

AIIM Research Finds Enterprises Late to the Mobile Revolution

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New Industry Watch finds 67 percent of companies acknowledge mobile is important, yet only 24 percent have a mobile-enabled process and 30 percent are still completely reliant on paper

AIIM, the global community of information professionals, released today a new industry watch research paper titled, "Process Revolution – Moving your business from paper to PCs to tablets (<http://www.aiim.org/Research/Industry-Watch/Process-Revolution-2012>).” The research looks at the recent impetus behind the process revolution and how mobile devices and cloud computing are accelerating the move to paper-free processes and adoption of mobile content applications.

According to the report, the “consumerisation of IT” is evident by the increasing availability of smartphones and tablets in the workplace, as well as the use of cloud technology. These imperatives are changing the way companies do business and require new ways of thinking and operating.

The AIIM research found most organisations recognise mobile devices are good for business although adoption of mobile-enabled processes is low. Sixty-seven percent of respondents considered mobile technologies important or extremely important to improving business process, contradicting the reality that only 24 percent are actually mobilising content.

“The first step in the process revolution is moving content from paper to PC,” said Doug Miles (<http://aiim.typepad.com/ecmbynumbers/>), director of market intelligence at AIIM. “The next step of moving content onto mobile devices can be challenging for businesses. It requires capturing data as close to the point of origination as possible and making it available to whoever needs it, wherever they are, in the shortest time possible.”

According to the study, 75 percent of respondents said the use of mobile devices and applications was important or extremely important to customer communication. Despite the competitive advantage of a mobile-enabled process, only five percent of organisations have extended mobile capture of documents to customers. To resolve concerns over potential security issues of mobile and cloud technologies, AIIM recommends reviewing and enforcing company policies and security mechanisms to ensure there are no barriers to business change and innovation.

The process revolution is being underwritten by technology in the hands of increasingly sophisticated information professionals. According to Gartner, Inc., worldwide smartphone sales to end users soared to 149 million units in the fourth quarter of 2011, a 47.3 percent increase from the fourth quarter of 2010.

The rise of mobile devices along with the use of the cloud can transform processes, eliminating elapsed time, lost forms, poor data and re-keying. Mobile technologies require organisations to think about processes not in paper terms but in mobile terms, and how workers are moving to a more productive and dynamic workflow. To be part of the process revolution, information professionals need to question the use of paper in any process, understand how content is produced for, and consumed on, mobile devices, and move information capture as close to the point of origination as possible.

The full report, "Process Revolution – Moving your business from paper to PCs to tablets (<http://www.aiim.org/Research/Industry-Watch/Process-Revolution-2012>)" can be downloaded from the AIIM web site at www.aiim.org/Research/Industry-Watch/Process-Revolution-2012 [link]. The research was underwritten by ASG, Autonomy, EMC, iDatix, Kofax and OpenText.

About AIIM

AIIM (<http://aiim.org/>) has been an advocate and supporter of information professionals for nearly 70 years. The association's mission is to ensure that information professionals understand the current and future challenges of managing information assets in an era of social, mobile, cloud and big data. Founded in 1943, AIIM builds on a strong heritage of research and member service. Today, AIIM is a global, non-profit organisation that provides independent research, education and certification programs to information professionals. AIIM represents the entire information management community, with programs and content for practitioners, technology suppliers, integrators and consultants.

About ASG

A recognised innovator in enterprise IT and business software solutions, ASG Software Solutions has been optimising 85 percent of the world's most complex IT organisations for over 25 years. We create and deploy unique software solutions that reduce cost, mitigate risk and improve service delivery throughout the IT lifecycle. ASG's comprehensive solutions help you solve today's challenges, such as cloud computing and big data, while driving your business forward by providing insight and control across cloud, distributed and mainframe environments. www.asg.com

About Autonomy

Autonomy, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy's powerful management and analytic tools for structured information together with its ability to extract meaning in real time from all forms of information, regardless of format, is a unique tool for companies seeking to get the most out of their data. Autonomy's product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Please visit www.autonomy.com to find out more.

About EMC

EMC Corporation is a global leader in enabling businesses and service providers to transform their operations and deliver IT as a service. Fundamental to this transformation is cloud computing. Through innovative products and services, EMC accelerates the journey to cloud computing, helping IT departments to store, manage, protect, and analyze their most valuable asset—information—in a more agile, trusted, and cost-efficient way. www.EMC.com.

About iDatix

For over twelve years iDatix has been creating intelligent business solutions that align people, processes and technology. By effectively combining Business Process Management (BPM), Enterprise Content Management (ECM) and Case Management into one solution, iDatix helps organisations from all industries meet their goals, streamline their processes and simplify their workplace. <http://www.iDatix.com>

About Kofax

Kofax plc (LSE: KFX) is the leading provider of capture enabled business process management solutions. Kofax solutions provide a rapid return on investment capturing information in an accurate, timely and cost effective manner and automating, managing and streamlining information intensive business processes. Visit www.kofax.com

About OpenText

OpenText, a global ECM leader, helps organisations manage and gain the true value of their business content. OpenText brings two decades of expertise supporting 100 million users in 114 countries. Working with our customers and partners, we bring together leading Content Experts™ to help organisations capture and preserve corporate memory, increase brand equity, automate processes, mitigate risk, manage compliance and improve competitiveness. For more information, visit www.opentext.com

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