CONTENT AND COLLABORATION IN THE CLOUD

RESEARCH PURPOSE

Cloud software is one of the most pervasive trends in enterprise computing, with global cloud adoption reaching 81 percent in 2018[1] and continuing to grow. As vendors urge a fast transition to software as a service, promises of cost savings and smoother upgrades—combined with reduced support for on-premise options—are prompting many organizations to migrate.

Some knowledge management (KM) and content management teams are leading the charge toward cloud-based platforms, whereas others are moving systems to comply with broader corporate IT strategies. But regardless of the circumstances surrounding adoption, a move to the cloud necessitates a change in processes for managing structured and unstructured content, driving employee adoption, and managing changes and updates.

The purpose of this research is to explore the value proposition of transitioning KM and content management activities to the cloud, discover tips and best practices for successful cloud adoption, and help organizations identify and sidestep potential pitfalls during and after transition. The project will examine each step of adopting a cloud platform for content and collaboration, from determining which capabilities to migrate and which vendors to use through developing a content strategy for the cloud, migrating existing knowledge assets, preparing and supporting employees through the changes, and shifting KM and content management processes to support content and collaboration in the cloud.

AUDIENCE FOR THE RESEARCH

- KM and content management leaders, managers, and team members responsible for creating strategy for, migrating to, and/or driving employee use/engagement in digital cloud platforms for content management and collaboration.
- Representatives from any organization considering, transitioning to, or using cloud platforms for content management and collaboration

RESEARCH QUESTIONS

- Why are organizations adopting cloud-based software to support content management and collaboration? What benefits do they anticipate?
- What questions should an organization answer before deciding to move a system or capability to the cloud? What criteria should be met?
- What vendors, platforms, and features within those platforms are organizations adopting? What are they not adopting?

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[1] Bitglass, the Next-Gen CASB Company. Bitglass 2018 Cloud Adoption Report, May 30 2018: https://www.bitglass.com/press-releases/bitglass-2018-report-cloud-security-adoption-trails-usage

- What is the best way to select vendors and platforms? Which criteria are most important to keep in mind when evaluating candidates?
- Which functions or teams should be responsible for content management and collaboration strategy during and after cloud migration? What leaders or groups need to partner to design and execute the strategy, and who needs to be consulted and informed?
- What are the best practices for migrating KM and content management systems from on-premise to cloud-based software? How should organizations sequence the move, and what are the critical success factors for a smooth transition?
- How have organizations successfully managed change and avoided frustration and "change fatigue" during cloud migrations (especially when the project is long and phased so that there are periods where employees must use multiple systems)?
- What are the biggest challenges organizations have faced in migrating to the cloud and adopting new processes in relation to the move?
- How are organizations evaluating the impact of cloud migration, and what results have they experienced to date? For example, have they realized cost savings or experienced an uptick in use of collaboration tools?

RESEARCH METHODS
- Survey data
  - At least 200 valid responses
  - Surveys completed by CIOs or directors/managers in charge of virtual content management and/or collaboration strategy for their units or organizations
  - Respondents must have some aspect of their content/collaboration infrastructure already in the cloud or be in the process of actively migrating
- Case studies
  - At least 5 case studies
  - Based on 1-hour interviews with CIOs or directors/managers of mid-sized/large organizations in charge of virtual content management and/or collaboration strategy for their units or organizations
  - Must have successfully migrated their content management and collaboration capabilities to an integrated platform (in the cloud at least 1 year)
  - Must have achieved high adoption/engagement through cloud platforms and have realized demonstrable benefits

POTENTIAL DELIVERABLES
- Survey summary report (expected July 2019)
- Industry reports (number and type dependent on survey demographics) (expected August 2019)
- Individual company case studies (expected fall/winter 2019)
- White paper combining survey and case study findings (expected fall/winter 2019)

♦ Webinar (expected early 2020)

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