

MOBILE CONTENT MANAGEMENT IN GERMANY 2016

Heading for mobile workflows with File Sharing & Synchronisation

Introduction

Our work environment is undergoing a period of transition. An organisation's competitiveness is more and more determined by the availability of digital information and data. This availability is fundamental for knowledge workers to achieve higher productivity, for accelerating internal processes and providing quicker service to customers. The digital transition requires a change of paradigm in the way we handle information, files and documents.

Mobile Content Management (MCM) is making a significant contribution towards this aim by allowing organisations to set up access to files or documents from various data sources on mobile devices. Solutions of this type provide mechanisms for the secure sharing of documents between employees, customers and partners and also allow for their integration into existing workflows.

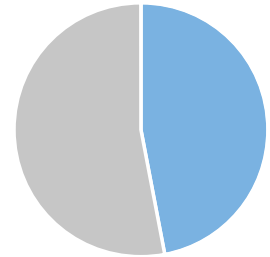
In January 2016, IDC surveyed 250 IT and department managers of organisations with more than 100 employees from various fields to gain a better overview of the current situation, best practices and the challenges of records management. This document is presenting a summary of the most important results of this survey.

Users have insufficient access to their documents

In today's digital age, documents and emails are the main tools of knowledge workers. Employees spend about half of their working hours on drafting, working on or looking for files and emails. They are at the centre of daily work. Too often users waste time on searching for or filing information, dealing with media disruptions or different versions. According to IDC there is a huge potential to reduce the employees' workload with the help of software solutions, leaving them more time to focus on their core tasks.

Despite the undisputed importance of documents, users can only access an average of 60 percent of all files that are relevant to them on all of their end devices. On the one hand, this is caused by a lack of adequate enterprise solutions, on the other hand by the insufficient digitisation of paper documents. Therefore one in four users is frustrated in dealing with business documents. According to IDC, IT managers urgently need to act - also because the mobile workforce is constantly growing.

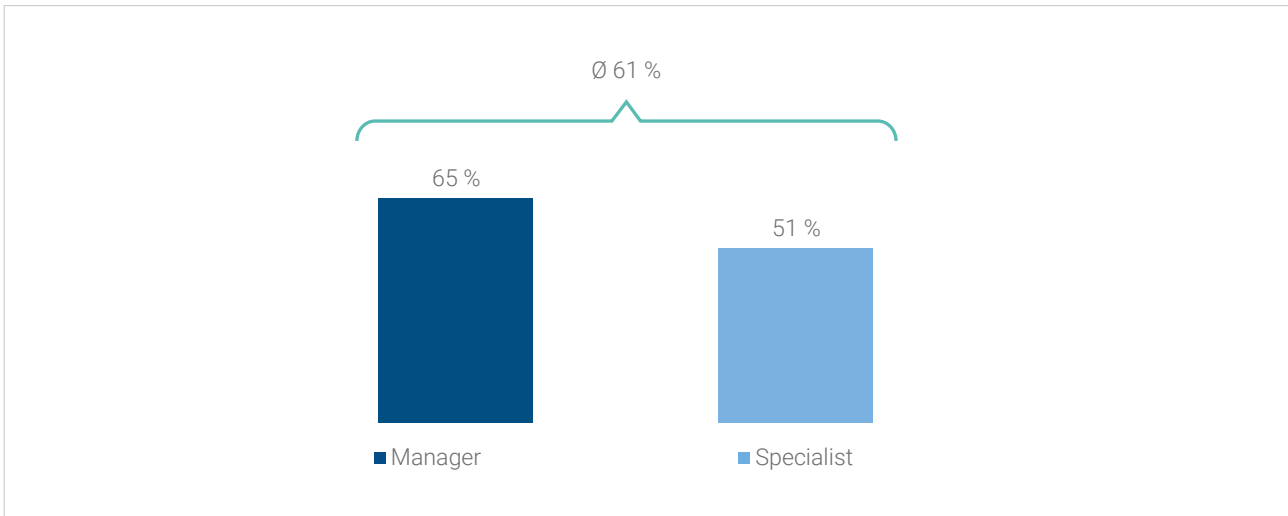
FACTS



Knowledge workers are using 47% of their time on documents and emails.

Percentage of company-related files the surveyed users can access independently of their device

FIGURE 1



N = 69 (managers = 46, specialists = 23; only department managers);
Average values

Source: IDC 2016

Many organisations are facing a multitude of storing options

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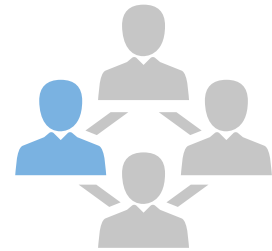
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The lethargic implementation of Enterprise File Sharing & Synchronisation has increased shadow IT primarily in medium-sized businesses.

IT decision makers have underestimated the necessity of file sharing services for too long. This has not only resulted in frustration with colleagues and employees, but also in an increase of the dreaded shadow IT which is particularly pronounced in medium-sized businesses that tend to implement Enterprise File Sharing & Synchronisation tools very slowly. The survey shows: More than two thirds of users at medium-sized businesses have already used their private file sharing account for work. However, IT decision makers can no longer afford to play a passive role in dealing with shadow IT. Implementation plans for EFSS clearly show that many IT departments have understood.

When choosing an Enterprise File Sharing & Synchronisation (EFSS) solution, IDC recommends to carefully consider functions for the back-end integration of several content repositories, standardised document management and data governance. This is particularly important in view of the inefficient situation at many organisations.

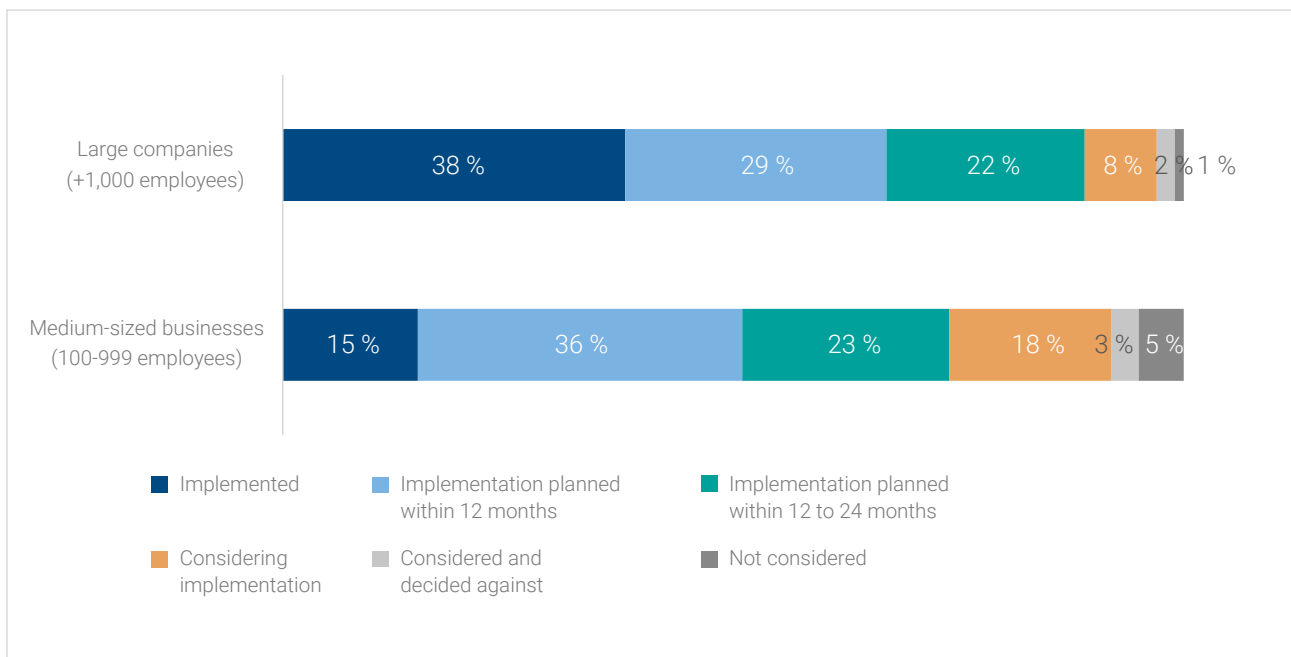
FACTS



One in four users is frustrated in dealing with business files and documents

Implementation of and plans for Enterprise File Sharing & Synchronisation tools by company size

FIGURE 2



N=171 (medium-sized businesses= 73, large companies=93; only IT decision makers)

Source: IDC 2016

Many organisations currently favour a Private Cloud as their EFSS deployment model. With regard to strict provisions on data protection, storing data on-site is seen as an important aspect by many IT managers. Because of this, many Public Cloud providers have either set up their own data centres in Germany or are cooperating with local providers. When deciding on data storage in Germany, IT decision makers should however also consider that this way of deployment may result in performance losses for employees who work abroad. Large corporations are therefore rather using public or hybrid Cloud models.

Safe Harbour verdict increases the significance of alternative data protection arrangements

The verdict ruling Safe Harbour as invalid has again raised sensitivity towards data protection. More than half of the respondents to the survey stated that the location of data centres in Germany and the fight against shadow IT have gained importance since the verdict. IDC recommends that IT decision makers and their suppliers agree on individual data protection arrangements such as binding corporate rules or EU model contract clauses.

Organisations should also closely scrutinise whether security can be increased by storing files and documents externally at a Cloud supplier instead of on-site. Suppliers invest heavily in securing their data centres and cannot risk an uproar in the press should any data be lost.

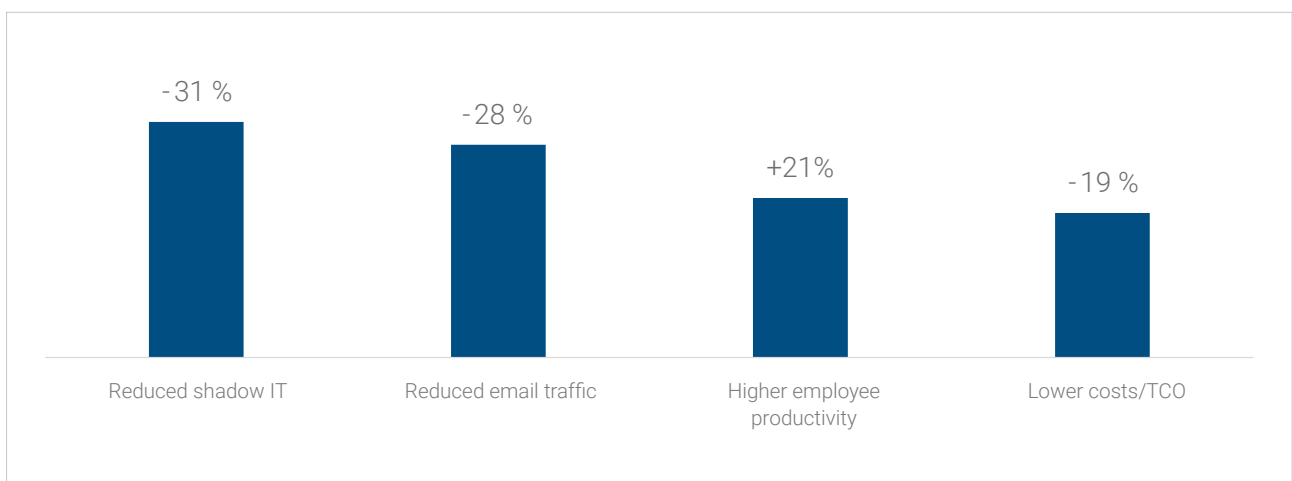
IT and users are convinced of the advantages of Mobile Content Management

Despite all challenges, organisations are quite convinced of the advantages of a secure and device-independent records management. Higher productivity of their employees and teams count most to them.

Opportunities also exist for IT departments, mainly with regard to reducing shadow IT, cutting email traffic or reducing costs by making document management easier.

Assessment of the effects of a device- and location-independent access to files and documents

FIGURE 3



N = 77, only those respondents rating the indicated criteria as the three main driving factors of MCM

Source: IDC 2016

Conclusion

Files and documents are fundamental parts of a digital working style. With availability being independent of location and device, it has positive effects on the users' productivity and is also highly beneficial for IT. When asked about the main obstacle in the implementation of a device-independent access to documents, the surveyed companies and organisations mentioned concerns about security, compliance and control. These considerations are quite understandable since data and information are the currency of the 21st century. It is therefore all the more important to realise a standardised data view by using appropriate enterprise solutions. Interestingly, the understanding that the implementation of a Mobile Content Management system is a chance to improve the security of company files is higher with staff than with IT decision makers, since they are more aware of the extent of shadow IT.

IDC recommendations

Based on the results of the survey, IDC has the following recommendations for user organisations:

Implement a document management system that can be used across devices

Many organisations are faced with a multitude of different on-site and Cloud-based storing possibilities. This even leads to the fact that different solutions are used within the organisation which in turn leads to problems in the collaboration among colleagues. That is why you should implement a standardised document platform that can be integrated into your existing storage services. This will not only result in higher employee productivity but also in improved security, transparency and compliance in document management.

Improve the security of your organisation's documents in Consumer File Sharing tools

Many IT decision makers underestimate the impact of shadow IT on their organisations. Prohibiting the office use of private file sharing services will hardly work as employees will always find a way to circumvent any prohibition. It is in fact more effective to ensure the security of company files through encryption that is applied to all repositories and locations. As an added benefit, users can continue to work with the tools they already know.

Implement mobile documents into your workflows

Work on documents cannot be viewed in a standalone way. It is rather one part of the workflow which increasingly takes place on mobile end devices, caused by the rising numbers of smartphones and tablets. When choosing an MCM tool you should therefore pay attention to the integration options with your existing ECM system to avoid new data silos.

Demand Safe Harbour alternatives from MCM suppliers

According to IDC, the overturning of the Safe Harbour Privacy Principles is no reason to get agitated about the choice of a deployment model for EFSS solutions. Ask your Public Cloud providers for alternative options to assure data protection. This primarily concerns the establishment of binding corporate rules or EU model contract clauses. Furthermore, it is unlikely that the new Privacy Shield agreement will lead to immediate legal certainty as it will probably be challenged before the ECJ. It therefore makes no sense to wait for the end of the negotiations.

Recommendations from users for users

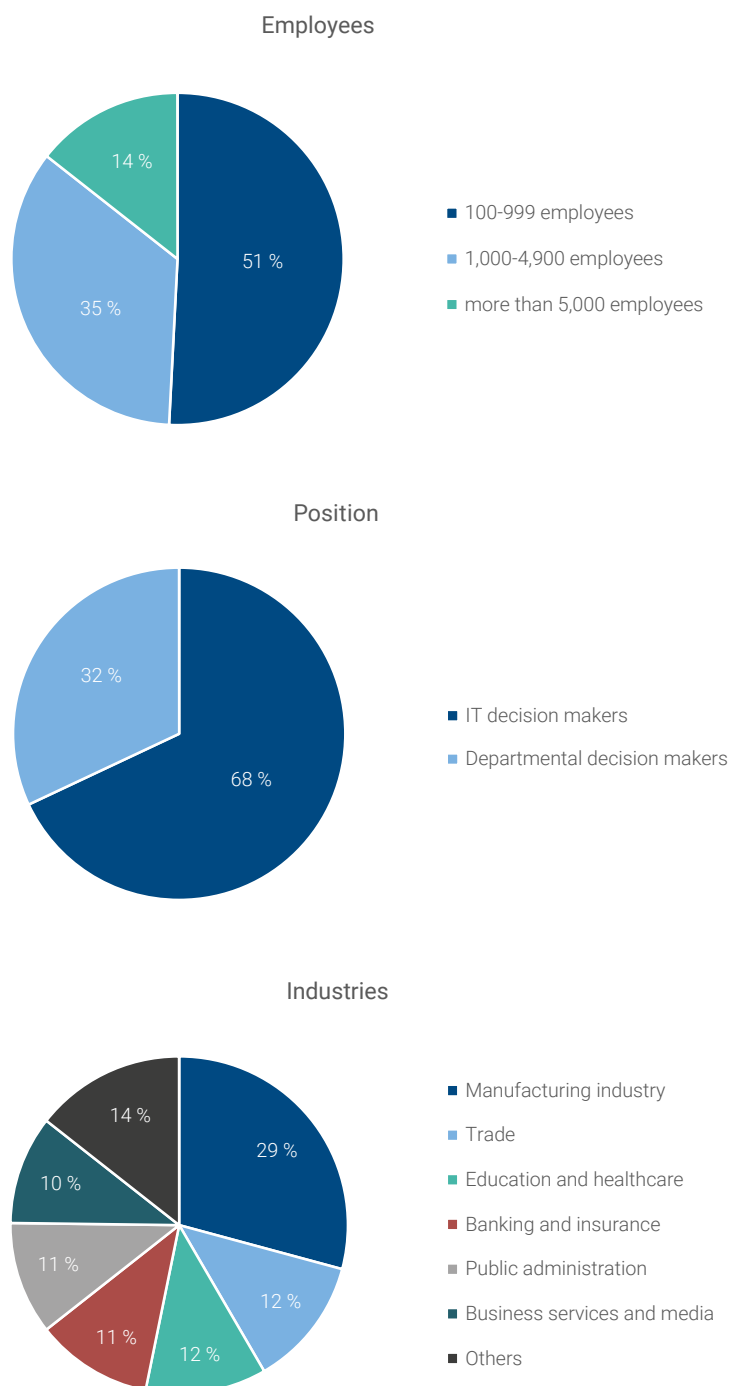
The survey participants were asked for recommendations to other decision makers on what was important to keep in mind with regard to improving security as well as user-friendliness with mobile files and documents. In the following, some of the answers are presented unedited to convey an authentic impression.



Methodology

In January 2016, IDC surveyed 250 IT and department managers of organisations with more than 100 employees from various fields to get a better overview of the current situation, best practices and the challenges of records management.

FIGURE 4



The following case study is based on information provided by Fabasoft. IDC does not assume any liability for the correctness of this information.

Case study: Siemens AG

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Information on the customer

The business unit “Energy Solutions” of Siemens AG is offering integrated and ready-to-use fossil power plant solutions such as gas or steam turbine power plants to its customers. The company operates worldwide. The effort required for the handling of the files and documents needed for project management and plant documentation is considerable, in particular as suppliers, partners, people at the construction sites and customers need to be able to access different parts of the documentation.

Customer requirements

Siemens AG is using SAP/PDM (Product Data Management) to create and manage product and project documentation. This documentation used to be provided through SAP/PDM shipping orders. Siemens employees manually put the documents of the shipping order on a download server and informed their business partners by email that a new download was available. Feedback and approval by partners or customers were returned by email and had to be manually fed into SAP/PDM. In view of the high effort Siemens decided to implement a Cloud model.

The aim was to move the PDM processes into the Cloud in a way to fully automate their being provided out of SAP/PDM and then resynchronise any external feedback, modifications or approvals – on work stations as well as mobile via apps for iOS and Android.

Comprehensive versioning was required to assure full transparency and traceability of all processing steps.

Presentation of the solution

Based on its standard product “Fabasoft Cloud”, Fabasoft tailored an individual solution for Siemens. Approval processes were for example modelled according to rules in the newly created “Siemens Collaboration Cloud”.

The integration of SAP/PDM was achieved thanks to the high flexibility of the Fabasoft Cloud. Since the existing SAP-PDM interfaces could be used via shipping orders, the customer's effort required for the integration of SAP/PDM could be kept low. Communication between Siemens and its end customers and partners is taking place in "project rooms". These are protected and project-specific areas with access limited to authorised employees (via two factor authentication).

End customers as well as Siemens employees receive automated notifications (e.g. via email) whenever a process changes its state to allow for a timely reaction.

The implemented "Siemens Collaboration Cloud" offers a high degree of automation, a level of information consistent for all users and a transparent, efficient and timely process handling. The productivity in project management could be improved significantly. With its ease-of-use, the Cloud solution has reached a high level of acceptance with all users. Using the "Time travel" function, the status of the entire project can be recaptured for the past. This complete traceability is very important because it precisely documents who approved which document when.

Project highlights

- ! Fabasoft could meet the concerns about IT security voiced by Siemens' internal IT department with the comprehensive package of certificates awarded to its Cloud solution. Owing to the easy modelling of the Fabasoft Cloud, SAP integration was achieved within a few days
- ! All project partners can now access the current versions of their documentation in real time, be it on a computer or mobile, such as on an iPad. Process participants can therefore access up to 20,000 documents and up to 60 GB of data volume in the course of a project. The current versions of drawings, schemes or plans are available with a few clicks.
- ! Thanks to the "Siemens Collaboration Cloud", Siemens can offer new and innovative services. Before, project documentation was handed over at the end of a project and was then "frozen" in this status. With Fabasoft's Cloud solution Siemens is able to provide its customers with dynamic documentation. Additional material, updates and revisions are implemented on an ongoing basis and are therefore instantly available to all authorised users.

Customer quote on the project

"The Fabasoft Cloud allows us to accelerate the sharing of information with our partners, ensure transparency and be more efficient."

By: Martin Diemt, Head of Administration and Documentation,
Industrial Power Plant Solutions Vienna.

Mobile Content Management in Germany 2016

In the course of the presentation of the results of the study “Mobile Content Management in Germany 2016”, IDC talked with Andreas Dangel, Business Unit Executive at Fabasoft.

IDC: *Many users are spending a large part of their daily tasks on working with files and documents. Why do you believe that it is important for organisations to deal with mobile access to files?*

Andreas Dangel: Mobile employees such as sales representatives or service technicians must be able to access company data when they work outside of the office. In order to keep their productivity at a high level it is necessary that they can carry out their work at the customer’s site, right after a meeting or during other idle times such as at the airport. Senior managers rely on the possibility to carry out tasks as easily as possible and on the device of their choice. Mobile access to company data is the only way to ensure that employees always work with the current version. Business processes can be accelerated and simplified in this way.

But the increase in mobile access to data is not limited to employees. It equally applies to machines in the industry. Industry 4.0 is a good example to show that organisations can only be successful in international competition if they clearly define their core competencies and collaborate with other organisations.

IDC: *What are the typical challenges that organisations are facing during implementation?*

Dangel: For some organisations, the main objective is to “make data available for mobile access”. The detailed analysis of this objective brings up a number of other issues such as data security, security of access, compliance, integration capabilities, flexibility, etc. It is often hard to take a decision because the suppliers are difficult to compare or because the organisation lacks the know-how required to assess the offers. In a situation like this there is a high risk to implement

a software tool without knowing where the data is stored, that does not adequately encrypt data or meet the compliance guidelines. Scenarios like these are the reason why many organisations fear loss of control over their data and think that the current solutions are not yet fully developed. Certifications are there to address these fears, to assure the necessary transparency of the suppliers and strengthen trust in them.

IDC: *What course of action do you recommend to organisations that want to provide their users with mobile but also safe access to their files and documents?*

Dangel: Besides mobile and safe access, legal aspects often need to be considered, too. Many organisations do not want to leave their data with a company they do not know and store it on a US server they know nothing about. A European provider with local data retention should therefore always be preferred. Highest standards of encryption and, as a result of it, data security must be the minimum requirements in the choice of a tool. End-to-end encryption is the only real protection for sensitive data. For larger organisations, integration into their own data centres is necessary.

High data security and a low risk for data leakage can only be achieved with a Cloud provider having high standards of quality. These standards are met if the software company is operating in Europe and therefore adheres to European data protection legislation, has many years of experience, can show important certifications, is independent and has its own development and support departments.



ANDREAS DANGL

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