

datacentrix



indaba 2021

mining



HUAWEI

Managing Unstructured Data in a Structured World

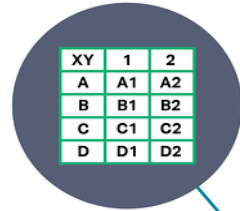
Warren Buss, Digital Business Solutions Senior Account Manager at Datacentrix

Structured Data

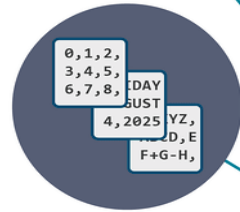
vs

Unstructured Data

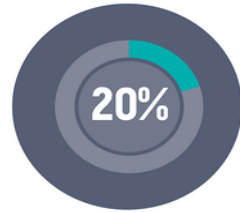
Can be displayed in rows, columns and relational databases



Numbers, dates and strings



Estimated 20% of enterprise data (Gartner)



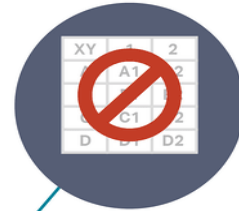
Requires less storage



Easier to manage and protect with legacy solutions



Cannot be displayed in rows, columns and relational databases



Images, audio, video, word processing files, e-mails, spreadsheets



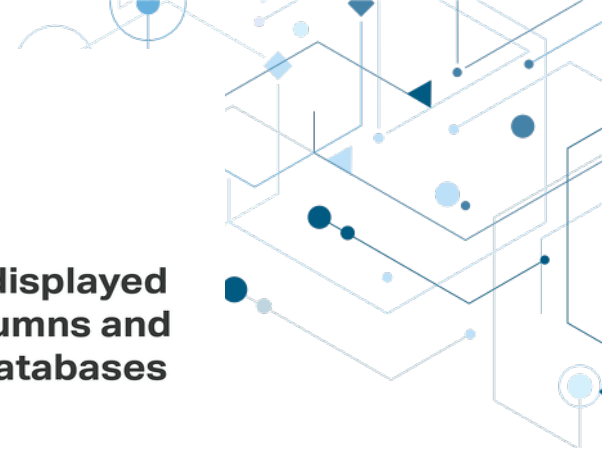
Estimated 80% of enterprise data (Gartner)



Requires more storage



More difficult to manage and protect with legacy solutions



Unstructured Content

Text Files

Word processing files,
spreadsheets, presentations,
emails

Email

Mostly text with some
additional metadata

Social Media

Unstructured data (e.g. a Tweet) but
also structured data (e.g. the number
of "Likes", "retweets", "date",
"author" etc).

Websites

YouTube, Instagram etc
contain lots of unstructured
data, but also much
structured data



Mobile Data

Call history, text messages,
locations

Communication

Instant messaging, voice notes

Media

Audio, video, photo's, drone
footage, CCTV etc.

Business Applications

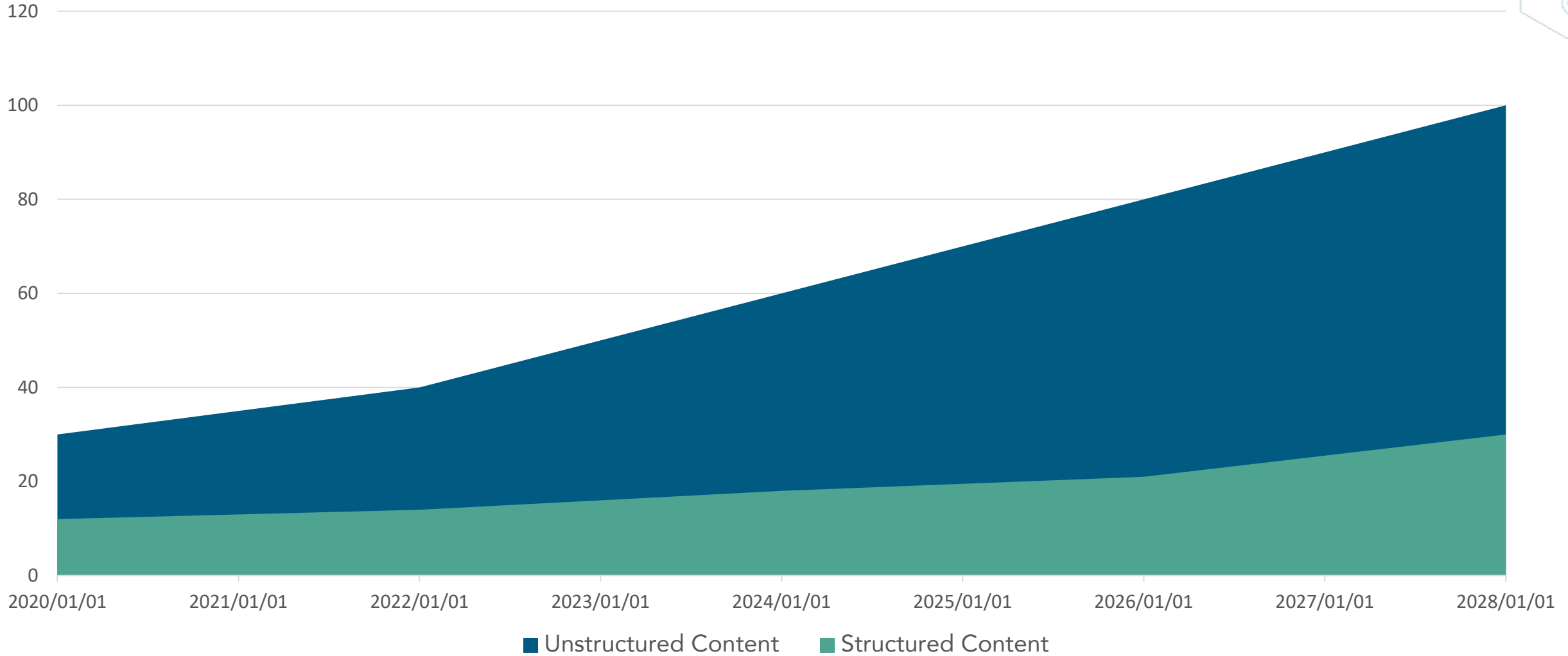
PDF's, incoming and outgoing
transactional documents etc.



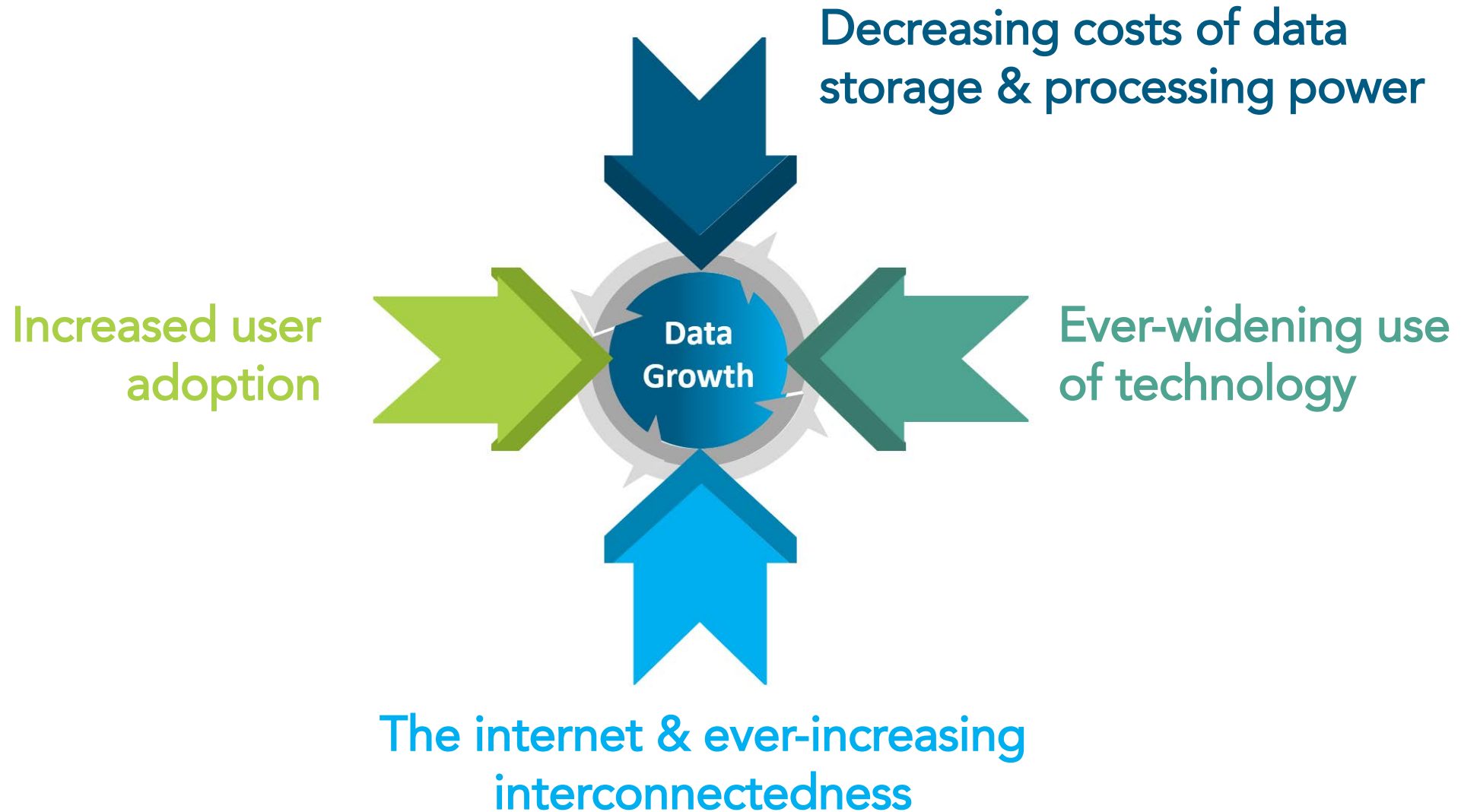
Content Growth



Content Growth



Reasons for Data Growth



Combine content with context to create more value!



Content

Documents

- Financial documents
- Quotations, contracts
- Invoices, etc.

Digital Media

- Product collateral
- How-to videos, ...

+ Context

Business Data

- CRM & eCommerce
- ERP & supply chain
- HCM

Business Information Model

- Business objects
- Business object relations

= Value

Increased Productivity

Better engagement

Business insight

Control (compliance)

Consistent – Relevant – Personal – Connected

Content management remains a challenging topic



Content and application sprawl –
silos and fragmentation

Evolving user
needs/expectations lead to
adoption challenges

Enterprise taxonomy;
application and update of
metadata and classifications

Lack of integration to business
processes and systems

Limited IT resources, increasing
demands from the business

Collaborative work lacks coordination and
integration to related processes



...when content ISN'T MANAGED

Inside business processes



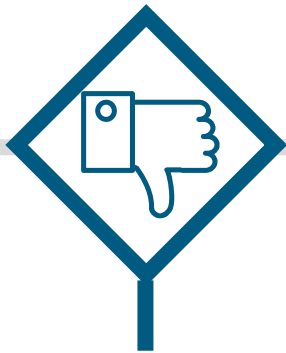
Fragmented content prolongs cycle time

Content locked in silos and fragmented applications results in manual search and retrieval, delays and error resolution time that impact cycle time.



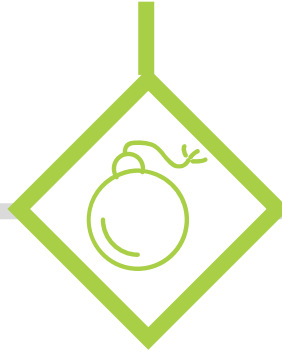
Inaccessible content impacts on service and product quality

Inability to find information results in uninformed decisions that impact service and product quality and frustrate both employees and customers.



Out of control content is a compliance risk

Content not disposed of or not retained as legally required creates compliance risks and can ultimately also have financial consequences.



Disconnected content delivers less value

Aged content disconnected from business apps and processes turns into a legacy and cost driver instead of being used as a competitive advantage.



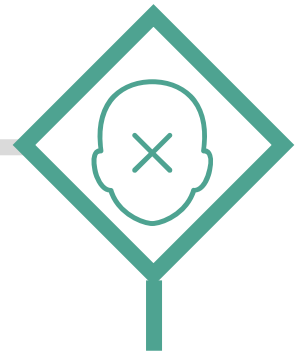
Inconsistent information decreases productivity

Inconsistencies between Salesforce data and documents result in rework costs and negatively impact performance and productivity in every business function.



Inefficient content flows disrupt collaboration

Content silos lead to inefficiencies in interdepartmental and external collaboration.

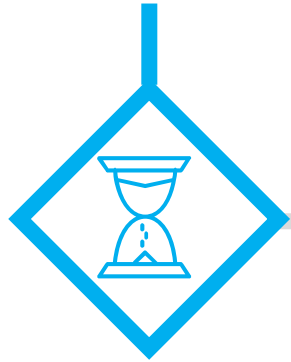


...when content ISN'T MANAGED

Inside business processes

360° view of content, reduces cycle time

Consistency between process data & related documents ensures that all stakeholders are working with the most current & relevant content.



Access to organizational knowledge to improve service and quality

Access to information drives improved service and product quality and makes for happier employees and customers.

Compliance is baked into the process

Metadata & classifications are applied automatically in the background, without end-user intervention. Retention & disposition is easy & financial risk is greatly reduced.



Intelligent, connected content is more valuable

Connected content embedded directly in processes delivers deeper insight for improved decision-making. Information provides competitive advantage



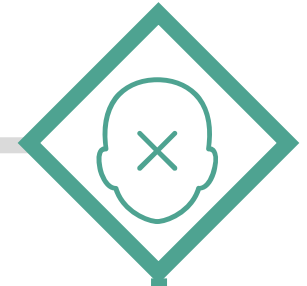
Digital backbone for content & process increases productivity

Consistency between process data & related documents improves business performance & productivity in every business function.



Content flows for improved collaboration

Content silos lead to inefficiencies in interdepartmental and external collaboration.



Content in context



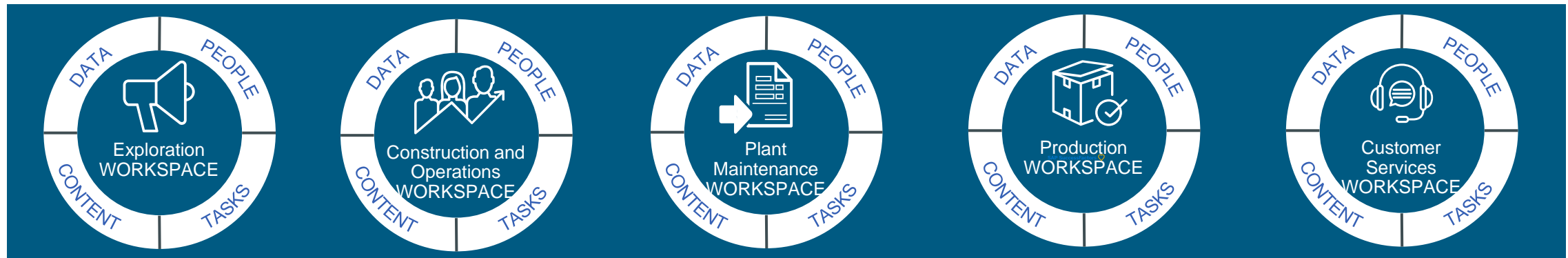
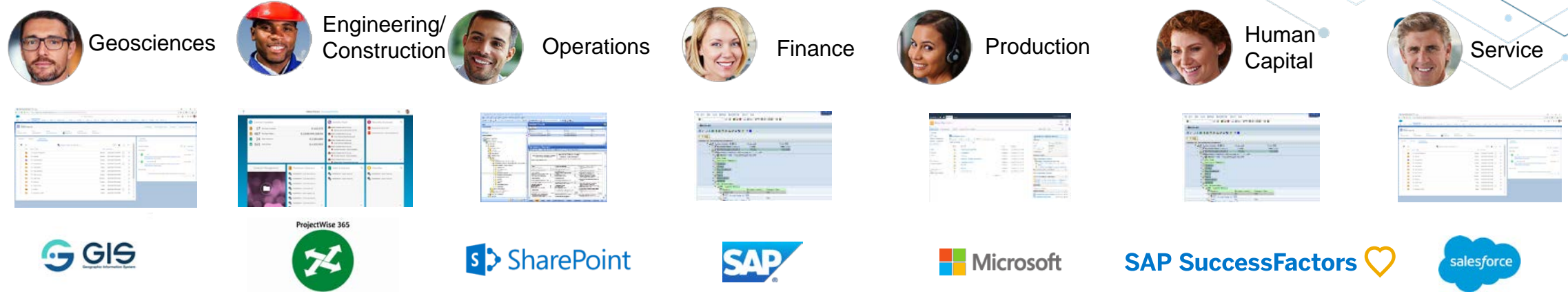
-
- Content creation & collaboration
-
- E.g. Microsoft Outlook, Teams, Office 365 apps, SharePoint etc.
-

-
- Process & governance centric
-
- E.g. SAP, Oracle, Salesforce, SuccessFactors, Ariba, etc.
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What do Content Management Systems Do?



Supporting processes end-to-end across applications



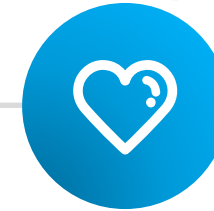
Extend ECM to lead business apps for Intelligent Automation



Automating
information workflows



Deliver content
by context



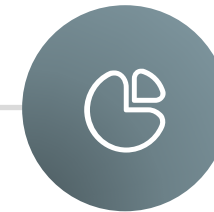
Processing and
distributing information in
real time



Enhance productivity,
decisions and
accuracy



Improve governance
and compliance



Convert unstructured
content into structured
data

Removing human intervention avoids lost time, costs, errors and makes the organisation more efficient

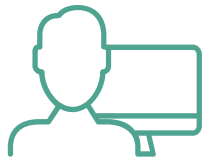
Automation in Content Services



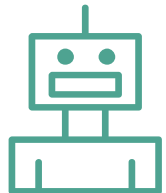
You can not manage what you do not understand



Metadata is the foundation for process automation, governance RM classifications, findability, context, routing, security, AI, etc.



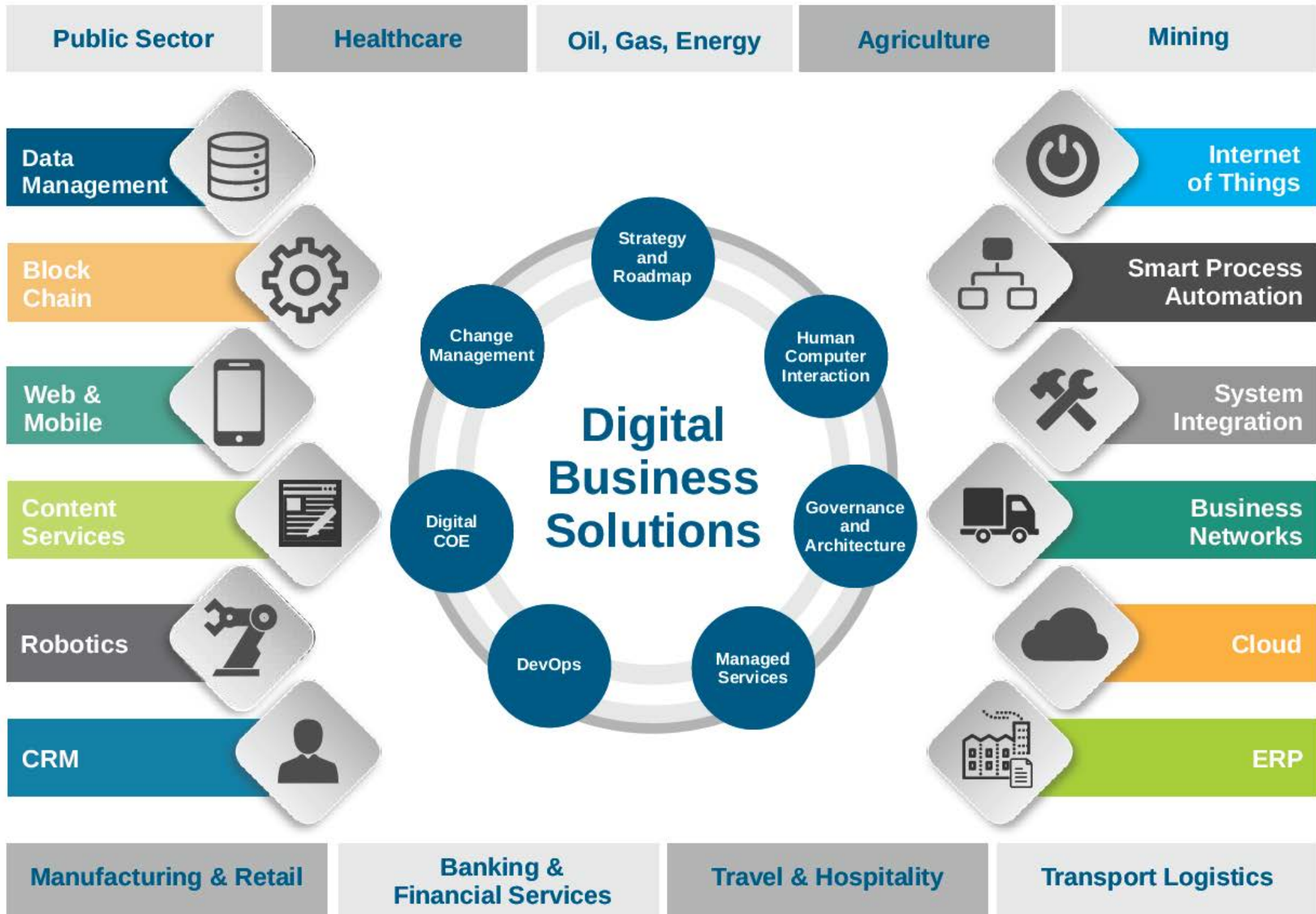
People are terrible at creating and applying metadata



Automating the capture and application of metadata is the first step in good information governance and the first step in many business processes









Thank you