# EVIDEN

# Enterprise Content Management

The journey from digital information to digital transformation

# An innovative, productive way to manage information.

Companies across various industries are increasingly seeking to pivot from merely managing information to leveraging it as a key driver for digital transformation. This shift involves not just organizing and storing data, but also extracting valuable insights from it to inform strategic decisions and drive innovation.

Enterprise Content Management (ECM) plays a crucial role in this transformation journey by streamlining the management, storage, and retrieval of digital content, ensuring that valuable information is accessible and usable for driving innovation and efficiency. By addressing capabilities like enhanced accessibility, improved collaboration, regulatory compliance, omnichannel delivery , personalization and improved operational efficiency, ECM plays a pivotal role in driving organizational success and growth.

# The journey from digital information to digital transformation

In the digital age, content serves as the fuel and currency that powers and sustains digital transformation. Given the exponential growth of content, businesses are increasingly taking steps to optimize their content services processes. Failure to do so can lead to "content chaos" – an inability to digitize content and access the right content in a timely manner – which poses a significant barrier to businesses today. Hence, it's important to adopt ECM solutions to build a strong information ecosystem within an organization.

Content management can help drive digital transformation by keeping stakeholders engaged delivering with personalized experiences and by increasing efficiency in managing and delivering content over multiple channels. A well-designed content management platform provides flexible solutions that help plan, deliver and scale adaptable experiences across numerous customer touchpoints. Content archival solutions efficiently handle the vast amounts of structured and unstructured content in legacy and enterprise applications. However, it takes the right mix of technology, framework and resources to centralize, streamline, automate and optimize content creation, bring systems together and break down silos.

# The key benefits for enterprises are:

Auto digitalization, identification, classification

Faster search and retrieval

Improved customer experience and personalization

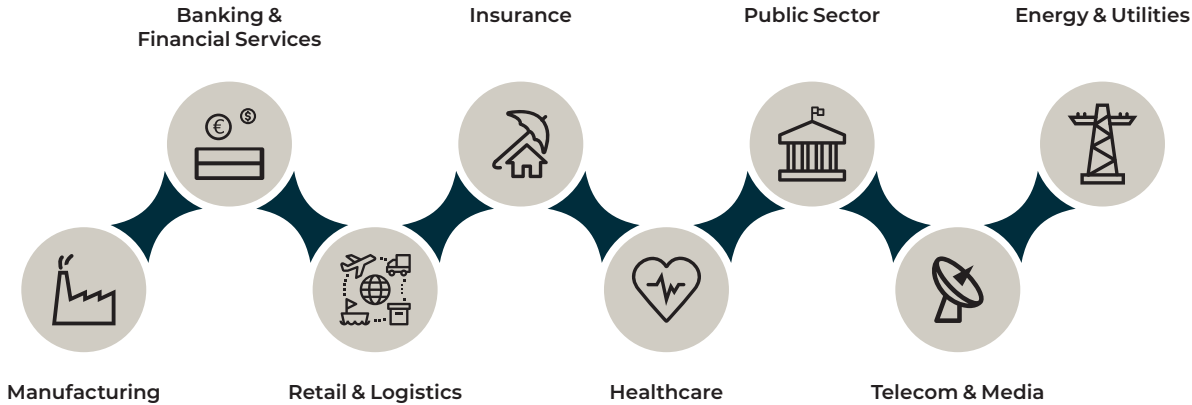Uniform customer communication on multiple devices

Regulated and archived data with enhanced security

**Combining expertise, evolving digital journeys**

# Transformation solutions for every sector

We have extensive experience handling projects in a wide range of industries across the entire content management lifecycle – from planning to implementation, operation and continuous improvement.



**Banking & Financial Services**

**Insurance**

**Public Sector**

**Energy & Utilities**

**Manufacturing**

**Retail & Logistics**

**Healthcare**

**Telecom & Media**

# Our Offerings

Based on years of experience working with clients, Eviden has established an ECM Centre of Excellence that provides a comprehensive suite of content management solutions such as:

Extended content services, Digital experience management, Enterprise content archival and Customer communication management, to help streamline operations, enhance digital experiences and effectively communicate with customers. Our solutions provide a seamless experience across any channel, anywhere, anytime for any industry. We are dedicated to helping our clients harness the full potential of their content. Our innovative solutions are designed to boost efficiency, improve customer satisfaction and drive their business forward.

## Extended Content Services

Manage entire content lifecycle from capturing till disposition.

- Intelligent content services for Digitalization and Digitization (OCR/ICR)
- Business process integrations with content collaboration
- Controlled documents management with content analytics
- Content governance

## Digital Experience Management

Omnichannel delivery of content (B2C, B2C, B2E)

 to Users to the devices of their choice.

- Headless and Composable DXP
- Contextualized and personalized digital experiences
- Legacy system modernization and consolidation
- Digital self service

## Enterprise Content Archival

Archival of content from legacy to universal archival as Information repository.

- Content archival and cloudification strategy
- Information retention management
- Cold & live Information archival
- Information governance and compliance

## Customer Communication Management

Templated communication for large audience, real time and interactive.

- Communications architecture and composition strategy
- OnDemand, Interactive, responsive design for multiple touch points
- Communication rationalization and migration
- Communication authoring or composition

# Our Experience

We are committed to providing top-notch technical solutions that drive success for our clients. Our extensive experience, proven expertise, and client-centric approach set us apart in the industry. We have consistently delivered innovative and reliable solutions tailored to meet the unique needs of our clients. Below are a few of our successful case studies that demonstrate our capabilities.
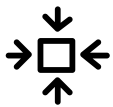
### Centralized , Secure and Efficient Information Management

Eviden implemented Centralized Content management system with seamless integration with clients ERP system for a leader in electricity generation in APAC region.

We redesigned end-to-end management of information flows through critical business processes in a single solution to govern every phase in the lifecycle - from creation to final disposition which brought in % increase in business productivity & improved operational efficiency.
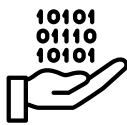
### Digital Experience Across Various Digital Touchpoints

Eviden helped a large asset finance organization in North America, to transform its customer self-service and customer care portal by developing a portal solution which can be accessed from any device with single sign-on, invoicing and integrated payment gateway. Transformed and personalized customer journey based on finance product brand, with a solution keeping close eye on usability aspects. Personalization was based on roles, location, and persona. This led to increase in user registrations & enhanced customer experience.

### Interactive Document Composition and Delivery

Eviden redesigned print policy applications for a large Insurance firm based out of North America . We transformed their existing multi technology print policy applications into a new generation Customer communication management platform.

Eviden provided End to End ownership for transformation, enhancement and support.

This brought in scalability and flexibility to enhance customers business needs. Also brought in unification & strategic priority with bi-directional communication.

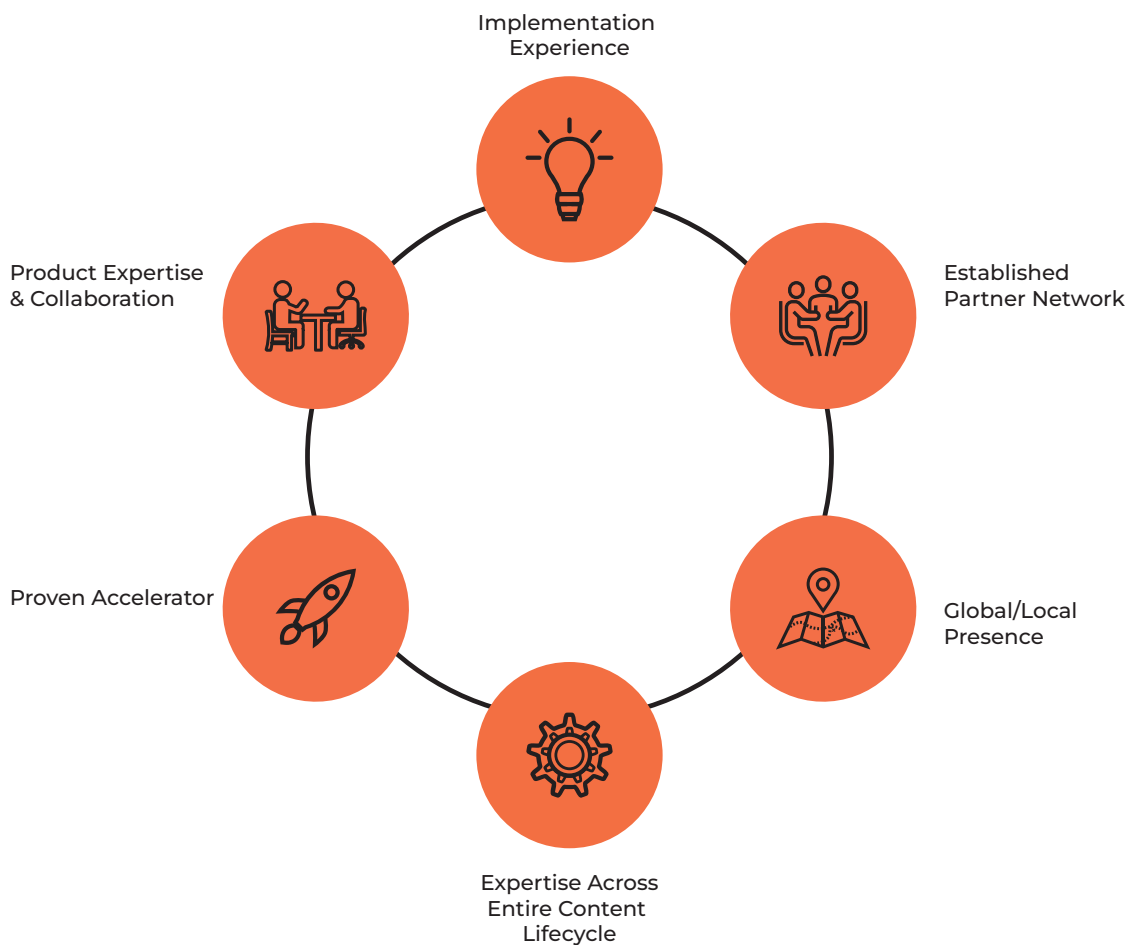### Information Archiving and Regulatory compliance

Eviden supported a global leader in energy technology based out of Europe, by implementing an archiving solution operated in Google Cloud. Complete migration of legacy archive. Provision of seamless full infrastructure and application service architecture.

Benefits were, cost savings of, zero interference to business and adherence to compliance with company internal confidentiality and security policies.

# Our Strength and Your Benefit

In today's fast-paced world, choosing the right partner can make all the difference. Our strength lies in our people: experienced, innovative and dedicated professionals committed to excellence.

Equipped with cutting-edge technology, we ensure that our solutions are not only effective but also efficient and sustainable. We believe in building lasting partnerships based on trust, reliability, and shared success.



Implementation Experience

Established Partner Network

Global/Local Presence

Expertise Across Entire Content Lifecycle

Proven Accelerator

Product Expertise & Collaboration

# EVIDEN

## About Eviden

Eviden is a next-gen technology leader in data-driven, trusted and sustainable digital transformation with a strong portfolio of patented technologies. With worldwide leading positions in advanced computing, security, AI, cloud and digital platforms, it provides deep expertise for all industries in more than 47 countries. Bringing together 53,000 world-class talents, Eviden expands the possibilities of data and technology across the digital continuum, now and for generations to come. Eviden is an Atos Group company with an annual revenue of c. € 5 billion.

Eviden business is operated through the following brands: AppCentrica, ATHEA, Cloudamize, Cloudreach, Cryptovision, DataSentics, Edifixio, Energy4U, Engage ESM, Evidian, Forensik, IDEAL GRP, In Fidem, Ipsotek, Maven Wave, Profit4SF, SEC Consult, Visual BI, Worldgrid, X-Perion. Eviden is a registered trademark. © Eviden SAS, 2023.

## About Atos

Atos is a global leader in digital transformation with c. 95,000 employees and annual revenue of c. € 11 billion. European number one in cybersecurity, cloud and high-performance computing, the Group provides tailored end-to-end solutions for all industries in 69 countries. A pioneer in decarbonization services and products, Atos is committed to a secure and decarbonized digital for its clients. Atos is a SE (Societas Europaea) and listed on Euronext Paris.

The purpose of Atos is to help design the future of the information space. Its expertise and services support the development of knowledge, education and research in a multicultural approach and contribute to the development of scientific and technological excellence. Across the world, the Group enables its customers and employees, and members of societies at large to live, work and develop sustainably, in a safe and secure information space.

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