



Decoding the modern enterprise

**Content-centric digital transformation
with low code is the new strategy play**

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The changing face of the modern enterprise



The “new normal is disruption”, states The Gartner 2022 CIO Agenda report¹. In that respect, what we consider a modern enterprise demands a constant relook, making agility and innovation the key strategic levers for enterprises today. That is, provided they first meet the fundamental expectations of their users, employees, and partners – customer experience and operational efficiency, among others.

Users continue to expect increasingly superior experience and great deal of personalization. Employees expect their organizations to enable and empower them to collaborate and serve their customers better. Partners, too, expect customer-like treatment in their engagements with the organization.

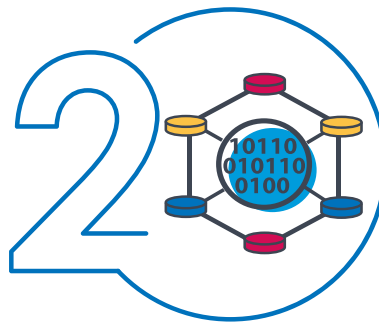
A recent Harvey Nash / KPMG CIO survey reported that while enhancing customer experience and developing innovative products and services continue to be among the top priorities for digital leader CIOs, the delivery of consistent and stable IT performance to business is more critical than ever for businesses globally.³

However, despite consistent and ongoing efforts to tame these areas in the last decade, most organisations find themselves playing a catch-up game with the rapidly shifting demands of the digital world.

Multiple factors prevent (even competent organizations) from achieving their digital transformation goals, the three key hurdles⁴ being the following:



Lack of contextual engagement:
While organizations focus on omnichannel experience, most user interactions and internal operations across the front, middle and back offices still lack context, resulting in unsatisfactory outcomes



Information silos: From the users' point of view, operations and information often seem disjointed across a large enterprise. Processes and systems, instead of enabling cohesion, somehow lead to departments and functions acting like siloed towers



Inordinately high IT dependency:
Gartner predicts that market demand for app development will grow at least five times faster than IT's capacity to deliver⁴. With always more to do, IT finds itself chasing a moving target.

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Firms will need to find efficiencies in process, technology, and capacity to meet digital transformation goals without cutting into the bottom line. The top drivers for digital transformation include improving existing IT capabilities to promote agility and innovation, innovating with new products, improving customer experience, and reducing costs.²

- Forrester Research

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1. 2022 CIO Agenda, Gartner Research, December 2021

2. Digital Transformation Requires Development Transformation, Forrester Research, Jeffrey Hammond, December 29, 2020

3. Harvey Nash/KPMG CIO Survey 2019, KPMG, June 12, 2019

4. The Three Hurdles to Digital Transformation, Newgen Software, May 2020

The increasing complexity of user journeys and contexts is not making things any simpler. While agility continues to be a key driver, enterprises have started realizing that the content that forms the context is integral to all engagements, transactions,

and journeys. The explosion of digital content has brought forth a revelation that wasn't so evident earlier. That despite all the automation, organizations that lack the ability to tap content effectively with speed cannot deliver a great customer experience.

Content as the crucial construct in digital transformation



According to IDC, 80% of data in the enterprise will be unstructured by the year 2025⁵. This comprises a variety of categories and payloads – work descriptions, résumés, emails, text documents, research and legal reports, voice recordings, videos, images, and social media posts. Processing all this content effectively and efficiently is becoming more critical than ever.

When prospects can apply for a business loan directly through any device without filling out any forms, by submitting the identity and collateral documents (in any format), followed by real time processing and embedded finance without human intervention, it is priceless.

It is further invaluable if you consider the opportunities to innovatively leverage a variety of documents and media in more complex scenarios, such as, on-the-spot insurance claims processing based on images and videos.

A secured access to the right content in real-time makes for an even more compelling case for centring the transformation strategy around content. When customers contact an organization for a service request or support, it makes an immediate difference to the whole conversation if the customer service executives have real-time access to the relevant information, even on-the-go.



5. Meeting the New Unstructured Storage Requirements for Digitally Transforming Enterprises, IDC Research, Eric Burgener, June 2021

Digital transformation strategy around content and low code



A modern enterprise that's constantly renovating and delivering great customer experience must revolve around two crucial ingredients of a digital enterprise: context, and speed. The ability to efficiently process large-scale content in real time enables contextual engagements. And, for speed, organizations need a new approach to build and deliver business applications, and that comes with low code.

This strategy play around content and low code involves four key areas:

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Low-code platforms employ visual, declarative techniques instead of programming to build applications, accelerating the pace of pro developers and allowing business experts to lead or participate in solution delivery.⁶

- Forrester Research

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1. Future-ready digital workplace

Modern enterprises need a work environment where customers, employees and partners can collaboratively access tasks and services through any channel of their preference anytime, anywhere. Such omnichannel engagement ensures that the right actions are taken in real-time. And, right outcomes are achieved with an end-to-end customer journey supported by intelligent process automation.

2. Contextual customer experience

A robust content management capability enables organizations to achieve contextual automation, wherein transactions and engagements can be carried out fully in context. Enterprises can leverage content services platforms to enable web-services powered access to all relevant content (documents, media, social media communications, logs, and so on), so that employees, partners, and customers can access content and collaborate in real-time.

3. Content intelligence and analytics

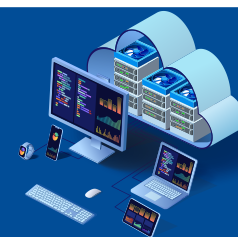
Using artificial intelligence (AI) and machine learning (ML) driven content analytics, organizations can drastically improve operational speed and accuracy by extracting intelligence and actionable information from a variety of content types. What's more, automating such processing frees up the employees' time, enabling them to focus on more subjective decision making and knowledge work. Content analytics, thus, enables organizations to transform their operations to offer innovative products and services, such as digital KYC, real-time approval of loans, auto-issuance of insurance policies, and on-the-spot disbursement of claims, among others.

4. Regulatory compliance and security

Organizations spend an enormous amount of time and effort digging out critical regulatory compliance information buried in heaps of physical and digital documents spread across locations and servers. A well-defined content management strategy, supported by a robust platform can make paperless, 100% digital anytime-anywhere access possible. It is not only operationally more efficient, but it also offers enhanced security and data privacy through tighter control on the lifecycle of all kinds of content from creation to archival.

6. Why You Need to Know About Low-Code, Even If You're Not Responsible for Software Delivery, Forrester Research, John Rymer, Aug 8, 2018

Making the modern enterprise a reality



Executing this strategy requires a well-devised approach. However, to make it happen, organizations need a consistent and reliable technology infrastructure that delivers all the functionality while keeping them ahead of the curve, not only today but also in the future. They also need agility across all teams, the ability to design, develop and deploy business applications rapidly, in turn enabling them to launch products and services quickly and respond to market conditions at lightning speed.

To do all this, organizations must establish a low code digital transformation platform.

A low code digital transformation platform enables enterprises to:

- Tie-in the end-to-end user journey through a unified play of intelligent process automation, contextual content services and omnichannel customer engagement
- Speed up pro-grade development through modelling-driven, abstraction-oriented, and modular development, primarily powered by potent automation functionality in a declarative environment
- Efficiently deliver on a variety of business and technological needs, such as workflows, content management, straight-through transactions, mobile apps, collaboration, customer self-service, automated business rules, AI-ML driven cognitive processing, and so on
- Shift focus from merely managing content to pervasive utilization of diverse formats and categories of content, across large-scale federated repositories
- Leverage cutting-edge technologies, such as content intelligence, ML-based intelligent automated decisions, and robotic process automation, to deliver accuracy, speed, and context
- Enable, even catalyse, change with traceability, thereby ensuring agility and sustainability of business applications
- Rationalize application portfolio by avoiding the introduction of multiple point-solutions in the mix due to the ability to develop applications quickly

- Prevent shadow-IT through central governance, visibility, and guardrails, without hindering innovation
- Enable agile and continuous integration/continuous delivery (CI/CD), DevOps, and adherence to quality standards and architectural requirements
- Leverage cloud optimally through hybrid deployments, thereby not only establishing a scalable and reliable infrastructure but also accounting for regulatory compliance and privacy requirements
- Establish modularity, flexibility, and extensibility through service-oriented architecture
- Embrace the extended connected enterprise and enable real-time collaboration among partners, service providers, employees, and customers.

A low code digital transformation platform can enable an agile modern enterprise and facilitate business and technology leaders to focus on innovation and transformation.

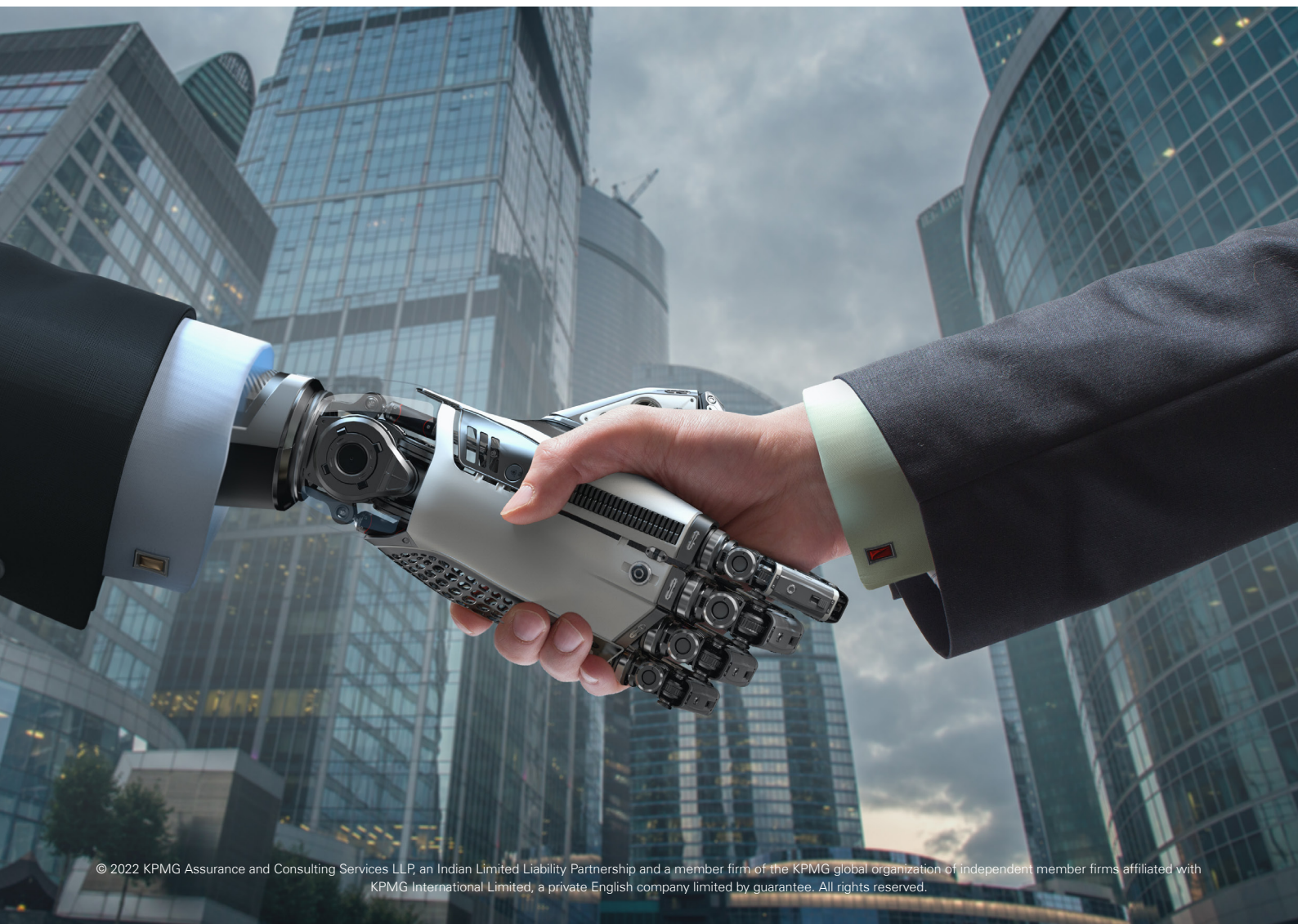


Action plan



Digital transformation is not a one-shot big-bang programme. It is a journey, and like every journey, one must start well. You can take the following steps in that quest:

- Assess the current state to identify the key customer-facing applications and processes that could benefit directly from the infusion of content-centric intelligent automation
- Establish the low code digital transformation platform with top 3-5 key business processes in focus
- Earn quick wins through agile low code development, thereby earning stakeholder confidence
- As the next step, implement processes that involve varying degrees of complexity and involve a diverse set of roles across customers, employees, and partners
- Build and integrate as you go, towards a modern enterprise.



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About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries. Newgen unlocks simple with speed and agility.

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