



Talking heads

The Fujitsu Information Capture Conference saw an expert roundtable discussion on Digital Transformation and how it will impact on the information management industry

The topic of the session was "How does the Information Management industry progress to the next stage of Digital Transformation?" and consisted of a keynote speech to introduce the main issues of the topic to the audience and a consecutive panel discussion to explore the implications for Information Management Vendors. The keynote speech and panel moderation were hosted by Michael Ziegler, CEO of Docville.

On the panel were four Information Management industry experts, each from a different country and a different background. This diversity reflected the conference's international audience from 44 different countries:

- Jean-Louis de la Salle, Co-Founder of IDEAs from France
- Geert Kruiter, Vice President at Document-Boss from the Netherlands
- Dr. Heiner van den Berg, Senior Analyst at Docville from Germany
- Mike Spang, Vice President Research at Harvey Spencer Associates from the USA

TRANSFORMING TRANSFORMATION
For many years Digital Transformation

meant going paperless and automating document driven business processes in the Information Management (IM) industry. However Social Media, Mobile, Analytics, Cloud and the Internet of Things (IoT) are stimulating a huge demand from end user organisations for a new type of transformation that they need to undergo in order to compete and grow in the upcoming years.

This also puts a lot of pressure on IM solution vendors to bring out new solutions with a very short time to market. Hence vendors first need to transform themselves to keep up with the new technologies, skills and business models required to then support customers on their Digital Transformation journey.

During the panel discussion many aspects and implications were discussed that IM vendors need to be aware of when progressing to the next stage of Digital Transformation. On the topic of what the single biggest challenge for the IM industry related to DT would be, Heiner picked up on "The end users' shift from the focus on internal business processes towards the focus on their customers' experience - this

requires a shift in technology (cloud, mobile), methodology (e.g., agile, customer centric, design thinking) and therefore in culture. The IM industry will only be accepted as a trusted business advisor if they live and breathe customer centric business themselves".

Jean Louis commented: "You need to establish yourself as a credible partner of the client when the perception is that of a component provider. An extra complexity is that you are likely to need to speak with different people in the organisation along the way".

Mike added: "Rather than just automating the existing business process, now is the time to rethink the entire system and related processes to best take advantage of the new technology that is available. This will require a change in the way we as an industry design and deliver the solution, and change for the knowledge workers in the way that they interact with the solution".

Geert mentioned that "IM vendors must assess their current position and define their role with the Digital Transformation. This is not just the next development in the

"NEW COMPETITION WILL COME FROM VENDORS WHO DO NOT EVEN CONSIDER THEMSELVES AS PART OF THE INFORMATION CAPTURE INDUSTRY AS WE DEFINE IT. EXPECT THE MARKET FOR INTELLIGENT UNDERSTANDING TO MOVE FROM THE UNDERSTANDING OF TEXT BASED DOCUMENTS TO THE UNDERSTANDING OF DIFFERENT MEDIA FORMS SUCH AS VOICE, VIDEO, AND PICTURES, APPLYING CLASSIFICATION AND IDENTIFICATION TOOLS."

market but the development that will turn upside down many aspects of how IM vendors currently operate. DT is about developing digital services, new business models and data centric offerings for their clients. Many IM vendors are either too small or have not positioned themselves clearly enough. New competition comes from unexpected angles and by not being aware of what is already happening, many IM vendors may lose value when a customer starts looking for DT services instead of the next software product".

On the topic of how current Information Management and capture solutions are changing due to Digital Transformation, Mike said: "The delivery models are changing. Due to demands from the end users of solutions, information capture solutions will need to be developed and delivered in the form we have been accustomed to, based on mobile apps from the Apple App Store or Google Play. These apps will be delivered as part of a SaaS based application service built on a variety of APIs - thus driven by the 'API Economy'".

INTERNAL AFFAIRS

On the topic of internal transformation of the internal culture Geert argued that "IM vendors need to include the next

generation in their executive team. We see executive teams primarily built up around senior management who are in their 40s and 50s. IM vendors should include the way of thinking of millennials in their decision making."

Mike added: "The younger generation will be expecting to move forward in an accelerated fashion. Baby boomers approach business problems from a 'Learn then Do' perspective - Millennials prefer a 'Do then Learn' approach. This is fundamentally more of a rapid design and deploy model with frequent iterations."

On the topic of which new competition will traditional Vendors in ECM, BPM and Capture face in the upcoming years and how will it impact their business, Heiner commented that "There will be new players and new ecosystems competing for IT budgets and mind share of the end customer: especially new start ups like Box, Slack and the like, but also established platform providers like Salesforce will become competitors and potential new partners, as ECM will become just a part of the solution stack."

Mike added: "New competition will come from vendors who do not even consider themselves as part of the Information Capture industry as we define it. Expect the market for Intelligent Understanding to

move from the understanding of text based documents to the understanding of different media forms such as voice, video, and pictures, applying classification and identification tools."

TRUST ISSUES

In addition the trust, security and legislation aspects of Digital Transformation were not left out of the discussion, as one conference delegate asked via Twitter: "How will new regulations impact our IM solutions and the way business will be conducted in respect to things like the EIDAS, GDPR or Privacy Shield regulations?"

Jean-Louis responded that "GDPR replaces 20 years old rules and unifies 29 nations, this is the upside. It addresses the fact that 33% of Europeans 'willingly' enter false data in your systems. The downside is the complexity to comply within existing or legacy systems. To do it properly, you need an 'IT Big Bang'. This is a subject federating Marketing (trust), Legal (heavy penalties) and IT. This is a CEO's job."

According to audience feedback and evaluation after the event, this panel discussion provided excellent insights into the future of Information Capture & Management in the context of the rapidly changing world of digital transformation. More info: www.docville.net

