Moving to a Modern Hybrid Cloud Content Architecture

The majority of today’s content still sits in on-premises silos, often in an unstructured form that is largely inaccessible for use by applications and processes. Modernizing all enterprise content is key to a more agile, compliant and modern content architecture in hybrid cloud environments.

Which IM directives are you moving toward in the next 12 months?

- Ingest
  “Born digital” content feeds brought in from user interaction, customers using apps and services, point-of-sale.

- Extract/Import
  Content already stored in some digital form that may not be indexed or ready-to-use: data silos, clusters, backup drives, archives.

- Digitize
  Content in paper form or unstructured data such as images, video or audio that need to be interpreted and classified in digital form.

- Secure
  Cloud, private cloud or on-premises regions with encryption for sensitive content

- Transform
  Machine-readable translation, assign metadata

- Transport
  Secure rules-based content routing to platform

- Publish
  Set audience, visibility, permissions

- Optimize
  Hybrid cloud estate usage for cost/performance tradeoffs

- Manage
  Task or job-based

- Govern
  Policy-based

- Federate
  Consolidate access to all repositories to easily find and use content

- User & Machine-Managed Tasks

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