors for the adoption of content services. The platform must be able to accommodate all information governance policies and procedures

while also ensuring compliance with the industry standards and regulations that are applicable to the company. The platform must be adaptable to meet the changing regulatory environment.

- **Integration and Interoperability:** Seamless integration and interoperability with the organization's existing technologies are one of the most important factors influencing technology deployment and ownership experience. To provide a seamless end-user experience, content service platform vendors should provide a variety of out-of-the-box integration connectors, a data integration framework, a bi-directional API, and well-documented SOAP/RESTful APIs. The platform should also support integration and interoperability with all-inclusive custom applications, execution systems, marketing technology stack, data-based solutions, and business processes. It should also allow for the integration of transactional data and contextual information across multiple interaction channels, such as online, mobile, and in-store.
- **Scalability:** Vendors should offer a scalable/flexible content service platform that should manage and process a large volume of digitized content in a cost-effective manner. The platform should scale to accommodate and serve the requirements of various geographies, lines of business, customer types (SMBs to large enterprises), partners, and industries. It should also provide role-based access and account management support. Users should consider CSPs that allow collaboration within teams and access documents digitally to deliver a significant level of automated business processes and support customer-specific use cases. The platform should support RESTful API services for importing and exporting data and scaling horizontally across various cloud-based technologies.
- **Workflow Management:** Users should look for CSPs based on their ability to facilitate content-centric business processes. The platform should manage the workflows and workspaces that allow organizational teams to access the content that is responsible for feeding associated/relevant content into the lead applications. The CSPs should provide functionalities such as case management, workflow management, and task assignment and approval as frameworks or templates to ensure seamless workflow management. Furthermore, the platform

should include automated content processing functionality to generate documents, update workspaces, and initiate workflows. This occurrence of processing can be observed in content service platforms or the lead application.

- **Team Collaboration:** Content service platforms should enable cross-functional teams to connect desired content to various applications, ensuring collaboration across teams. Users should evaluate the content services platform that is compatible with other applications, processes, and data sources. To boost productivity, users should also evaluate the platform that provides seamless integration into enterprise and line-of-business systems. Furthermore, the content service platform should support ease of use and include secure internal and external file-sharing capabilities to improve collaboration within the organization as well as with partners and customers.
- **Intelligent Content Management:** Intelligent content management is a critical aspect of a CSP. However, it may differ from vendor to vendor offers. Users should consider vendors providing intelligent and efficient content capture capability that allows organizations to transform not only paper-based documents, but also content from a variety of electronic content sources, such as email, messages, enterprise applications, and social media, into digital format. Vendors should be implementing these transformational steps to automate business processes and perform traditional ECM tasks like document management, records management, and compliance.
- **User Experience:** Users should look for content services platforms that focus on providing a simple, intuitive user experience and efficient content delivery based on contextual and business-specific requirements. The platform should be configurable, enabling organizational teams to leverage out-of-the-box tools. The platform should also allow users to view and access content on a role basis to maintain content confidentiality. The platform should provide streamlined, organized content storage systems that eliminate long search times, file switching, and confusion in locating relevant documents. Users should also consider vendors providing quick service delivery to effectively meet various business requirements. In addition, the platform should allow users to perform various content-

related functions through multiple interfaces. Vendors should offer managed content service platforms to manage users' entire content services infrastructure through desktop and mobile interfaces.

- **Sophistication of Technology Platform:** Content service platform vendors' ability to offer data integration and management, content recommendation, and analytics and reporting capabilities may differ significantly. The platform should include a sophisticated data integration capability that allows users to integrate/import diverse datasets from all data sources on the universal content repository. The platform should also offer advanced data management capabilities to seamlessly ingest, manage, and operationalize data from various external sources and systems. In addition, the platform should be equipped with robust AI-driven capabilities to intelligently identify, prioritize, and segment content to make it easily accessible to the organization's team. It should enable users to convert paper-format documents of any type into digital content which can be easily available to the organization's stakeholders.
- **Vendor Expertise & Domain Knowledge:** To understand their unique business problems, use cases, and industry-specific requirements, organizations should evaluate vendors' expertise and domain knowledge. Prior to purchasing, organizations should thoroughly evaluate various content service platforms and vendors. Users should conduct a weighted analysis of the various factors that are important to their organization's use cases and industry-specific requirements. Key feature requirements can vary significantly across industry verticals, sizes, and use cases. Users should also look for solutions with a track record of successful large-scale deployments and carefully examine the existing case studies of those deployments.
- **Vendor Strategy & Roadmap:** Before adopting the content service platform, users must be confident in the vendor's ability to create a comprehensive and compelling technology roadmap as well as a market and growth strategy. To analyze the potential investments of their assets, the vendors should have a thorough understanding of market dynamics. Users should evaluate vendors by considering multiple business horizons as well as the ability to adapt workflows and core technologies to their business in the future. Vendors should also have a strong strategic goal and action plan in place to accommodate

ongoing and anticipated market disruptions, as well as ongoing innovation to improve the overall technology ownership experience. Users should evaluate vendors using a customer-centric approach and engage with their customers to understand critical needs and requirements in order to create a comprehensive roadmap.

## SPARK Matrix™: Strategic Performance Assessment and Ranking

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Quadrant Knowledge Solutions' SPARK Matrix™ provides a snapshot of the market positioning of the key market participants. The SPARK Matrix™ provides a visual representation of market participants and provides strategic insights on how each supplier ranks related to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact. Quadrant's Competitive Landscape Analysis is a useful planning guide for strategic decision-making, such as finding M&A prospects, partnerships, geographical expansion, and portfolio expansion.

Each market participant is analyzed against several parameters of Technology Excellence and Customer Impact. In each of the parameters (see charts), an index is assigned to each supplier from 1 (lowest) to 10 (highest). These ratings are designated to each market participant based on the research findings. Based on the individual participant ratings, X and Y coordinate values are calculated. These coordinates are finally used to make the SPARK Matrix™.

Technology Excellence	Weightage	Customer Impact	Weightage
Sophistication of Technology	20%	Product Strategy & Performance	20%
Competitive Differentiation Strategy	20%	Market Presence	20%
Application Diversity	15%	Proven Record	15%
Scalability	15%	Ease of Deployment & Use	15%
Integration & Interoperability	15%	Customer Service Excellence	15%
Vision & Roadmap	15%	Unique Value Proposition	15%

### Evaluation Criteria: Technology Excellence

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- **The sophistication of Technology:** The ability to provide comprehensive functional capabilities and product features, technology innovations, product/platform architecture, and such others.
- **Competitive Differentiation Strategy:** The ability to differentiate from competitors through functional capabilities and/or innovations and/or GTM strategy, customer value proposition, and such others.



- **Application Diversity:** The ability to demonstrate product deployment for a range of industry verticals and/or multiple use cases.
- **Scalability:** The ability to demonstrate that the solution supports enterprise-grade scalability along with customer case examples.
- **Integration & Interoperability:** The ability to offer product and technology platform that supports integration with multiple best-of-breed technologies, provides prebuilt out-of-the-box integrations, and open API support and services.
- **Vision & Roadmap:** Evaluation of the vendor's product strategy and roadmap with the analysis of key planned enhancements to offer superior products/technology and improve the customer ownership experience.

## Evaluation Criteria: Customer Impact

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- **Product Strategy & Performance:** Evaluation of multiple aspects of product strategy and performance in terms of product availability, price to performance ratio, excellence in GTM strategy, and other product-specific parameters.
- **Market Presence:** The ability to demonstrate revenue, client base, and market growth along with a presence in various geographical regions and industry verticals.
- **Proven Record:** Evaluation of the existing client base from SMB, mid-market and large enterprise segment, growth rate, and analysis of the customer case studies.
- **Ease of Deployment & Use:** The ability to provide superior deployment experience to clients supporting flexible deployment or demonstrate superior purchase, implementation and usage experience. Additionally, vendors' products are analyzed to offer user-friendly UI and ownership experience.
- **Customer Service Excellence:** The ability to demonstrate vendors capability to provide a range of professional services from consulting,

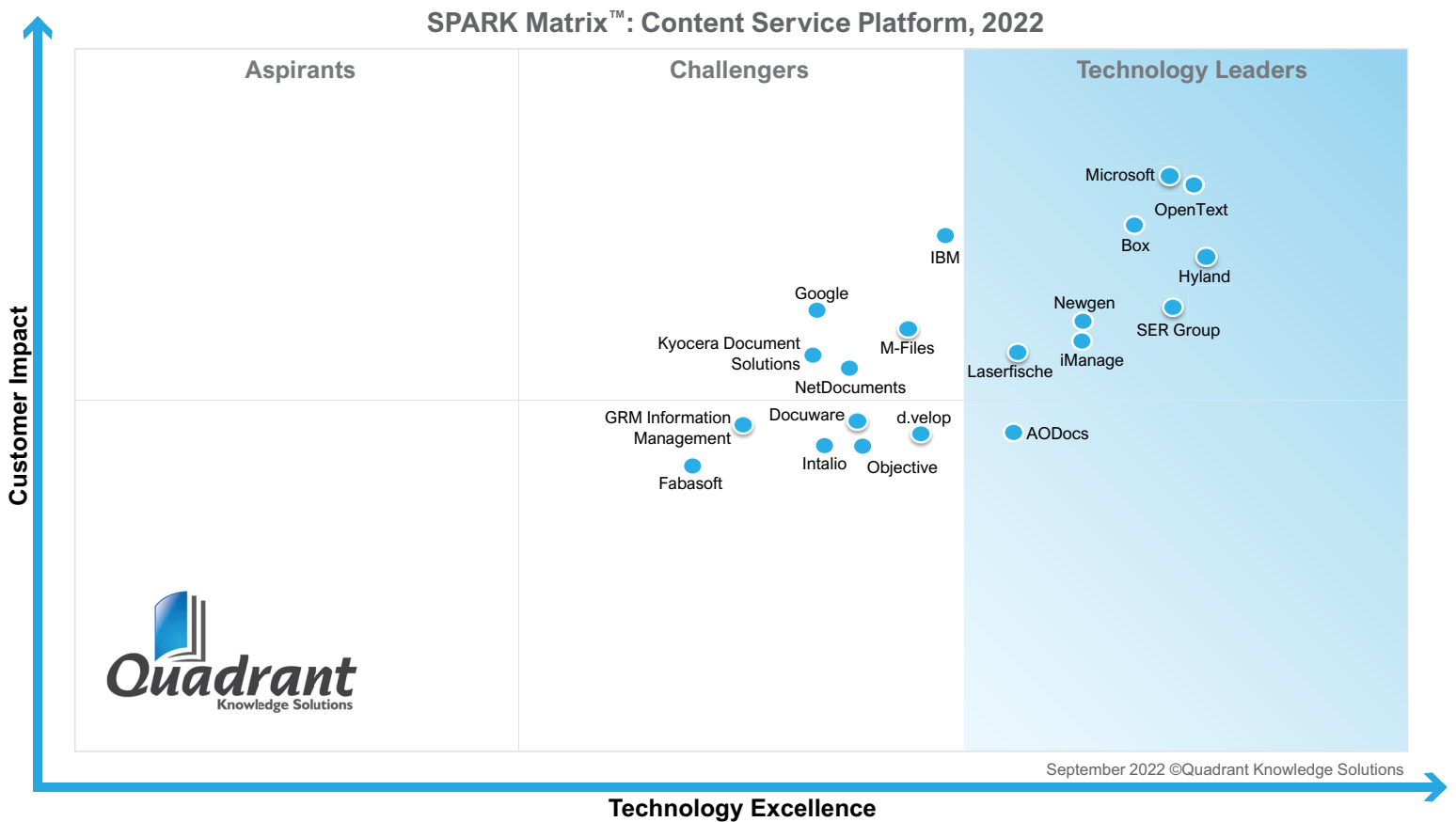
training, and support. Additionally, the company's service partner strategy or system integration capability across geographical regions is also considered.

- **Unique Value Proposition:** The ability to demonstrate unique differentiators driven by ongoing industry trends, industry convergence, technology innovation, and such others.

# SPARK Matrix™: Content Service Platform, 2022

## Strategic Performance Assessment and Ranking

**Figure: 2022 SPARK Matrix™**  
(Strategic Performance Assessment and Ranking)  
Content Service Platform Market



## Vendor Profiles

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Following are the profiles of the leading content service platform vendors with a global impact. The following vendor profiles are written based on the information provided by the vendor's executives as part of the research process. The Quadrant research team has also referred to the company's website, whitepapers, blogs, and other sources for writing the profile. A detailed profile and analysis of all the vendors, along with various competitive scenarios, are available as a custom research deliverable to our clients. Users are advised to directly speak to respective vendors for a more comprehensive understanding of their technology capabilities. Users are advised to consult Quadrant Knowledge Solutions before making any purchase decisions regarding content service platform technology and vendor selection based on research findings included in this research service.

## AODocs

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Founded in 2012 and headquartered in Atlanta, GA, [AODocs](#) provides a business process and document management platform. The AODocs content service platform simplifies compliance, versioning, and records management to streamline the content lifecycle. It seamlessly integrates with Google Workplace and Microsoft Office 365 to provide a robust platform that assists in business processes and document management for various industry verticals. The company offers specific platform capabilities, including document management, legacy modernization, quality management, policy and procedures, and contract lifecycle management.

The document management capability provides a secured, end-to-end document management function that allows users to manage the content from creation to disposal. The AODocs platform supports both Google Workspace collaborative tools (Google, Docs, Sheets, and Slides) and Microsoft Office to create, share, and manage content, produce collaterals, handle invoices, and manage contracts for content validation. The platform also provides version control, BPM, compliance, and document permissions. Organizations can also create and impose permissions, control access to files, and eliminate time-consuming and repetitive tasks. The AODocs platform also offers comprehensive process automation capabilities, ranging from straightforward content approval to intricate business workflows. The platform's low-code app development capabilities also allow organizations to create solutions tailored to the needs of consumers.

The legacy modernization capability is equipped with stronger governance, management, and control over information and data assets that allow organizations to deliver content to anyone, anywhere, and on any device. Increased automation capabilities, such as RPA and digital process automation, also increase workplace productivity. The platform makes use of AI and machine learning to quicken the development of more advanced features like predictive insights for better, effective business decision-making. For legacy systems like Sharepoint, Lotus Notes, OpenText, LaserFiche, Documentum, CMOD, Box, Dropbox, and File Servers, AODocs also offers migration of content, metadata, versions, permissions, etc.

AODocs quality management capability enables organizations to securely collaborate with corporate regulations such as GxP, FDA 21 CFR Part 11, and ISO 9001 through SaaS-based controlled and validated QMS options. It also helps organizations eliminate time-consuming dependency on paper or on-premises legacy systems and enhances operational efficiency. Furthermore, it helps

reduce the time-to-market, thereby focusing on resources leading to innovation. It supports speedy implementation and low maintenance of AODocs QMS.

AODocs policy and procedures capability acts as a centralized policy management system aiding in creating, collaborating, approving, and deploying all policies and procedures. AODocs balances collaboration and control by allowing organizations to manage access permissions throughout the review, validation, and publication phases, preventing documents from being modified after approval and ensuring the employees only have read-only access to the most recent approved versions. AODocs enables the users in getting a real-time centralized view of all the policies and procedures of organizations with customized dashboards and reports.

The contract lifecycle management automation capability significantly shortens the time to signature while ensuring that contracts adhere to mentioned policies and processes. From contract drafting and negotiation to contract approval, the platform helps the organizational legal and business teams conserve time and effort at every step. The capability also helps organizations manage as well as collaborate with various tools/systems and automate the contract approval workflow. It leverages a centralized cloud-based repository which enables organizations in greater visibility of all contracts along with granular permission at the client/contract level.

## **Analyst Perspective**

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Following is the analysis of AODocs's capabilities in the global Content Service Platform market:

- AODocs provides a content service platform to drive digital transformations within organizations. It offers a low code development platform to build content-rich apps, automate workflows, and enhance security & compliance capabilities. AODocs makes it simple and easy to locate and access work documents by organizing them using flexible metadata (text, numeric, dates, names, flat or hierarchical categories). The platform's AI capabilities such as procurement DocAI, analyze invoices and procurement documents for continuous validation and determine the meaning of the information in the invoices that meets strict FDA compliance. Some of the platform's key differentiators include offering Google Workspace, cloud-native multitenant SaaS solutions, integrations with enterprise applications, knowledge management, and process automation & workflows.

- AODocs Platform integrates documents with an automated workflow engine that connects documents to business processes in order to prevent content loss. AODocs supports various use cases including eliminating information silos and streamlining document management of large civil construction projects for a water treatment company, harmonizing information management globally for a driverless technology company, and driving digital transformation for global non-profit organizations.
- From a geographical presence perspective, AODocs has a strong presence in the USA. The company also has a customer base across Europe, Latin America, and Canada. From an industry vertical perspective, the company has a presence across a wide range of industry verticals, including manufacturing, life science, healthcare, banking, financial services, insurance, government, and education.
- The vendor's primary markets are Europe and North America. Its clientele consists of midsize companies in crucial industries, including medical sciences, manufacturing, and education. AODocs is a cloud-only application that offers multiple storage options for its content repository, including Google Drive, Google Cloud Storage, Azure Storage and more to come. There is no on-prem deployment option, making it unsuitable for companies that need to host their solutions or use a hybrid platform. AODocs should focus on providing on-prem options as well.

## Box

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Founded in 2005 and headquartered in Redwood City, CA, [Box](#) specializes in file sharing, collaboration, FTP replacement, mobile enterprise security, enterprise content management, content management, enterprise software, EFSS, business software, content cloud, e-signatures, and e-signs. Box offers a Digital Workplace Suite and Digital Business Suite as a part of its enterprise content cloud offering. The Box suite offers comprehensive capabilities, including document capture, metadata and classification, collaboration, process and workflow, integration and interoperability, content migration, information governance, content security, and privacy and compliance.

The Box suite's document capture capability leverages the Box Capture module to enable users to capture and ingest content from mobile devices. This capability allows users to use partner integration to scan, index, and digitize files directly to the Box platform. The metadata and classification capability enables users to organize and classify the content with the custom metadata. Users can manually input this metadata via API or by using an AI/ML-driven module titled Box Skill.

The suite's collaboration capability enables teams and individuals to assign tasks as well as edit, review, and share files. The capability also enables users to access, organize, and search the intended content. The Box Drive module is accessible from mobile devices and desktops, providing users with an intuitive and simple way to collaborate. The platform is also equipped with a collaborative note-taking tool titled Box Notes, which creates a single place for people to share their ideas and enables multiple people to work parallelly and view each other's edits in real-time. Box also offers native e-signature capabilities via Box Sign for executing critical documents such as sales contracts and offer letters.

The process and workflow capability offered through Box Relay (workflow automation application) allows users to connect processes across systems with the Box platform and facilitate end-users to automate their processes/ repeatable work. The no-code design of Box Relay enables users to create workflows quickly. This capability also provides visibility into ongoing work for tracking the progress of the running workflows. With Box Shuttle, professional services users can migrate content from legacy ECM as well as existing user permissions and metadata.



The suite's integration and interoperability capability enable users to securely connect their content across 1500+ apps. The capability also enables users to leverage the built-in APIs to integrate with internal apps, services, and systems. These APIs enable users to connect to the Box platform and automate the content flow, metadata, and policies. The Box Governance module provides information about governance capability, which allows users to set automated policies for retention, and requirements, support defensible eDiscovery requests and administer security classifications. Moreover, the Box Shield module helps users prevent data breaches with classification-based security controls and intelligent threat detection.

The suite's content security capability allows users to manage the access and sharing policies while lowering the risk of data loss with the centralized management of files, security, policy, and provisioning. The suite also provides users the ability to protect sensitive content and comply with global data privacy regulations, including GDPR and CCPA. It also helps organizations address the industry compliance requirements such as FINRA, HIPAA, and GxP.

## Analyst Perspective

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Following is the analysis of Box's capabilities in the global Content Service Platform market:

- Box's open, API-first content management suite helps organizations eliminate content silos, access data securely across the organization, and collaborate seamlessly with cross-functional teams, partners, customers, or vendors to stay aligned with business goals. The company provides a robust technology value proposition with its sophisticated platform architecture and key technology differentiators, including ease of usability and accessibility, seamless migration from legacy file-sharing options to the cloud for file storage, prebuilt application integration, and an all-in-one solution for syncing and storing files. Box offers an intuitive mobile app for users to share files quickly and easily with their subordinates. The company also provides the Box Capture feature that enables users to quickly send photos or video content from their mobile devices or tablets to Box. In addition, Box also serves organizations in the SMB, mid-market, and large enterprise segments.

- Box provides artificial intelligence and machine learning capabilities via its Box Skills module that enables users to automatically structure their content with intelligent labeling, classifying, transcribing, and more. It provides an extensible intelligence framework that allows users to build custom skills that work with their information to derive underlying value in the content. The company's cloud-based platform facilitates organizations in their digital transformation, minimizing IT infrastructure costs and automating various content processes to drive efficiency. The Box platform caters to various use cases related to collaboration, cloud storage, mobility, security, remote work, file sharing, document management, project management, accelerated file transfer, FTP alternative, and more.
- From a geographical presence perspective, Box has a strong presence in North America. The company also has a presence in the Asia Pacific and European Union. From an industry vertical perspective, the company has a presence in the financial services, government, life sciences, healthcare, retail, non-profit, education, media & entertainment, professional services, and construction sectors.
- Box may face increasing competition from emerging vendors and continued competition from established vendors offering robust, advanced content lifecycle management capabilities. However, with its user-friendly platform, strong customer value proposition, and comprehensive product strategy and technology roadmap, Box is well-positioned to expand its market share in the global content service platform market.
- Regarding product strategy and roadmap, Box plans to invest significantly in enhancing its automation, AI/ML, and workflow capabilities.

## Hyland

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Founded in 1991 and headquartered in Westlake, OH, [Hyland](#) is a content services provider enabling organizations to manage their content, processes, and cases. As the only major open-source content services provider, Hyland's portfolio can satisfy the needs of all types of buyers across the spectrum. Hyland with the addition of Alfresco and Nuxeo to the portfolio with OnBase and Perceptive, Hyland can enable IT buyers to standardize on a developer platform or handle enterprise scale.

Hyland's product portfolio supports a distributed workforce from productivity tools to the line of business applications. Hyland is extending its portfolio capabilities with process automation and new, updated user experiences. However, Hyland works with a variety of enterprise applications through direct purpose-built integrations or partners.

Hyland's next-generation all-in-one cloud services platform, Hyland Experience, will leverage open-source, cloud-native technologies and incorporate features from across the existing portfolio. The company is committed to its cloud vision as it has proven investment in cloud migration capabilities to assist current OnBase and Perceptive Content customers as well as new customers transitioning to the cloud.

The Hyland Cloud enables the delivery of modern content services platform, providing modular, scalable, lightweight cloud services, open technologies (APIs, standards), easy integrations and extensions and tailored, user-centric experiences with a fast time-to-value. Furthermore, customers get benefitted from a secure AWS environment and can govern their content in the cloud with support for global compliance standards and regulations, such as GDPR and CCA.

Hyland is enabling synergies between its content services platforms and its product, Hyland RPA, providing customers with end-to-end automation for content lifecycle management, eliminating the vast load of paperwork, saving on manual efforts, eliminating high costs resulting from manual errors, and ultimately saving on carbon emission. Hyland provides RPA use cases that provide security, reliability, and convenient integration with various systems, including legacy applications for hybrid work.

## Analyst Perspective

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Following is the analysis of Hyland's capabilities in the global Content Service Platform market:

- Hyland's federation search and manage-in-place services facilitate organizations in managing a central repository and further govern the data to be displayed on employee's screens on a single content service platform. The platform's capabilities also enable organizations in leveraging intelligent content migration to migrate critical content seamlessly. Furthermore, these services evaluate, extract and classify various information based on defined business rules and AI/ML.
- Hyland content service platform's intuitive configurable controls enable organizations in allowing users to change or expand the solution's functionality as per customer requirement. It also helps organizations integrate their systems and applications which streamlines the data flow and facilitates the standardization of their business tasks or activities. Hyland supports a wide range of organizational use cases, including streamlining workflows, facilitating faster claims process and bill tracking, improving customer experience, and achieving administrative efficiency.
- From a geographical presence perspective, Hyland has a strong presence in North America, followed by Europe, the Middle East & Africa, Asia Pacific, and Latin America. From an industry vertical perspective, the company holds a customer base across verticals, including Financial Services, Insurance, Healthcare, Government, Higher Education, and Commercial (e.g., manufacturing, accounts payable, human resources).
- Hyland may face competition from well-established and emerging players. However, with its platform's comprehensive, sophisticated, and scalable content service capabilities, Hyland is poised to reinforce its leading position in the global content services platform market.
- Hyland is continuing to invest in vertical industry solutions and applications which have been one of the differentiating factors. They are also investing in enterprise search, content federation, blockchain,

RPA, and enhancing its content services integrations with AWS, SAP, Salesforce, Microsoft 365, Microsoft Outlook, Microsoft Teams, Microsoft Azure, Elasticsearch, and Guidewire. Hyland is continuing to invest in native mobile applications.

## iManage

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Founded in 2015 and headquartered in Chicago, IL, [iManage](#) is the provider of a cloud-enabled, secure knowledge work platform titled iManage Work 10. The content service platform helps organizations uncover and understand the hidden value and knowledge existing in their business content to drive informed business decisions. The platform provides comprehensive content service capabilities through its modules, including working productively, working smarter, and working securely.

The work productively module includes features such as work, drive, tracker, and closing folders. Cloud support helps organizations achieve higher productivity by accomplishing their tasks from any desired location in a safe and secure environment. iManage Work comprises a combination of automation, search, better visibility, and collaboration that facilitates the professional to deliver desired business results. Using intelligent document and email management, iManage Work transforms the content residing in the business content and communications into knowledge. iManage Drive, a shared network drive, helps organizations manage their documents and easily store, search, and retrieve documents. The task management solution, iManage Tracker, is fully integrated with Work 10. It gives users high-level and detailed visibility into all tasks organized at the client, project, user, or matter level. The module's iManage Closing Folders capability assists organizations in delivering value to their customers by eliminating the manual, repetitive tasks from legal transaction management. The capability uses intelligent automation and collaboration tools to help users execute deals with efficiency, accuracy, and control.

The AI/ML-powered work smarter module includes the iManage Insight feature. The feature helps users transform collective knowledge into actionable insights to search for experts and best practices and connect to the organization's data for driving better business outcomes. This module also provides an extraction feature through iManage Extract to automatically identify the valuable underlying knowledge in the unstructured data and documents using AI. The AI support helps automate the extraction of critical data points and create structured data to improve the organization's service quality.

The work securely module includes features such as business intake manager, conflicts manager, security policy manager, threat manager, and records manager. The module offers iManage Business Intake Manager, a workflow solution that

infuses industry best practices into the organization's process requirements. The solution allows users to manage the changes effectively and mitigate risk throughout the client and matter

lifecycle. It helps users to initiate their business and comply with regulatory and internal policies. The iManage Conflicts Manager improves risk management and streamlines conflict checking. It provides organizations with a 360-degree view of various categories of conflicts, AI-powered issue spotting, interactive multi-device clearance options, and comprehensive audit history.

The iManage Security Policy Manager enables organizations to secure their critical content stored across multiple repositories with need-to-know security and information barriers at scale. It includes an intuitive role-based interface that ensures security policies can be managed and tracked by users on any device and at any location. iManage Threat Manager leverages innovative technology such as adaptive behavior modeling and machine learning to continuously monitor, alert, and secure critical knowledge work to protect sensitive business information. It helps organizations manage and control risk, prevent data loss, and detect non-filers. In addition, iManage offers the iManage Records Manager comprising a single, intuitive interface with advanced capabilities to manage physical and electronic records to help users keep their business compliant.

## **Analyst Perspective**

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Following is the analysis of iManage's capabilities in the global Content Service Platform market:

- iManage's customer-oriented approach and the ability to serve business requirements of the professional services sector with its comprehensive platform capabilities help companies deliver a strong customer ownership experience to their clients. The platform's key differentiators include built-in structure and transparency, end-to-end governance, embedded artificial intelligence capabilities, and AI-powered contextual search. iManage caters to complex business requirements and helps organizations to enhance their business agility with its cloud-based, scalable, and extensible platform. The comprehensive cloud security built on zero trust architecture

ensures the organization's sensitive information is prevented from any breaches. In addition, cloud support also assists organizations in enhancing their efficiency by eliminating the cost and intricacy associated with handling the on-premises systems.

- iManage offers embedded artificial intelligence capabilities via its iManage RAVN AI platform that helps organizations drive higher productivity and increase efficiency by automating and optimizing repetitive tasks for streamlining business processes. These capabilities empower organizations by unlocking the knowledge across their business content and enabling smarter workflows. iManage focuses on serving organizations in the SMB and large enterprise segments. The iManage platform caters to various use cases, including implementing a central portal for managing information barriers and related security arrangements, migration from on-prem systems to the cloud, increasing user adoption, reducing IT overheads, and more.
- From a geographical presence perspective, iManage has a strong presence in North America and the European Union. The company also has a presence in Latin America and Asia. From an industry vertical perspective, the company has expertise in serving sectors such as accounting, law firms, financial services, and corporate legal.
- iManage may face increasing competition from emerging vendors and continued competition from established vendors having an extensive partner ecosystem and catering to a range of use cases across various industries. The company may also face competition from vendors providing mobile app support and having a compelling pricing/commercial strategy. However, with its secure platform, comprehensive functional capabilities, and strong customer ownership experience, iManage is well-positioned to expand its market share in the global content service platform market.



## Laserfiche

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Founded in 1987 and headquartered in Long Beach, CA, [Laserfiche](#) is a provider of SaaS-based intelligent content management and business process automation solutions. The company's Laserfiche® platform facilitates workflows, electronic forms, document management, and analytics. The platform provides key Content Service Platform (CSP) capabilities such as Intelligent Content Capture, Document Management, Process Automation, and Integration.

The platform's intelligent content capture capability scans paper documents from multiple sources and stores them in a centralized repository. It achieves this by directly connecting with a variety of scanners to easily facilitate high-volume information capture and processing. In addition, the platform can save documents directly from Microsoft Office applications and import emails, including attachments. The capability also eliminates the need for manual file transfers by sending photos from mobile devices directly to the repository. It automatically assigns identification information to the files. Moreover, it facilitates text searches for the content captured on mobile devices. The platform's capability enables organizations automatically extract information from documents as soon as they are scanned or imported into the repository. It instantly sorts, names, routes, and files incoming documents based on the information contained within them. The platform also expedites form submissions by replacing multiple paper forms and e-forms with one dynamic electronic form by displaying different questions based on previous responses. It can also reduce manual data entry processes by pre-populating certain form information from an external database.

The Laserfiche platform provides document management tools that allow users to store, organize and share, and store e-docs easily. It allows users to streamline daily tasks and collaboration by gathering digital files into a central repository. The platform enables users to search for documents by keywords, identifying information, usernames, and many other custom search types. It also facilitates document version control to reduce duplication or inaccurate documents. It allows users to organize content intuitively by displaying information about the document's context alongside it in editable fields. In addition, users can connect related documents like emails and their attachments by using document links. The cloud-based Laserfiche platform's direct share capability enables password-protected links, audit tracking, download notifications, and more to improve

transparency and security. It supports compliance policies to protect confidential and sensitive information, maintains visibility into files shared with entities outside the organization, and allows convenient file sharing directly from the Laserfiche repository.

The Laserfiche platform's business process automation capability streamlines processes, establishes, and enforces compliance policies, and measures success using configurable, easy-to-use reporting tools. The platform allows multiple users to simultaneously access the document to enable simultaneous review and approval and easily reassigns tasks if a concerned individual is out of the office. It also offers configurable, easy-to-use reports to measure process success and allows organizations to evaluate employee workloads using dashboards and visualization.

The platform enables users to review, approve and sign documents on their own mobile devices. It sends automatic recurring notification emails to ensure on-time task completion. The platform also allows users to easily escalate tasks to a manager if they aren't completed within a specific timeframe. The platform automates the document review and approval process by enabling simultaneous approval by routing documents to multiple users.

The Laserfiche platform can integrate with third-party SaaS, on-prem applications, legacy systems, data sources, and more to connect globally across internal and external networks. It allows organizations to store, collaborate and govern content across the enterprise with the Microsoft 365 integration, including the Office suite and Teams. The platform remotely connects to data stored on-prem from the cloud to push and pull data to populate metadata, forms, workflows, and more. It is equipped with pre-built, no-code connections that automatically transfer data between Laserfiche and industry-leading CRMs, including Salesforce, Dynamics 365, and Redtail. The platform streamlines the agreement processes by automatically sending documents for digital signatures using DocuSign. Organizations can also simplify digitizing documents by easily connecting Laserfiche with popular multi-function devices from Ricoh, Samsung, and more. The platform offers no-code and custom integrations, accelerating time to market and simplifying development efforts with nat integrations with common apps such as Microsoft 365 and industry-leading CRMs. Organizations can tailor custom solutions and further extend the Laserfiche platform to meet specific business needs with custom scripting, web services, APIs, and more. The platform easily integrates with legacy systems or third-party sites lacking traditional integration

approaches by using a code-free robotic process automation tool. It also offers custom integrations using RESTful web APIs that allow developers to write code with industry-standard languages.

## Analyst Perspective

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Following is the analysis of Laserfische's capabilities in the global Content Service Platform market:

- The Laserfische® platform offers comprehensive Enterprise Content Management (ECM), Document Management System (DMS), and Business Process Automation (BPA) capabilities. The platform offers robust Robotic Process Automation (RPA) capabilities through its workflow bots that serve as a no-code solution to automating repeatable clicks and data entry actions across applications, enabling organizations to build complete and end-to-end solutions. The platform's key differentiators include no-code native integrations, a robust toolkit of integrations, including the Laserfische API, smart invoice capture capabilities, support for compliance management, direct share, and simplified drag-and-drop experience to put fields side-by-side for designing custom forms.
- The company offers Laserfische Vault, a solution package to support Broker Dealer Firms with SEC Compliance specifically designed for the financial services industry. The platform supports various use cases such as digitization of paper and manual task-driven processes to expedite purchase requisitions and ensure shortened time taken to purchase essential supplies, services, and resources, strengthen digital project management capabilities to optimize costs and service quality, and expand outdoor learning opportunities with process automation.
- From a geographical presence perspective, Laserfische has a strong presence in the US, followed by Europe, Asia Pacific, and Latin America. From an industry vertical perspective, the company holds a customer base in government, education, manufacturing, healthcare, financial services, and more.

- The company may face competition from well-established and emerging players offering competitive enterprise content management solutions. However, with its comprehensive RPA-driven ECM and BPM capabilities, strong expertise and support in the government and education sectors, and robust compliance features, Laserfiche is poised to accelerate its growth in the global content services platform market.

## Microsoft

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Founded in 1975 and headquartered in Redmond, Washington, [Microsoft](#) is a developer, manufacturer, and provider of a host of products and services, including intelligent content services. The company offers various content service capabilities through its Microsoft 365 subscription service. Microsoft 365 is a SaaS that provides options for data residency and adheres to the data privacy controls of the user. SharePoint Syntex and Microsoft Viva are two distinct tools employed by Microsoft under Microsoft 365 service. Microsoft focuses on SharePoint Syntex, which provides a framework for document capture and content classification, and Viva Topics, which provides entity identification and knowledge management.

Microsoft's SharePoint Syntex is an AI-powered knowledge management platform that employs advanced artificial intelligence and machine learning to augment human expertise, automate content processing, and transform content to help users gain knowledge. It quickly and automatically classifies various document types and extracts them including metadata. It facilitates file retrieval, integrates with business processes, and ensures that digital assets are managed cohesively. Furthermore, it provides organizations with the ability to improve precision and data consistency to allow them to manage information and streamline processes with advanced security, compliance, and automated workflows.

Viva Topics assists businesses in addressing critical business issues by providing information to users as per their requirements. Viva Topics employs artificial intelligence to search for and identify topics in document libraries or SharePoint in news and feeds. It gathers information about the topic, such as a brief description, of people working on it, as well as related sites, files, and pages. It automatically categorizes and organizes content and expertise across the user's systems and teams into topics such as projects, products, processes, and customers. Information is available in the apps organizations already use which enables bringing knowledge to the users, so they don't need a different app or to search for it. Experts can quickly curate and share knowledge through straightforward, highly customizable web pages.

## Analyst Perspective

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Following is the analysis of Microsoft's capabilities in the global Content Service Platform market:

- Microsoft 365 SaaS solution offers SharePoint Syntex, an add-on from project Cortex. It allows organizations to leverage AI and machine learning models to automatically segregate, tag, and organize any unstructured data in SharePoint document libraries. Syntex also helps organizations in automating daily routine business activities such as gathering, sorting, or categorizing information. Viva topics intelligently search and identify various topics required as per the internal team's requirement. It highlights the text in the topics that are searched by the user on the SharePoint site in news and pages.
- SharePoint Syntex and Viva Topics help organizations in gaining richer insights and expertise by leveraging advanced AI to empower internal teams in innovating and assisting in taking better business decisions. SharePoint Syntex and Viva Topics support various use cases which include tracking data from invoices with form processing, automating order processing, capturing information from historical documents, offline application search, knowledge indexing and more.
- From a geographical presence perspective, Microsoft has a strong presence across the globe. From an industry vertical perspective, the company has a presence across a wide range of industry verticals, including automotive, banking, capital markets, consumer goods, defense & intelligence, education, energy, financial services, government, healthcare, insurance, manufacturing, media & entertainment, nonprofit, public safety and justice, retail, sustainability, and telecommunications.

## Newgen

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Founded in 1992 and headquartered in New Delhi, India, [Newgen](#) provides low code application development, content service platform, and communication management products. The OmniDocs contextual content service platform enables organizations to easily create, capture, store, manage, collaborate, share, transform, and leverage content across business processes and derive rich insights. The key components of Newgen's OmniDocs contextual content service platform include multi-channel capture, intelligent extraction, content management, records management, enterprise search, AI/ML-based content classification, and content integration.

The platform's multi-channel capture capability enables organizations to capture accurate data and content from various sources, including e-mails, scanners, mobile, multi-function printers, etc., and derive actionable insights from the collected information. Further, the capability helps organizations enhance their operational efficiency by aligning the core areas of enterprise-level content capturing, including scanning, transforming, and delivering. Intelligent extraction helps organizations streamline content-driven processes, enhance operational efficiency, and reduce human-induced errors.

Content management provides organizational' employees the ability to create, capture, manage, distribute, and archive various types of content from their preferred devices. The platform allows all enterprise content to be stored and managed in a secure, flexible manner, with user access provided via a variety of channels, including productivity applications. Further, the record management capability enables organizations to manage their content lifecycle in real-time, from creation and storage to regulatory retention periods and disposal, to ensure effective service delivery and public accountability. It also maintains the integrity and authenticity of the physical and electronic records collected. The record management capability defines and carries out records classification and disposition in accordance with organizations' internal content management policies while adhering to industry retention schedules and regulatory compliances including DoD 5015.2, NRAA Oman, and VERS.

Enterprise search capabilities allow users to conduct information searches using a unified interface across various repositories, file systems, workgroup systems, and business systems using both structured and unstructured content. By leveraging a

single user interface, organizations can manage various content repositories within their company and improve visibility and accessibility. The content classification capability helps organizations simplify their content management processes and automatically classify documents based on features such as structure, text, or both. Also, leveraging technologies based on artificial intelligence and machine learning enables users to intelligently classify based on layout, object, and content. Making contextual information accessible enables organizations to ensure wiser decision-making, increased productivity, and better customer experiences. OmniDocs' content integration capability enables the management of content from different business applications to allow organizations to overcome content silos and guarantee content integrity.

## **Analyst Perspective**

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Following is the analysis of Newgen's capabilities in the global Content Service Platform market:

- Newgen offers an enterprise content management platform for managing the end-to-end lifecycle of enterprise content and business process management software for streamlining enterprise-wide workflows. Newgen's ECM suite, built on micro-services architecture, comprises content services, process services, records management, and collaboration tools. Organizations can leverage the platform to automate business processes by strategically utilizing content, data, and document needs.
- Newgen's contextual content service platform offers digitization across the entire content lifecycle management as well as business process automation to intelligently capture and extract information from traditional and digitized documents, empowering employee productivity in using relevant documents to complete the task, leveraging AI-powered capabilities for content classification, performing sentiment analysis & more adhering to the information security and regulatory compliance.
- The company caters to a variety of use cases, such as centralization of content and document management for a leading private sector entity, end-to-end digital records management across national archives authority & 17 government agencies, digital transformation of a leading Indian insurance company, and more.



- In terms of geographical presence, Newgen has a strong presence in APAC and North America. The company also has a presence in the Middle Eastern & Africa. The company holds a customer base in the value-added services and manufacturing sector, including leading brands across industry verticals such as financial institutions, insurance firms, government organizations, shared service centers, and health payers.
- The company is also facing tremendous competition in the customer communication management market from emerging vendors with innovative technology offerings. However, with its comprehensive technology and effective competitive and growth strategies, Newgen is well-positioned to grow its share in the global content service platform market.

## OpenText

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Founded in 1991 and headquartered in Waterloo, Canada, [OpenText](#) is a provider of cloud solutions, digital process automation, security, discovery, and AI & analytics. OpenText provides its content cloud platform consisting of a range of products, including OpenText™ Extended ECM, OpenText™ Documentum and OpenText™ Core to deliver its comprehensive content services. OpenText™ Extended ECM enables organizations, to share content across the enterprise, OpenText™ Documentum provides security and manages high-volume content and OpenText™ Core is a fast-deploying SaaS content management solution that integrates with various business applications.

OpenText™ Extended ECM is an enterprise CMS solution that integrates with popular business applications like SAP®, Microsoft® 365, Salesforce, and SAP SuccessFactors® to securely manage the information lifecycle. The product enhances decision-making, drives operational effectiveness, and provides access to information when and where it is needed. Organizations address a range of use cases and issues, such as collaboration and knowledge management, as well as the security of sensitive transactional content utilizing cloud content services solutions.

OpenText™ Documentum content management is a distributed, cloud-native enterprise content solution that provides all users with a compliant, secure single source of truth. The Documentum software, built on a modular foundation, integrates with enterprise business applications to allow access from any UI. Documentum products scale to meet the high-volume content demands of highly regulated organizations by adapting to future requirements and minimizing complexity through backward compatibility with Documentum APIs. The product also offers simplified, automated workflows for internal and external users to help organizations provide consistent information across business processes.

OpenText™ Core is a simple, easy-to-deploy, agile, and secure cloud-based content management solution that helps organizations integrate with critical business process applications such as SAP® S/4HANA Public Cloud, Salesforce, and Microsoft® 365 to increase employee productivity, speed up business processes, and improve governance. The solution enables organizations to manage content lifecycles more effectively to gain the advantages of SaaS deployment, management, implementation, and cost savings.

## Analyst Perspective

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Following is the analysis of OpenText's capabilities in the global Content Service Platform market:

- OpenText content cloud platform's ECM services deliver content in context and promote operational excellence and assist organizations in connecting the digital workplace and ERP, HCM, BPM, and CRM applications. The platform helps organizations achieve compliance, security, and information privacy using centralized, automated governance. Some of the key technological differentiators of the OpenText product include content and business process integration, comprehensive enterprise content management solution, and enterprise-grade information governance.
- OpenText content cloud platform supports various use cases, including increasing automation by a UK-based charity, enabling employee self-service, and ensuring regional compliance with HR document management using OpenText Extended ECM for SAP SuccessFactors; a technology company automating invoice processing with OpenText Core Capture for SAP Solutions, and a local government organization focusing on improving transparency and automate time-consuming manual processes with OpenText™ Extended ECM and OpenText™ AppWorks™.
- In terms of geographical presence, OpenText has a commanding presence in Europe, Australia, the United Kingdom, and APAC. The company has considerable scope for expansion in the Middle East & Africa. The company has customers across automotive, banking, consumer goods, defense & intelligence, education, engineering & construction, healthcare, industrial manufacturing, insurance, legal, life sciences, media & entertainment, professional services, public sector, retail, telecommunications, and travel & transportation.
- OpenText's primary challenges include growing competition from established vendors and emerging vendors in the content service platform market. However, with its sophisticated technology platform and comprehensive functional capabilities, OpenText is well-positioned to expand its share in the global text analytics market.

## SER Group

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Founded in 1984 and headquartered in Bonn, Germany, [SER Group](#) is a global provider of Enterprise Content Management (ECM) software. The company offers an enterprise content management platform titled Doxis Intelligent Content Automation to help organizations digitize and automate their content-centric processes. The unified metadata platform utilizes APIs and connectors to provide information, manages cross-system processes, and connects with other systems. The platform offers key content management capabilities, including repository and library services & document management, metadata, search & federation, lifecycle management (retention, deletion, archiving), content understanding (composable AI, Contextual AI) & Knowledge graph, Digital Process Automation (workflow, business logic engines, modeler), workspaces for various use cases and team or project collaboration, business integrations, business developer & low-code development and security.

The Doxis Intelligent Content Automation platform's repository and library services & document management capability facilitates the storage of all kinds of data and allows users and teams to collaboratively work on and share the data. The platform's workspace capability allows users to work on documents, eFiles, and processes easily with other departments, international project teams, and external business partners. The platform can track all changes in documents through version management. The tracking further enables users to view the most current version of the documents and files and locate the older versions quickly.

The Doxis platform also allows organizations to enable search across different databases & documents, workplaces & workflows. The platform also provides various metadata models for various use cases and different user-friendly ways to manage tags & metadata. Doxis offers various metadata and full stack search functionality that enables users in single & multivalue metadata search, associative search, faceted search, and more.

The platform's content understanding (Composable AI, Contextual AI) & Knowledge graph capability allows users to understand and analyze semi-structured & completely unstructured documents. The capability also allows the creation of content graphs by mapping the relationship between different information objects. Furthermore, the platform leverages built-in intelligence to focus on the graph of information objects and visualize insights within the document's content.

Doxis Intelligent Content Automation platform runs on any device and operating system, such as a laptop, tablet, or smartphone (iOS and Android), allowing users to work flexibly in both online and offline mode. Doxis Intelligent Content Automation platform's digital process management (BPM) capability maps all kinds of processes in a single software. The software enables organizations to organize and work on ad hoc, standardized, and automated processes. In addition, with Doxis Intelligent Content Automation platform's business process management, organizations can standardize and automate these processes. Doxis Intelligent Content Automation platform automatically provides the right information for a task and triggers the next process steps, enabling faster results and eliminating business-critical errors.

Doxis Intelligent Content Automation includes pre-configured workspaces to collect content in context and manage tasks/workflows of teams. SER offers various business integrations with its Doxis SmartBridges for SAP, Salesforce, Microsoft, Google Workspace, healthcare connectors and more. It facilitates rules and process-driven interactions across various sources by unifying the content and integrating various components of collaboration tools. SER offers two low code/no code tools for rapidly deploying packaged applications: Doxis Business Admin and Doxis cubeDesigner. These tools help organizations rapidly configure ECM, BPM, and collaboration apps through a user-friendly graphical interface. Furthermore, Doxis's security & record management capabilities assist and meet an organization's all forms of vertical requirements and customers in different industry segments.

## Analyst Perspective

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Following is the analysis of SER Group's capabilities in the global Content Service Platform market:

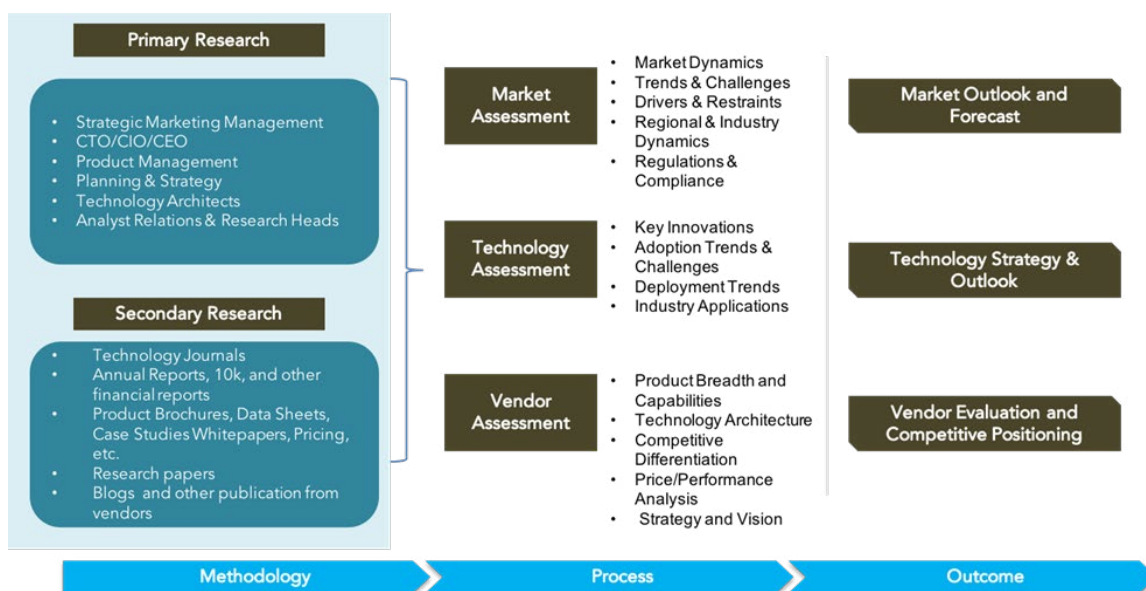
- SER Group offers Doxis Intelligent Content Automation, a unified content services platform that brings ECM, BPM, and collaboration together. The platform has a service-oriented architecture (SOA) that forms the basis for all modules of the Doxis Intelligent Content Management platform. These modules include inbound and invoice management to business process management, DMS and digital file solutions, to audit-proof archiving for all types of business documents, all of which help organizations flexibly build their ECM system. Doxis Intelligent Content Automation offers compliance with various document and process management norms, including GDPR, ISO

16175-2, ISO 14641-1: 2012-02, and many domestic legal regulations and standards. The platform also provides various technological differentiators, including Intelligent content automation, business integrations, state-of-the-art solution suites, content understanding, and low-code design tools.

- The Doxis Intelligent Content Automation platform can be integrated with a wide range of business applications, such as SAP, Salesforce, Microsoft 365 (Teams, Office 365, Outlook Online, SharePoint Online, Dynamics 365 Finance & Supply Chain Management, and Dynamics 365 Sales. The platform can also integrate with ERP, CRM, HR, FA, email and groupware, Portal connections, industry solutions, and administrative systems. The Doxis platform supports various use cases, including document-centric process automation, horizontal content apps, intelligent document extraction, document management, intelligent archiving, information governance, low-code development of content-centric apps, and more.
- From a geographical presence perspective, SER Group has a strong presence in EMEA, followed by North America, particularly the USA and Canada, Asia Pacific, and Latin America. From an industry vertical perspective, the company holds a customer base across a range of industry verticals, including finance (Banking & Insurance), logistics & transportation, industrial products, beauty & healthcare, and utilities.
- SER Group may face competition from well-established vendors offering advanced AI-driven data capture capabilities. The company may also face a challenge in expanding its growth in the North American region due to the dominance of other players in the market. However, with its cloud-native, scalable platform, unified and integrated content service capabilities, and strong expertise in offering ECM services, the SER Group is poised to expand its growth in the global content services market.
- SER Group Concerning product strategy & roadmap, SER Group is focusing on enhancing its capabilities in user-centered design, 360-degree view UI concept, dashboards & widgets, solutions & solutions, business integrations, and content understanding.

## Research Methodologies

Quadrant Knowledge Solutions uses a comprehensive approach to conduct global market outlook research for various technologies. Quadrant’s research approach provides our analysts with the most effective framework to identify market and technology trends and helps in formulating meaningful growth strategies for our clients. All the sections of our research report are prepared with a considerable amount of time and thought process before moving on to the next step. Following is the brief description of the major sections of our research methodologies.



## Secondary Research

Following are the major sources of information for conducting secondary research:

### Quadrant’s Internal Database

Quadrant Knowledge Solutions maintains a proprietary database in several technology marketplaces. This database provides our analyst with an adequate foundation to kick-start the research project. This database includes information from the following sources:

- Annual reports and other financial reports
- Industry participant lists
- Published secondary data on companies and their products

- Database of market sizes and forecast data for different market segments
- Major market and technology trends

## Literature Research

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Quadrant Knowledge Solutions leverages on several magazine subscriptions and other publications that cover a wide range of subjects related to technology research. We also use the extensive library of directories and Journals on various technology domains. Our analysts use blog posts, whitepapers, case studies, and other literature published by major technology vendors, online experts, and industry news publications.

## Inputs from Industry Participants

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Quadrant analysts collect relevant documents such as whitepaper, brochures, case studies, price lists, datasheet, and other reports from all major industry participants.

## Primary Research

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Quadrant analysts use a two-step process for conducting primary research that helps us in capturing meaningful and most accurate market information. Below is the two-step process of our primary research:

**Market Estimation:** Based on the top-down and bottom-up approach, our analyst analyses all industry participants to estimate their business in the technology market for various market segments. We also seek information and verification of client business performance as part of our primary research interviews or through a detailed market questionnaire. The Quadrant research team conducts a detailed analysis of the comments and inputs provided by the industry participants.

**Client Interview:** Quadrant analyst team conducts a detailed telephonic interview of all major industry participants to get their perspectives of the current and future market dynamics. Our analyst also gets their first-hand experience with the vendor's product demo to understand their technology capabilities, user experience, product features, and other aspects. Based on the requirements, Quadrant analysts interview with more than one person from each of the market participants to verify the accuracy of the information provided. We typically engage



with client personnel in one of the following functions:

- Strategic Marketing Management
- Product Management
- Product Planning
- Planning & Strategy

## **Feedback from Channel Partners and End Users**

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Quadrant research team researches with various sales channel partners, including distributors, system integrators, and consultants to understand the detailed perspective of the market. Our analysts also get feedback from end-users from multiple industries and geographical regions to understand key issues, technology trends, and supplier capabilities in the technology market.

## **Data Analysis: Market Forecast & Competition Analysis**

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Quadrant's analysts' team gathers all the necessary information from secondary research and primary research to a computer database. These databases are then analyzed, verified, and cross-tabulated in numerous ways to get the right picture of the overall market and its segments. After analyzing all the market data, industry trends, market trends, technology trends, and key issues, we prepare preliminary market forecasts. This preliminary market forecast is tested against several market scenarios, economic scenario, industry trends, and economic dynamics. Finally, the analyst team arrives at the most accurate forecast scenario for the overall market and its segments.

In addition to market forecasts, our team conducts a detailed review of industry participants to prepare competitive landscape and market positioning analysis for the overall market as well as for various market segments.

## **SPARK Matrix: Strategic Performance Assessment and Ranking**

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Quadrant Knowledge Solutions' SPARK Matrix provides a snapshot of the market positioning of the key market participants. SPARK Matrix representation provides a visual representation of market participants and provides strategic insights on how each supplier ranks in comparison to their competitors, concerning various performance parameters based on the category of technology excellence and customer impact.

## Final Report Preparation

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After finalization of market analysis and forecasts, our analyst prepares necessary graphs, charts, and table to get further insights and preparation of the final research report. Our final research report includes information including market forecast; competitive analysis; major market & technology trends; market drivers; vendor profiles, and such others.

## **Client Support**

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For information on hard-copy or electronic reprints, please contact Client Support at [rmehar@quadrant-solutions.com](mailto:rmehar@quadrant-solutions.com) | [www.quadrant-solutions.com](http://www.quadrant-solutions.com)