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The Forrester Wave™: Enterprise Content Management — Business Content Services, Q2 2017

Our Evaluation Of 15 Vendors In A Market In Transition

by Cheryl McKinnon
April 5, 2017

Why Read This Report

In our 26-criteria evaluation of enterprise content management (ECM) business content services providers, we identified the 15 most significant ones — Alfresco Software, Box, Everteam, Hewlett Packard Enterprise (HPE), Hyland, IBM, iManage, Kofax, M-Files, Microsoft, OpenText Content Suite, OpenText Documentum, SER Group, SpringCM, and Upland Software — and researched, analyzed, and scored them. This report shows how each provider measures up and helps enterprise architecture (EA) professionals make the right choice when requirements are skewed to the needs of information workers who need to create, collaborate on, share, and find enterprise content.

Key Takeaways

OpenText, Microsoft, And IBM Are Among The Top Solution Providers
Forrester's research uncovered a market in which OpenText Content Suite, IBM, Microsoft, OpenText Documentum, Alfresco, Box, and M-Files lead the pack. HPE, Hyland, iManage, SpringCM, Everteam, Kofax, and SER Group offer strong, competitive options. Upland lags but has appealing capabilities for midsized enterprises.

Enterprise Architecture Pros Seek Modern Content Platforms To Meet New Use Cases
The ECM market is in transition. Longtime leaders are investing in new platforms, technology modernization efforts, and cloud-first road maps to stay competitive against newer entrants. Embrace of external participants — customers, partners, or suppliers — in content co-creation processes means EA pros need fresh approaches to licensing, user interfaces, and deployment options.

Analytics, File Sharing, Collaboration, And A Focus On Usability Are Key Differentiators
Core library services are table stakes for the ECM market. Vendors are doubling down on usability, customer success programs, and simpler file-sharing and collaboration capabilities. Analytics is an area of current and future investment for vendors as enterprises seek to derive more insights and intelligence out of digital documents and related metadata.

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ECM Use Cases Evolve, Forcing Both Fragmentation And Consolidation

Forrester forecasts enterprise content management to be a global market worth $8 billion in 2017, rising to $9 billion in 2018.[1] Deployment plans remain healthy, with nearly 90% of current ECM decision makers planning to expand their rollouts over the next year.[2] Longtime leading vendors are on the defensive — consolidating, merging, and divesting. New competitors are winning deals with cloud-native content platforms or modern architectures that support the delivery of flexible, granular, purposeful applications. For 2017, Forrester has continued the practice, begun in 2015, of formally splitting the ECM market into two submarkets: business content services and transactional content services.[3]

› **Business content drives the day-to-day workplace experience.** Business content typically originates inside the enterprise, but the growing need to work with external stakeholders — customers, partners, regulators, and citizens — is changing how EA pros assess vendors and prioritize requirements. Business content includes familiar formats such as office documents, spreadsheets, email, and multimedia. The content may be formal (with structured templates or forms) or informal (created ad hoc). Key capabilities include flexible user interfaces, document management, team collaboration, and secure file sharing.

› **Transactional content drives high-volume customer-focused processes.** Transactional content often originates outside of the enterprise, from third parties such as customers and partners. Highly structured processes support these high-volume activities, such as accounts payable or customer claims processing. Transactional content includes scanned documents or print streams generated from back-office applications. Many companies mine these customer interactions to find patterns and trends to help predict how they might behave in the future. Key capabilities include multichannel capture, e-forms, and business process management (BPM).

› **Foundational repository services are table stakes for both ECM categories.** Core library services such as version and access controls, life-cycle management, metadata, and search continue to be essential capabilities for ECM in both the business and transactional content services submarkets. Increasingly, analytics, mobile app toolkits, and flexible interface design tools are highly desirable components. These core capabilities, expressed as APIs and services, are also fundamental to the emerging content platform market.[4]

Vendors Focus On Customer Experience And Usability To Stand Apart

ECM program leaders in 2017 are focused on improving their organizations' compliance with regulations, digitizing their business processes, accelerating knowledge sharing, and improving their own customers' experience.[5] ECM vendors are investing — at last — in significant user interface modernizations, mobile frameworks, customer success programs, and low- or no-code design tools. Longtime ECM vendors, however, have a risk inside their install bases: Complex, highly customized on-premises deployments result in customers being slow to upgrade and take advantage of new capabilities and deployment methodologies. This opens the door to new competitors, including emerging cloud-native content platforms, to tackle newer ECM use cases.

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Enterprises Need To Balance Compliance Obligations With Demand For Ease Of Use

Governance of content — including documents, metadata, and related tasks — is a core driver for ECM adoption. Information workers often on the frontline of serving customers, however, are more interested in finding, sharing, and collaborating on this content. Both sets of requirements are essential inputs to successful ECM programs, particularly in regulated industries. Finding this balance between wants and needs means EA pros must:

› **Look at records or life-cycle management as a transparent service — not a bolt-on.** ECM deployments that expect end users to attach file codes or assign metadata to drive retention rules have notoriously poor user adoption levels.[6] Look for technologies that can automate the assignment of metadata to drive retention policies via analytics, inheritance, or background processes.

› **Embed security policies into the collaboration or file-sharing process.** ECM vendors serving global, distributed enterprises are enhancing security capabilities to minimize any confusion over which documents can be shared and which cannot. Look for solutions that allow access to be restricted based on metadata (for example, an internal-use-only marker) or geography (such as restricting access via IP addresses) or that can enforce a view-only or no-copying policy via rights management, even outside of the ECM repository.

› **Support mobile content use with administrative controls.** Mobile is still relatively low in adoption when accessing or using ECM systems, with only a third of ECM programs using phones or tablets.[7] EA pros must understand how ECM vendors that offer mobile apps or toolkits support administrative controls (such as wiping downloaded or synched documents from lost or stolen devices and prohibiting downloads to unauthorized devices) or integrate with common enterprise mobile management tools.

Intelligent Content Services And Analytics Will Solve New And Future Content Challenges

ECM vendors are still in relatively early days when it comes to embedding analytics, cognitive services, or machine learning capabilities into their suites or platforms. Business content services supplemented with these smarter, self-improving services have significant potential to transform common collaborative, knowledge-sharing, task assignment use cases. EA pros should look at how ECM vendors are investing in the following areas:

› **Advanced search and machine learning for investigations and eDiscovery.** Machine learning has long been driving technology innovation in the eDiscovery market, with technology-assisted review tools helping legal teams tag and categorize large volumes of content exponentially faster than human eyes alone.[8] Most ECM vendors have partnered for these analytics, but larger vendors are acquiring these capabilities to offer as extended modules.

› **Proactive recommendations and knowledge surfacing.** Advanced search and analytics capabilities are already being infused into some ECM platforms in order to detect patterns of search, sharing, and readership by mining logs and team structures. Expect to see more vendors

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push recommended content to users based on what their teams have used. Watch for virtual assistants or bots to deliver documents in the context of a pending calendar appointment or to accelerate task escalations when out-of-office notices are detected.

› **Cross-repository content application delivery.** In the vision report in Forrester's enterprise content management playbook for 2017, we project the rise of intelligent and transparent content services to broker and federate into heterogeneous ECM environments.[9] Organizations operate in a hybrid world of work, and applications and repositories from multiple vendors reside in the cloud and on-premises. Thus, fast delivery of content apps to busy information workers means access and delivery of content from multiple systems.

› **Automated categorization and classification by mining content and context.** Metadata tagging has been the bane of the typical ECM user for years. Watch for more integrated approaches to entity extraction and text, image, and video analytics to be embedded in ECM systems.[10] Examples include applying security classifications to items containing sensitive data such as personally identifiable information or using categorization to associate customer IDs or project numbers to relevant documents.

Explore Alternative ECM Vendors — Or Vendors In Adjacent Markets

Several vendors with solid capabilities in the business content services segment of ECM did not meet all inclusion criteria but can still offer credible alternatives to those assessed in this report. Also, look to adjacent markets such as enterprise file synch and share (EFSS) and the transactional content services segment of ECM for vendors to short-list. Examples include:

› **Transactional content services specialists.** Vendors with historical market strength in high-volume content use cases that range from highly structured to semistructured (such as claims processing, BPM, and invoice processing) are also investing in modern user interfaces, more templating and low-code design tools, and more collaborative file-sharing capabilities. Assess vendors such as Laserfiche or Newgen Software if requirements span both segments of ECM.

› **European vendors with global expansion plans.** Vendors such as Fabasoft have been a strong provider of document and records management along with collaboration, secure deal rooms, and search in the German-speaking market. Italian provider Siav is investing in a modern content platform and serving markets in central Europe as well as India. Polish-headquartered Comarch now has a presence in 60 countries and offers a number of content-centric applications in both regulated and unregulated industries. European providers with in-country data centers provide cloud alternatives when sensitive content must be stored in-region due to data sovereignty requirements.

› **EFSS providers closing the feature gap by providing business content services.** Box was the first to cross over from EFSS into ECM for business content services, but others are emerging as fast followers. Dropbox Business improved in 2016 by offering the ability to manage documents at

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a departmental or team level and enhanced its desktop clients with on-demand file streaming as customers expanded adoption. In March 2017, Google announced enhancements to Google Drive to improve its team workspace capabilities and add basic retention policies to stored documents.

› **Open source content platforms.** Content and digital asset platform provider Nuxeo has expanded into the North American market in recent years but fell just short of this Forrester Wave's revenue cutoff. Nuxeo is architected as a highly scalable content platform for a broad range of content types, addressing use cases for ECM, digital asset management, and case management. Nuxeo will appeal to enterprise architects and accompanying technical teams that value open APIs, open standards, and technology innovation fueled by open source development practices.

ECM Business Content Services Evaluation Overview

To assess the state of ECM for the business content services segment and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of the top 15 vendors. After examining past research, user needs, customer inquiry trends, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We grouped these 26 criteria into three high-level buckets:

› **Current offering.** We assessed the technologies based on the breadth of the tool set, with particular emphasis on library services, usability and adoption, life-cycle management, collaboration, and file sharing. We surveyed customers to get firsthand observations on the strengths — as well as weaknesses — of particular capabilities.

› **Strategy.** ECM vendors must show coherent technology, go-to-market, and partner strategies to help their customers be successful and manage their business content within a broad information ecosystem. Increasingly, this ecosystem includes cloud-based enterprise applications, mobile use cases, interoperability, and integration with other content management systems, as well as the need to collaborate with external users in key content workflows.

› **Market presence.** We evaluated each vendor based on its current customer base, the size of its ECM product revenue (licensing or subscription), its geographic presence, and its focus on vertical markets.

Evaluated Vendors And Inclusion Criteria

Forrester included 15 vendors in the assessment: Alfresco Software, Box, Everteam, HPE, Hyland, IBM, iManage, Kofax, M-Files, Microsoft, OpenText Content Suite, OpenText Documentum, SER Group, SpringCM, and Upland Software. Each of these vendors has (see Figure 1):

› **Breadth of functionality.** Each vendor must have specific functionality to support the creation, use, and management of business content. Key offerings include core foundational library services, tools and programs to encourage user adoption, and collaborative services such as document management, secure file sync and share, and team workspaces.

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› **A proven track record with enterprise customers.** Vendors that are included have a solid customer base among enterprise customers (those with revenues over $1 billion) and can integrate to the other enterprise applications that these companies rely upon. Vendors included have a minimum of approximately $15 million in annual revenues related to ECM or at least 500 enterprise customers.

› **Global presence.** Vendors included have a direct market presence in a minimum of two major global regions, such as North America and Europe, and the ability to support deployments of global firms, supplemented by partners or channels.

› **Leadership in the business content services segment of ECM.** Selected vendors demonstrate the ability to shape the direction of the market, either through innovative delivery models, noteworthy thought leadership, dominant market presence, or pioneering use of new technologies.

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FIGURE 1 Evaluated Vendors: Product Information And Selection Criteria

Vendor	Product evaluated	Product version evaluated
Alfresco Software	Alfresco Content Services (formerly Alfresco One)	
Box	Box Enterprise	
Everteam	Everteam ECM, which encompasses the following components either as standalone applications, extentions, or aggregations: • everteam.archive • everteam.records • everteam.document • everteam.analytics • everteam.correspondence • everteam.tender	
Hewlett Packard Enterprise	Secure Content Management Suite	
Hyland	OnBase, ShareBase	
IBM	FileNet Content Manager	5.2.1
	Content Foundation and Content Foundation on Cloud Production Imaging Edition	5.2
	Content Navigator (included in all IBM ECM products at no charge)	3.0
	Daeja ViewONE Virtual	5.0.5
	Case Manager and Case Manager on Cloud	5.3
	Datacap and Datacap on Cloud	9.1
	Datacap Insight Edition and Datacap Insight Edition on Cloud	9.1
	DataCap Accounts Payable	9
	Content Manager on Demand and CM OnDemand on Cloud	9.5
	Watson Explorer Enterprise Edition	11.0.2
	Connections Enterprise Content Edition	5.2
	Enterprise Records and Enterprise Records on Cloud	5.2
	StoredIQ	7.5
	Content Collector for Files	4.0.1
	Content Collector for SharePoint	4.0.1
	Content Collector for eMail	4.0.1
	Content Collector for SAP	4
	Content Classification	8.8
	eDiscovery Manager and Analyzer	2.2
	Atlas eDiscovery Process Management	6.0

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FIGURE 1 Evaluated Vendors: Product Information And Selection Criteria (Cont.)

Vendor	Product evaluated	Product version evaluated
iManage	iManage Work iManage Share iManage Insight iManage Govern	
Kofax	Perceptive Content	
M-Files	M-Files	
Microsoft	SharePoint	2016
OpenText Content Suite	OpenText Content Suite OpenText Process Suite OpenText Discovery Suite	16 16 16
OpenText Documentum	Documentum Platform	
SER Group	Doxis4	
SpringCM	SpringCM Cloud Content Management	
Upland Software	FileBound	

Vendor inclusion criteria

The vendors chosen for this Forrester Wave must meet the following inclusion criteria:

• A minimum of $15 million in annual revenues.

• A minimum of 500 current maintenance/subscription customers.

• Products are actively sold and marketed in more than one geographic region (for example,
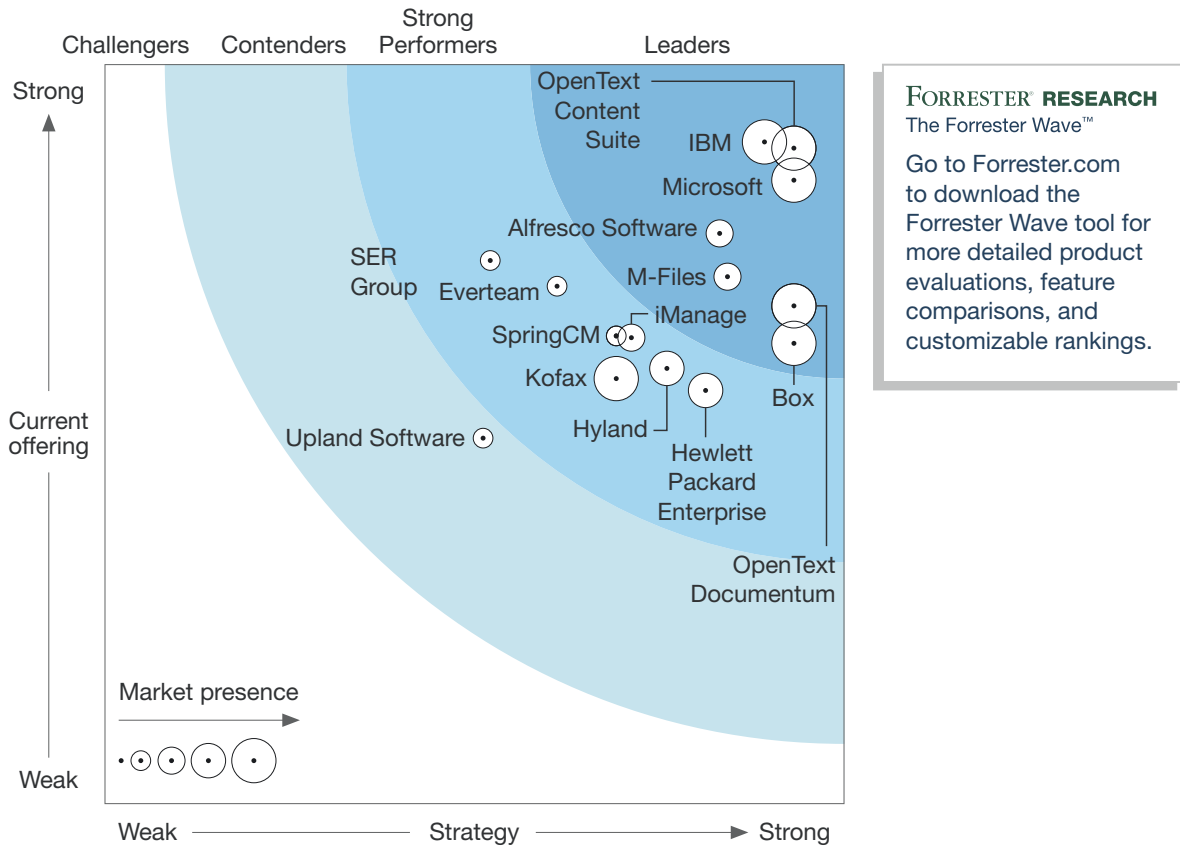   North America and Europe).

Vendor Profiles

This evaluation of the business content services segment of the ECM market is intended to be a
starting point only. We encourage clients to view detailed product evaluations and adapt criteria
weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool
(see Figure 2).

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FIGURE 2 Forrester Wave™: Enterprise Content Management — Business Content Services, Q2 '17

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FIGURE 2 Forrester Wave™: Enterprise Content Management — Business Content Services, Q2 '17 (Cont.)

	Forrester's weighting	Alfresco Software	Box	Everteam	Hewlett Packard Enterprise	Hyland	IBM	iManage	Kofax
Current Offering	50%	3.85	3.11	3.50	2.79	2.94	4.47	3.15	2.87
Foundational content services	25%	3.45	2.10	3.95	4.25	3.80	4.30	2.85	3.85
User adoption	10%	4.80	5.00	3.00	2.30	4.30	3.70	2.30	4.10
Business content services	65%	3.85	3.20	3.40	2.30	2.40	4.65	3.40	2.30
Strategy	50%	4.15	4.65	3.05	4.05	3.80	4.45	3.55	3.45
Strategy	100%	4.15	4.65	3.05	4.05	3.80	4.45	3.55	3.45
Market Presence	0%	2.50	4.20	1.80	3.15	3.75	5.00	2.75	4.50
Revenue	50%	2.00	3.90	1.10	2.30	3.00	5.00	2.00	4.00
Customers and markets	50%	3.00	4.50	2.50	4.00	4.50	5.00	3.50	5.00

All scores are based on a scale of 0 (weak) to 5 (strong).

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FIGURE 2 Forrester Wave™: Enterprise Content Management — Business Content Services, Q2 '17 (Cont.)

	Forrester's weighting	M-Files	Microsoft	OpenText Content Suite	OpenText Documentum	SER Group	SpringCM	Upland Software
Current Offering	50%	3.56	4.21	4.43	3.37	3.67	3.16	2.47
Foundational content services	25%	3.95	3.95	4.50	4.10	3.90	2.25	2.45
User adoption	10%	3.90	3.90	4.10	3.00	3.90	4.80	3.90
Business content services	65%	3.35	4.35	4.45	3.15	3.55	3.25	2.25
Strategy	50%	4.20	4.65	4.65	4.65	2.60	3.45	2.55
Strategy	100%	4.20	4.65	4.65	4.65	2.60	3.45	2.55
Market Presence	0%	2.05	5.00	4.50	4.55	1.80	1.05	1.80
Revenue	50%	1.10	5.00	4.00	4.10	1.10	1.10	1.10
Customers and markets	50%	3.00	5.00	5.00	5.00	2.50	1.00	2.50

All scores are based on a scale of 0 (weak) to 5 (strong).

Leaders

› **OpenText Content Suite 16 delivers major usability improvements.** With the exception of some administrative modules, including records management, OpenText has modernized its user experience with its major 2016 release. OpenText continues with its hybrid approach, making its Content Suite available in the OpenText Cloud, as well as customers' preferred public cloud services such as Azure or Amazon. OpenText has focused on productivity use cases, with ongoing integration to major leading enterprise applications (such as Salesforce or SAP SuccessFactors). Virtual connected workspaces support templated project or program sites, and secure file sharing is available with the Tempo Box module. Extended rights management for documents distributed outside the repository can be added with the optional OpenText Brava and Blazon tools for secure viewing, redaction, and watermarking. Customers report high levels of satisfaction with integration capabilities, life-cycle management, and overall foundational library services. Customers express desire for faster innovation and integrations across acquired components. Since the launch of this Forrester Wave research, OpenText has closed the acquisition of the Enterprise Content Division product portfolio from Dell-EMC, including Documentum.

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› **IBM explores the intersection of content and cognitive services for its ECM future.** IBM's vision is to embed cognitive services (via technologies under its Watson umbrella brand) into its content and case management offerings as well as to enhance its ability to deploy its content services into different cloud models. IBM has adapted its core offerings to run in IBM's own cloud data centers, with pricing and packaging models refined to reflect the application's unit of value (for example, number of documents per day, number of case artifacts, etc.) IBM's Content Foundation, whether deployed on-premises or in the cloud, is augmented by its web and mobile-friendly universal client, Content Navigator. Many existing customers, however, lag behind current product versions and are unable to benefit from improved interfaces. This interface serves a broad set of content management use cases, including the document-centric collaboration and sharing. Strong library services, including robust life-cycle management, appeal to large, regulated businesses that generate high-volume content stores. Customers report overall solid satisfaction with many core repository capabilities but report some dissatisfaction with mobile search tools.

› **Microsoft instigates content in the cloud with a focus on SharePoint Online.** Microsoft's launch of SharePoint 2016 and ongoing investment into Office 365 and SharePoint Online have proved to be significant catalysts in enterprises' decisions to move their enterprise content to cloud services. Support for hybrid deployments continues to be an area of focus, supporting firms adopting cloud services in a phased approach or for specific use cases. Microsoft's FastTrack migration program, as well as its partners, provides a range of options for customers that want to move documents out of their own in-house data centers or on-premises SharePoint sites. Microsoft has a clear cloud-first vision and has invested in eliminating the scalability barriers that challenged older, on-premises SharePoint editions. Microsoft continues to work to improve one-stop governance tools, such as common eDiscovery and legal holds across the Office 365 stack. Collaboration, including analytics and social graphing, is a major area of focus and investment. Customers report a high degree of satisfaction with integration capabilities but report issues with usability and the ability to use metadata to restrict access to documents.

› **OpenText Documentum takes a leap into the future but must hold on to customers.** During this Forrester Wave evaluation process, OpenText finalized its acquisition of the former Dell-EMC Enterprise Content Division. The portfolio, comprised of Documentum, InfoArchive, Leap, Application Xtender, and vertical solutions, is now part of OpenText. OpenText Documentum continues to be a solid offering, particularly for security-conscious regulated industries with rigorous compliance, governance, and retention requirements. New collaborative apps, launched in late 2016 under the Leap platform brand, help fill a lingering collaboration capability gap. These mobile-friendly, cloud-based granular apps are designed for content distribution and co-creation — including with external participants. Customers report high satisfaction with the product's security, metadata, integration, and records management capabilities. Customers have relayed dissatisfaction with account billing and communication practices, not surprising for a product portfolio that has undergone two major ownership changes in the last year.

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› **Alfresco Software delivers openness, interoperability, and hybrid deployment options.** Alfresco continues to lure customers away from incumbent ECM providers in both the public and private sector. Ongoing investments in its BPM portfolio as well as cloud partnerships, such as with Amazon, position it as a credible alternative for organizations that want a modern, open source- and open standards-based content and process services platform. Recent benchmarks show Alfresco's capacity to scale to over a billion documents, though most production customers are still well below this threshold. Investments in an updated partner program and customer success program have resulted in solid customer retention rates. Clients report a high degree of satisfaction with integration and interoperability capabilities, life-cycle management, and metadata but report some dissatisfaction with workflow and task management capabilities.

› **Box gains traction as a modern content platform in the cloud, continuing to fill gaps.** Box continues to execute on a methodical road map to enhance its foundational library services, allowing it to compete for an expanding set of content management use cases. Box attracts interest from customers that are embarking on their own cloud-first road map for content management and collaboration. Box is also attracting solutions providers and independent software vendors looking to use its API-rich platform as a content repository for their own vertical or line-of-business applications. Customers can use third-party low-code or no-code app design tools (such as Mendix) or embed code to expose key content services (such as file uploading) into line-of-business applications such as Salesforce. Box still has rather rudimentary capabilities in areas such as life-cycle management, metadata, and workflow. Box expects to launch its Relay workflow tool, jointly developed with IBM, later in 2017. Enterprise customers must be aware of Box's approach to search (i.e., not indexing all versions or all characters by default) and understand if they need enhanced capabilities. Customers, however, report a high level of satisfaction with professional services, ease of use, and the company's focus on customer needs.

› **M-Files innovates and invests in its metadata-first content management platform.** M-Files brings a focused metadata-centric point of view to the ECM market, eschewing the folder-based navigation and organizational scheme that has dominated the industry. Bidirectional integration with other key enterprise applications, such as Salesforce or SAP, is eased with frameworks that leverage structured data across systems. Mobile support is a focus for M-Files, with native apps for major platforms as well as integrations with major mobile device management tools. File sync-and-share capabilities are native to the M-Files system, allowing secure document distribution to both internal and external providers. M-Files received a large investment round in 2016, helping to fuel its technology innovation as it executes on its intelligent metadata layer strategy to bridge across multiple content applications. M-Files is also expanding globally, particularly in North America. Customers rate metadata, integration, and document management capabilities highly.

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Strong Performers

› **HPE retools its ECM offering with the Secure Content Management stack.** Hewlett Packard Enterprise's Secure Content Management (SCM) platform builds on a foundation of the formerly branded HP RM (Records Management) offering and is positioned to meet the needs of large regulated businesses with stringent compliance and investigative requirements. A partnership with Iron Mountain allows HPE to deliver subscription-based policies to ensure retention rules are updated in near real time as regulations change. HPE SCM has solid foundational library services but is relatively weak if customer requirements are heavy in areas such as collaboration or team workspaces. Customers report high satisfaction with security and document and records management but lower satisfaction with usability, mobility, and workflow capabilities.

› **Hyland evolves to add more process-driven file sharing capabilities.** Hyland has long been known for its line-of-business application integrations and support for high-volume transactional content use cases with its OnBase offering. In late 2015, Hyland launched its ShareBase file sync-and-share offering, one of its first cloud-native multitenant software-as-a-service (SaaS) products. This step into the EFSS market opens OnBase to a broader set of collaborative use cases, particularly when document sharing or information gathering is an essential part of an application such as new customer onboarding. Team workspace support, however, is minimal, as some customers leverage the OnBase SharePoint integration to meet broader team workspace needs. Document annotation capabilities such as sticky notes are available. ShareBase supports discussions, activity streams, and commenting. Customers report a high degree of satisfaction for Hyland OnBase across the board, including the firm's focus on customer service and education.

› **iManage shows fresh energy, helping firms manage high-value work product.** Spun out of HPE in mid-2015, iManage has revitalized its road map, customer success programs, and product development practices, taking advantage of modern, agile principles and offering multitenant SaaS. Long a leader in the legal document management market, iManage has enhanced its offering to manage the high-value work product of professionals in legal, audit, accounting, and consultancy firms, as well as general counsel, finance, and human resource offices inside large, global enterprises. iManage has made substantial investments in overall user experience, including responsive design for mobile form factors. Enhancements in collaboration via its Share module provides secure document sharing in extranet scenarios, such as providing customers with sets of matter, case, or engagement documents. Areas of highest customer satisfaction include partnerships, cloud strategy, and document management. Areas of lowest reported satisfaction levels include life-cycle management and workflow/task management.

› **SpringCM is an ECM cloud pioneer, finding success with Salesforce integration.** SpringCM was among the first truly cloud-first ECM providers and has found a sweet spot with its integration to cloud enterprise applications, particularly Salesforce. SpringCM continues to evolve beyond contract and sales document management to a more intelligent document platform, including enhancements for automated document generation, workflow, and task management. Ongoing

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investments include analytics to extract context and meaning from documents to help customer-facing workers make more informed decisions. SpringCM is increasingly targeting public sector and regulated industries and expects to have FedRAMP certification in early 2017.[11] Customers are particularly satisfied with the product's security, collaboration, and life-cycle management capabilities. Areas of lowest satisfaction include metadata and search capabilities.

› **Everteam innovates with analytics but struggles for recognition beyond Europe.** Everteam has been quietly executing on its strategy to weave analytics into business content services, resulting in a deep integration today. A strong commitment to research and development is evident, with customers solving complex content management challenges in markets such as government, defense, media, insurance, and energy. Recent acquisitions, specifically of BPM vendor Intalio, have raised market awareness and established a presence in North America. Everteam has begun the integration of its content and process services into a cohesive platform, allowing customers to deploy a range of content-rich applications. Everteam has also invested in improved usability, with customers reporting high degrees of satisfaction with its approach to metadata, document, and records management. Customers, however, report a need for better documentation and developer support.

› **Kofax provides solid foundational content services in an amalgamated portfolio.** The core ECM offering under the Kofax brand has its heritage in the Lexmark Perceptive brand. Over the last two years, the combined forces of Perceptive and Kofax, along with other acquired technologies, have been on a path of unification and integration. Kofax's EFSS offering remains in early adoption phase but offers a unique multitenant capability, allowing large enterprise customers to offer their own branded file-sharing workspace for their own end customers (for example, in a B2C scenario such as banking or insurance). Kofax continues to invest in mobile frameworks in order to deliver richer application development capabilities to clients and partners, including image recognition services. The launch of a new customer success program in 2016 indicates a deep focus on client retention. Customers report a high degree of satisfaction with overall customer service, as well as workflow capabilities. Customers, however, do indicate frustration navigating technical documentation, particularly with integrated modules from acquired product portfolios.

› **SER offers solid document-centric team and project sites, serving large deployments.** SER Group has a strong footprint in Europe with a growing presence globally as it invests in localization efforts and building partner channels. Its flagship Doxis4 platform provides a solid set of foundational library services and can scale to meet the needs of clients with several billions of managed documents. The Doxis4 platform delivers content, process, and case management services in a unified approach, with solid collaboration, file sharing, and project-based team sites. Ongoing investments into analytics, entity extraction, and automated categorization are a focus for SER as it leverages cutting-edge open source machine learning technologies to enhance its stack. Customers report relatively high satisfaction with metadata, search, and document management capabilities but are less satisfied with workflow/task management and overall support services for global deployments.

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Contenders

› **Upland Software invests in user experience and templating tools to drive adoption.** Upland's FileBound ECM offering is well suited for midsized enterprises that need to deliver a range of content apps quickly and efficiently, without needing extensive development resources. FileBound provides templates to spin up project or team sites quickly with drag-and-drop design tools. Partnership with Dell's Boomi integration platform allows FileBound clients to leverage packaged integrations to several hundred common business applications. Upland overall has a clear cloud-first strategy and has invested to offer FileBound as a multitenant SaaS offering while still supporting customers with hybrid, private cloud, or on-premises deployments. Customers report highest satisfaction with collaboration and workflow. Customers report lowest satisfaction with the product's search and document management capabilities.

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Supplemental Material

Survey Methodology

Forrester's August 2016 Global Enterprise Content Management Online Survey was fielded to 122 technology management professionals in August 2016. Respondent incentives included a summary of the survey results. Exact sample sizes are provided in this report on a question-by-question basis. This survey used a self-selected group of respondents (i.e., Forrester contacts who have interest in enterprise architecture and content management) and is therefore not random.

This data is not guaranteed to be representative of the population, and unless otherwise noted, statistical data is intended to be used for descriptive and not inferential purposes. While nonrandom, the survey is still a valuable tool for understanding where users are today and where the industry is headed.

Online Resource

The online version of Figure 2 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution. We evaluated the vendors participating in this Forrester Wave, in part, using materials that they provided to us by December 9, 2016.

› **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor briefing calls to gather details of vendor qualifications.

› **Product demos.** We asked vendors to conduct demonstrations of their products' functionality. We used findings from these product demos to validate details of each vendor's product capabilities.

› **Customer reference surveys.** To validate product and vendor qualifications, Forrester also conducted reference surveys with a minimum of three of each vendor's current customers.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria for evaluation in this market. From that initial pool of vendors, we narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

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After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave evaluation — and then score the vendors based on a clearly defined scale. We intend these default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. For more information on the methodology that every Forrester Wave follows, go to http://www.forrester.com/marketing/policies/forrester-wave-methodology.html.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with our Integrity Policy. For more information, go to http://www.forrester.com/marketing/policies/integrity-policy.html.

Endnotes

[1] Check the downloadable Excel spreadsheet with detailed market forecasts, including ECM for 2017-2018, in Figure 10 of the following report. See the Forrester report "The Global Tech Market Outlook For 2017 To 2018."

[2] Eighty-seven percent of surveyed ECM decision makers planned to continue their deployments into 2017. This includes 45% who expect to increase their deployments or usage somewhat and 42% who plan to increase significantly. Source: Forrester's August 2016 Global Enterprise Content Management Online Survey.

[3] To learn more about the evolution of the Forrester Waves for ECM and the rationale for the market segmentation, see the Forrester report "Brief: ECM Divides Into Transactional And Business Content Segments."

[4] To learn more about software platforms, see the Forrester report "The Platform Explosion: Harness It Or Lose Agility."

[5] Improved compliance and digitization of business processes were the top two drivers for ECM investments, according to surveyed ECM decision makers. Program leaders who were revising their ECM business cases for 2016-17 named improved customer experience and better knowledge sharing as their top two new desired outcomes. Source: Forrester's August 2016 Global Enterprise Content Management Online Survey.

[6] Source: Forrester Research And ARMA International Records Management Online Survey, Q3 2013, Q3 2014, and Q2 2015, and Forrester/ARMA International Records Management Online Survey, Q1 2017.

User adoption, lack of skills, and inconsistent classification are consistently among the top challenges facing records and information management programs year over year. See the Forrester report "A New Set Of Challenges Keeps Information Governance Professionals Up At Night" and see the Forrester report "Records Managers Must Focus On Business Needs, Budgets, And Technology To Succeed."

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[7] Only 33% of surveyed ECM decision makers were actively using mobile devices (phones or tablets) to access or use their ECM systems. A further 39% had plans to adopt mobile into 2017-18. Twenty-eight percent had no firm plans to introduce mobile use for ECM. Source: Forrester's August 2016 Global Enterprise Content Management Online Survey.

[8] To learn more about machine learning in the context of eDiscovery and investigations, see the Forrester report "Protect Your Customers With Technology-Assisted Review."

[9] To learn more, see the Forrester report "Prepare For The Post-Repository World Of Intelligent Content Services: ECM In 2021."

[10] To learn more about the broad category of artificial intelligence and the related technology sectors, see the Forrester report "TechRadar™: Artificial Intelligence Technologies, Q1 2017."

[11] FedRAMP: the Federal Risk and Authorization Management Program.

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