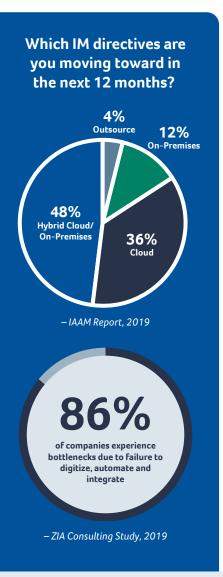


Moving to a Modern Hybrid Cloud Content Architecture



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.













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.



Publish

Set audience, visibility, permissions



Optimize

Hybrid cloud estate usage for cost/performance tradeoffs



Transport

Secure rules-based content routing to platform



Transform

Machine-readable translation, assign metadata



GovernPolicy-based



Manage Task or iob-based



User & Machine-Managed Tasks





Secure

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



Federate

Consolidate access to all repositories to easily find and use content



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