KYOCERA

Business Digitalisation in Europe

Outlook 2019

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Digital Transformation Begins by Tackling Documentation

The enterprise world is currently living in the midst of a technological revolution where success is highly reliant on the ability to keep up and adapt to today's fast-paced, digital world — and opting out of achieving digitalisation is no longer an option. In other words, the digital enterprise future is now, and it's here to stay. But, what does this mean for how businesses manage content and information? Simply put, it proves that there is no time to waste in going completely digital, yet more than 40% of companies across Europe are oblivious to the solutions that are already out there to make it happen.

Cutting-edge solutions such as Content Services, as well as Enterprise Content Management (ECM) and Document Management Systems (DMS), are currently seen as mature technologies and strategies for managing content and business information. In leveraging these tools lies the key to drive and digitalise ordinary businesses, as becoming a digital enterprise is undoubtedly paramount. Nonetheless, most companies are unaware of these solutions and still face the most basic problems as, even now, they have a need for the functionalities that Content Services, Enterprise Content Management, or Document Management Systems can provide.

Information management challenges have become commonplace for enterprises as problems arise from traditionally managing documents and data, which are quickly leading to losses and becoming unsustainable. As such, many companies still find themselves dealing with issues pertaining to inefficient traditional work environments.

- Firstly, businesses are still storing information in multiple places, which makes looking for information a tedious and lengthy process for employees.

- Secondly, there is no way of ensuring compliance and data consistency across data stored in the business.

- Thirdly, organisations lack the right capabilities or, in other cases, find it difficult to capture and categorise the vast amounts of data that come in every day.

- Fourthly, the task of making sure the right information is available to the right people, while access is tracked, is not automated.

- Finally, not having centralised systems that can be accessed from anywhere for support in decision making hinders productivity and performance.

How can an enterprise tackle these problems? The answer lies in Content Services — a set of integrated software, hardware, and service solutions aimed at overcoming business challenges. As Content Services' predecessor, Enterprise Content Management already brought about significant changes to the industry as it helped companies streamline their organisation while optimising and making their processes evermore efficient. Now, Content Services has taken over by combining next-generation technology, such as artificial intelligence, with the reality of today's digital enterprises.

Surprisingly enough, the technological solution to the challenges that companies face is already available on the market as is seen through the application of Content Services and Enterprise Content Management. Yet, businesses do not seem to understand what value these tools can bring and have thus never seen that there is a real solution that can fix the problems they have. What's more, many mistakenly regard the technology, and the services associated with implementing it, as expensive and out of reach for small to medium sized enterprises' budgets — a typical case in which the benefits certainly exceed the costs.

To this end, Kyocera Document Solutions Europe has conducted a study to share their expertise with partners and to acquire a true overview of the current understating and perception of "Enterprise Content Management" and "Document Management Systems" in the marketplace. In all, the outcomes are aimed at assisting customers to develop information management strategies involving these solutions and to add value to their businesses, leaving them to reflect on how to achieve their true digitalisation.

Advancing Towards Digitalisation

Digitalisation is one of the driving forces behind the most successful of enterprises. It has entirely changed how people approach life with an increasing inclination towards all that is automated, efficient, and at the reach of their fingertips. Currently in Europe, 63% of businesses have already digitised more than half of their documentation and nearly 36% consider process automation a strategic priority. Even more remarkable is how The Netherlands is leading the era of automation and digitalisation in Europe as three quarters of its enterprises have already partly to fully automated its business processes and digitalised their documents. It goes without saying that people are digitalising their lives and perhaps even faster than any enterprise thinks it could. **Society is experiencing a disparate evolution of people rushing into the digital world whilst businesses are falling behind and failing to make the most of the new innovations on offer**, leading to the conclusion that people are now living digital lives while working in analogue workplaces; a juxtaposition which is neither profitable nor logical for any business.

As innovations in technology have changed the world and the way that people live, it has, however, impacted the way that internal processes in the marketplace have evolved. The trend of incorporating of new technological solutions into organisations has led to new developments which are increasingly commonplace, including, but not limited to, the automation of tasks and processes, cloud services storing information online, greater mobility for professionals who can now work on the go, and the Internet of Things.

By making contact between businesses and their clients so easy, organisations have seen a substantial rise in the amount of information which they receive on an inbound basis. This presents a challenge to companies who are struggling to optimise their operations when it comes to handling these vast quantities of data. Those who can achieve streamlining of such tasks are rapidly finding that it can serve as a competitive advantage within their field. With this in mind, it is clear to see why many firms are now prioritising the efficient management of content and information to add real value to their organisation.

Kyocera Document Solutions Europe has conducted a study into what these organisations are looking for when it comes to document information management and content management. In recent years, Enterprise Content Management (ECM) has risen to become one of the dominant solutions to this business challenge alongside Document Management Systems (DMS), while Content Services is also gaining popularity as the future of this sector, yet its use remains mainly restricted to larger organisations. As a result, Kyocera has set out to further investigate and understand how the needs and application of these technological solutions differ across various industry companies at every level from freelancers and small businesses to international corporations.

Document Management Systems are defined as the storing and managing of electronic documentation after the use of a scanner to input the data. Similarly, Enterprise Content Management goes further and offers more, consisting of a collection of tools and strategies which seek to enable technology to automatically capture, store and share valuable business information across organisations. Similarly, the latest evolution of Content Services looks to build on that again, integrating further with external repositories to provide further search functionalities and analytics to the management and storing of information.

Despite the growth of all three of these technologies, awareness within the marketplace about them is limited as more than 40% of European companies don't know what an ECM system even is. In particular, there is a shortage of information on how company size can affect the role of this technology, as well as how the horizontal and vertical approaches of these businesses can impact the way in which they handle data.

In Europe, 63% of businesses have already digitised more than half of their documentation.

To allow for Kyocera to gain more from this study, the focus has been upon the more widespread usage of Document Management Systems and Enterprise Content Management within this field. This will enable Kyocera and its partners to garner an in-depth understanding of what the market looks for when firms consider investing in automation and digitalisation technology. In addition to this, the study provides greater detail on how tools such as Document Management Solutions and Enterprise Content Management can help companies along their digital transformation journey in the pursuit of greater efficiencies. By identifying challenges that businesses of all sizes will soon be required to overcome and the priorities that different organisations have, this report outlines the way in which these tools can be used to fuel a new era of business optimisation building on the innovation of the technology available.

Having analysed the expectations of businesses in this field, it is clear that firms of various sizes, in numerous industries and markets, all stand to gain from the implementation of such solutions. The challenge for Kyocera is also one which is evident: the education of these organisations regarding the long-term benefits of business optimisation tools.

Structure of the Study

This report provides an in-depth analysis of the findings from Kyocera's study. It begins by covering the main topics identified such as the priorities, processes, and expectations of enterprises in this modern era of technological innovation. Providing an analysis of these outcomes reveals intriguing and relevant information for professionals who may be involved in the decision-making process for such technologies in businesses of any size across Europe.

In detail, this report is divided into various sections that provide a broad scope of the marketplace's current digitalisation status. To begin, the introduction outlines the motivation and context behind the study. Here, the structure of the study provides detail on what is to come throughout the report. Next, the methodology behind the report is fully explained. It provides details regarding enterprises' main business goals and priorities, processes, familiarity, and usage of Document Management Systems and Enterprise

Content Management, the path to investment in digital information management technologies, and content management expectations.

Subsequently, a textual analysis of the data obtained from the study is provided. This section is broken down into four key focuses: Business Goals and Priorities, Business Processes, Familiarity and Usage of Document Management Systems, Enterprise Content Management, and finally, the Investment Journey.

Last of all, the study culminates with a discussion of results and conclusion in which a recommendation is made on the basis of an appropriate digitalisation strategy for modern day organisations.

Methodology

Kyocera conducted this study in 2018, in partnership with ADK Insights. The investigation targeted responsible individuals in organisations who are involved in the process of increasing digitalisation and document software solution management. In candidate selection, the study chose around 1,750 representatives from a wide range of business departments across Europe, varying in size from individual freelancers to large international corporations.

The research was carried out in seven major European markets: France, Germany, Italy, The Netherlands, Spain, Turkey, and the United Kingdom. These were selected in order to provide a wider view of the situation across Europe.

In total, **98% of those surveyed are heavily involved in the decision-making process regarding either digitalisation, automation, or the purchase of software solutions** for their organisations.

Within this specific group, half are the primary decision-maker, and all others are key figures within the decision-making process. Of these professionals, over two-thirds are males and the majority of respondents fall within the range from 30 to 49 years of age. These figures' key tasks include the hiring of staff and new business development alongside digitalising the office and defining business strategy.

In total, 20% are Chief Executive Officers or Senior Executives, and the most commonly held position among respondents is the role of Head of Department. Among the 26% of respondents, 11% are Head of Information Technology, whilst a further 16% are managers within other departments. In general, the most common areas of work include Production and Finance & Accounting, reflecting the areas in which there is the most need for these digitalisation solutions.

Areas such as Logistics, Procurement, Quality Assurance, Sales, Marketing, Human Resources, and Legal are also well represented within the survey.

The backgrounds of these companies also vary significantly. Of those surveyed, there were a series of enterprises from self-employed freelancers right through to international corporations with over 1,000 employees. Just over half of respondents are situated within the range of 50 to 500 employees, but this analysis will break down the results into the six business sizes which accounted for at least 5% of respondents each. This goes from freelancers through to businesses with over 500 employees. Participants also come from across an array of different industries. Leading the way are those from the Manufacturing industry (15%) and Information Technology or High-Tech industries (11%). However, respondents named 20 different industries, from the Public Sector to Finance and even to Agriculture.

By basing the survey upon such a wide-ranging scope, Kyocera has ensured the ability to gain an image of the marketplace as a whole, involving business of all shapes and sizes from a number of sectors. As such, Kyocera can make conclusions of the needs and priorities within each specific area and tailor their approach accordingly. Given the findings from this study, that many companies allow specific departments to choose their own software solutions for digitalisation, this provides significant added value to the organisation and to readers.

Someone involved in the **process of digitalising** the office & responsible for all **document software solutions** in various departments.

Mix of **company sizes**

Freelancer
1 - 9 employees
10 - 49 employees
50 - 200 employees
201 - 500 employees
501 - 1000 employees
1000+ employees
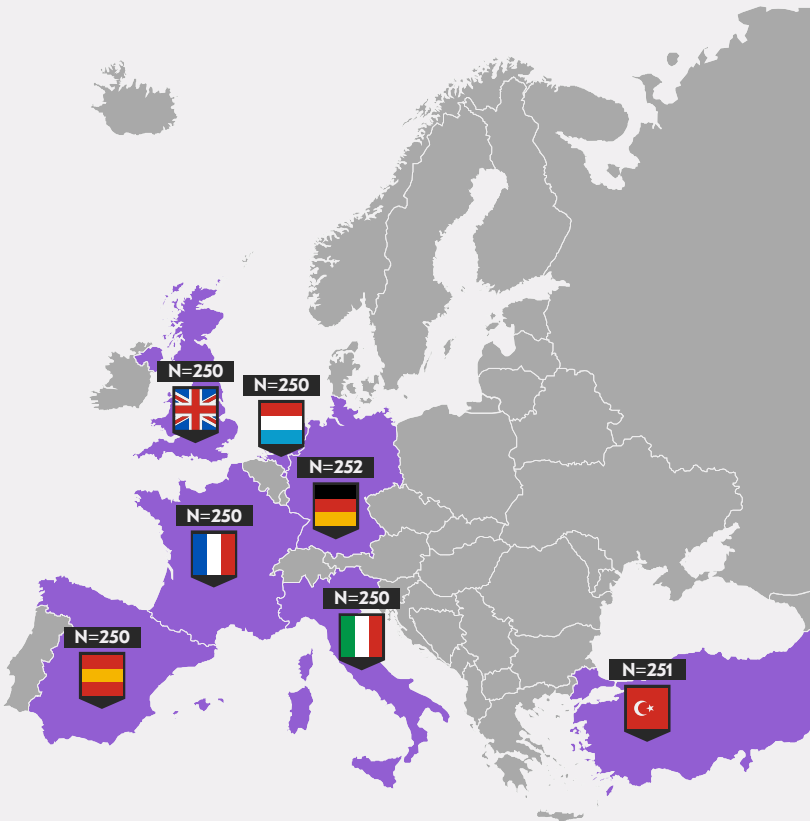
Mix of **industries sectors**

Male **67%**
Female **33%**

20+ years old

UK, Germany, France, Italy, Spain, The Netherlands, Turkey

N=250
N=250
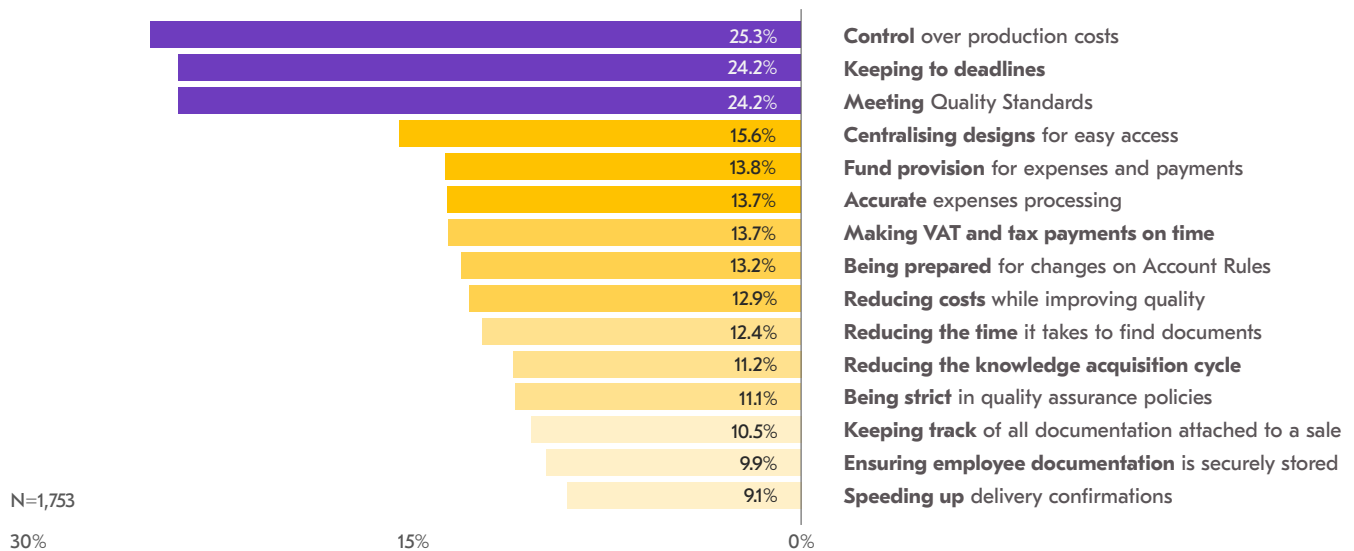N=252
N=250
N=250
N=250
N=251

Results Analysis and Discussion

Identifying Business Goals and Priorities

When it comes to business, the foundation of all organisations lies in outlining their goals and priorities. In the modern and digital era, that means looking at how technology can help their enterprise become more efficient, more productive, and help to give them a competitive advantage in the market.

Here, companies' identification of priorities begins to reveal exactly what matters most to them. The answer to many of them is the automation and digitalisation of tasks and information within an organisation.

Percentage	Priority
25.3%	**Control** over production costs
24.2%	**Keeping to deadlines**
24.2%	**Meeting** Quality Standards
15.6%	**Centralising designs** for easy access
13.8%	**Fund provision** for expenses and payments
13.7%	**Accurate** expenses processing
13.7%	**Making VAT and tax payments on time**
13.2%	**Being prepared** for changes on Account Rules
12.9%	**Reducing costs** while improving quality
12.4%	**Reducing the time** it takes to find documents
11.2%	**Reducing the knowledge acquisition cycle**
11.1%	**Being strict** in quality assurance policies
10.5%	**Keeping track** of all documentation attached to a sale
9.9%	**Ensuring employee documentation** is securely stored
9.1%	**Speeding up** delivery confirmations

N=1,753

30% 15% 0%

Focusing on business priorities to achieve a long-term vision

Across Europe, companies are under pressure to optimise efficiency. The rise of an economic crisis which has lasted for a decade has entrenched this notion even further, leaving many organisations focused almost entirely on cutting costs and meeting deadlines.

This is well reflected in the priorities of companies. Given that one in every four companies identified accurate control of production costs as one of their top priorities, more than any other option, it is perhaps interesting to instead consider the lesser selected options.

In a world where customers demand products quicker than ever, better than ever, and cheaper than ever, it is clear that companies are prioritising the latter in favour of the two former demands. Moreover, cutting corners in this way at times reflects how some companies may sacrifice customer satisfaction in favour of reduced costs.

For instance, only 9% of organisations claim that accelerating the time taken to confirm if deliveries have been successful can be categorised as a priority, whilst just 11% look to keep track of all documentation from a sale, from the initial contact to delivery. Such disorganisation leads to chaos, with sales professionals at a loss as to the current situation. Making that kind of impression to a potential client is unlikely to help any business' cause in the hunt for new trade.

What's more, 24% of firms surveyed express a desire to meet with required quality standards, such as are demanded by International Organisation for Standardisation. Yet, less than half of that figure, just 11%, prioritise the application of policies across their organisation in order to achieve uniform quality throughout. The economic crisis has forced companies to focus on survival and aggressive policies of cost savings. Beyond the notion of survival, companies are yet to prioritise the concepts which contribute the most to long-term growth.

Nevertheless, these aspects which are so essential to satisfying can be easily improved with Content Services, remain low on the priority list of organisations of all sizes. Such short-term planning poses a challenge for companies, particularly in the modern economy. Even though it may lead to reduced production costs, this simplistic approach may not be taking into account the consequences of such decisions. Pursuing these initiatives instead leads to post-sales costs, such as staff dedicated to customer service, which could otherwise be avoided by investing in a long-term vision.

More than ever, customers are demanding their products immediately and with guaranteed security and clear communication. These elements are at the heart of digital transformation and no aspects of business life are moving to the digital world more than these.

Priority identification: A culturally influenced phenomenon

This approach is particularly evident in Italy and Turkey, where objectives such as cost reduction and meeting deadlines remain top priorities for one in every three companies. In fact, in the case of Italy, no country has businesses which are demanding more quality for lower costs at 18%. Turkey also exceeds any other nation with the highest figures for prioritising the reduction of the knowledge acquisition cycle (17%) and centralising product designs for easy access (22%).

In comparison, Spain shows a more financial approach. Rather than focusing entirely on costs and deadlines, there is a reflection of long-term planning from a financial point of view. In all priorities related to accounting and finance, such as ensuring fund provision to meet payments, paying

VAT and tax bills on time, and reducing errors in expense processing, businesses in Spain exceed the average number of companies giving priority to the task by more than 5%.

As it pertains to Germany and The Netherlands, aspects such as meeting deadlines are highly valued. In both of these cases, businesses have the lowest average priority for these tasks among all countries involved in the survey. The value placed on these aspects instead gives way to diverse focuses across a range of areas, many of which do look to build upon the customer experience.

Content Services can offer a solution to the vast majority of these pains.

Goals, priorities - Top 15	Total (N=1,753)	UK (N=250)	Germany (N=252)	France (N=250)	Italy (N=250)	Spain (N=250)	The Netherlands (N=250)	Turkey (N=251)
Control over production costs	25.3%	23.6%	16.7%	23.2%	36.8%	26.4%	19.2%	31.1%
Keeping to deadlines	24.2%	24%	17.5%	22.4%	36.4%	25.2%	18.0%	25.9%
Meeting Quality Standards	24.2%	21.6%	14.7%	20.4%	36.8%	24.8%	21.2%	29.9%
Centralising designs for easy access	15.6%	14.4%	11.9%	16.4%	11,6%	18.4%	14.8%	21.5%
Fund provision for expenses and payments	13.8%	16.0%	10.3%	10.4%	9,6%	19.2%	15.6%	15.5%
Accurate expenses processing	13,7%	13.6%	7.5%	11.2%	13.2%	20.8%	14.4%	15.1%
Making VAT and tax payments on time	13,7%	12.4%	9.9%	10.4%	11.2%	21.6%	16.4%	13.9%
Being prepared for changes on Account Rules	13.2%	14.0%	10,3%	10.4%	11.6%	18.8%	15.2%	12.4%
Reducing costs while improving quality	12.9%	11.2%	9.1%	10.4%	18.0%	15.6%	13.2%	12.7%
Reducing the time it takes to find documents	12.4%	14.8%	9.9%	11.2%	8.8%	16.0%	12.8%	13.5%
Reducing the knowledge acquisition cycle	11.2%	10.0%	7.5%	14.4%	10.4%	12.0%	7.2%	16.7%
Being strict in quality assurance policies	11.1%	17,2%	7.5%	5.2%	10.4%	12.4%	14.8%	10.8%
Keeping track of all documentation attached to a sale	10.5%	11.2%	10,3%	14.4%	9.2%	8.8%	7.6%	12.0%
Ensuring employee documentation is securely stored	9.9%	16.4%	12.7%	14.0%	4.0%	8.8%	8.4%	4.8%
Speeding up delivery confirmations	9.1%	7.6%	6.0%	9.2%	11.2%	12.8%	9.6%	7.2%

■ This cell represents a result that is more than 5% lower than the average

■ This cell represents a result that is more than 5% higher than the average

Perhaps the only nation which appears to be ahead of the crowd is the United Kingdom. Here, the UK is the only country in which businesses are significantly above average in terms of their desire to prioritise secure storage of employee documentation and create new company-wide policies to drive quality.

This approach is significantly higher than other nations, such as France, where only 5% of companies consider it a priority compared to 17% in the UK.

These changes reflect just how companies must consider the way that culture and geography can impact how businesses operate. As such, whilst Content Services can offer a solution to the vast majority of these pain points, it is crucial that these cultural differences are kept in mind while targeting firms in each of these markets. This in itself involves tracking the development of each market as those such as Italy and Turkey gradually move towards more advanced digital approaches, as has been the case in the UK.
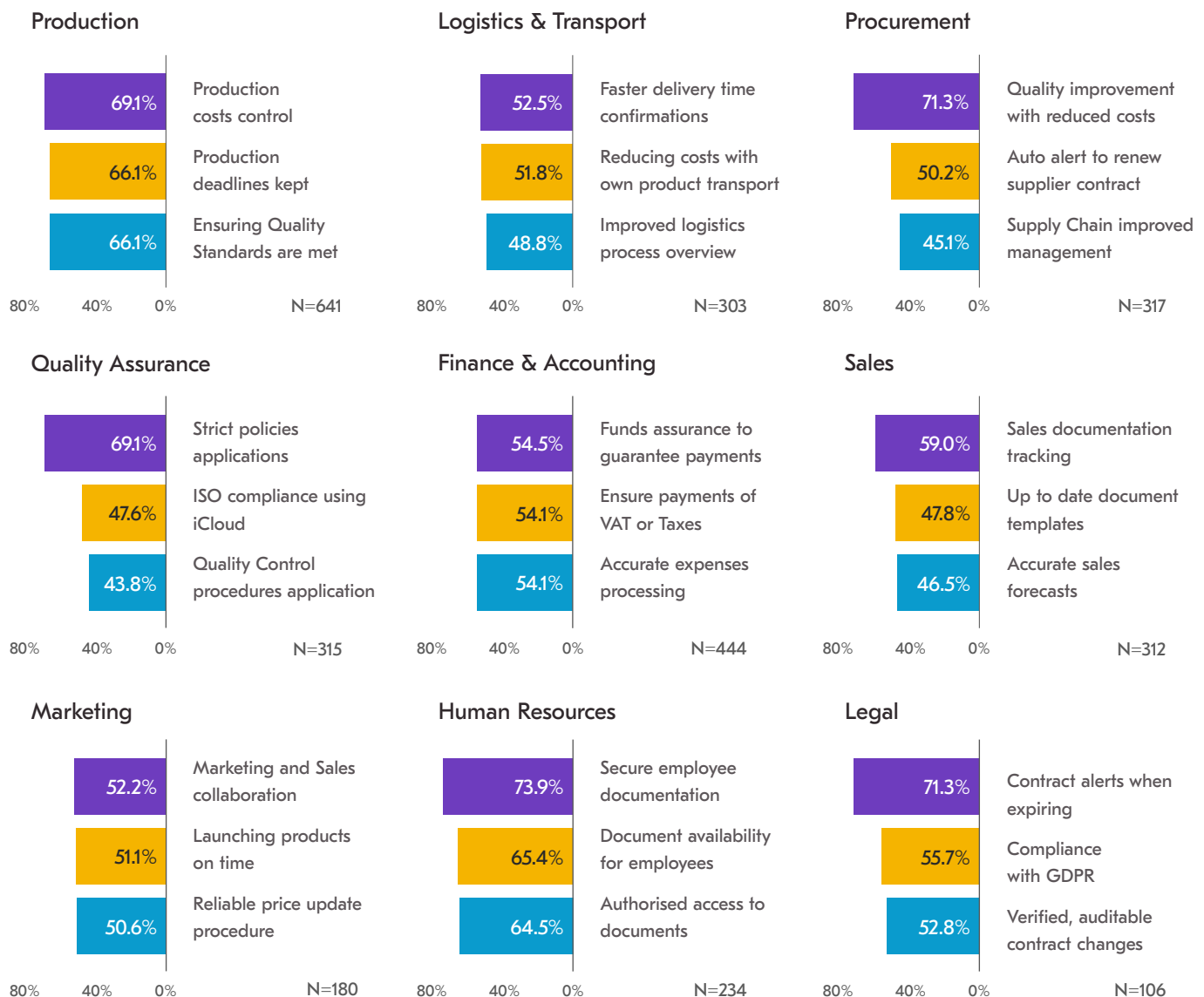
Department priorities in focus

A tendency of short-termism and focus on costs and quality is also reflected across production departments. Management and staff have three key focuses in this area: control over costs, sticking to deadlines, and maintaining quality standards. These are the three essential elements to survival that form the bread and butter of any organisation, and these departments are clear in their desires, as more than two-thirds of businesses allocate them as their top priorities.

Procurement departments show similar desires as improving quality at a reduced cost was their clear priority, being a choice for 71% of companies surveyed. However, in this case it appears that a lack of tools has limited the ambition of companies. For example, Content Services can be used to auto-alert to renew supplier contracts, a feature which reduces costs and eases workloads, yet only 50% of companies recognised it as a priority. This is a fundamental point for legal teams, with almost one in four legal departments prioritising alerts for when a contract requires renewal or is soon to expire.

Contract management tools are widely available in the current market and are becoming increasingly common as organisations look to take them on board to avoid unnecessary risks which could prove costly. The same applies to the recent rise in demand for tools to help tackle the challenge of the European Union's General Data Protection Regulation (GDPR), with legal departments across the region looking for ways to handle the requirements of the law. Leading up to and since its enforcement in May 2018, firms may potentially face fines for failure to comply and therefore are keen to avoid potential sanctions.

From a similar standpoint, finance and accounting departments are also desperately seeking ways to reduce risks. In fact, one of their three highest priorities, for 54% of businesses, is to guarantee that expense processing is accurate, while other aims include objectives such as ensuring that there are sufficient funds so as to guarantee payments.

In the area of logistics and transportation, there is a greater need for more customer-centric objectives, such as faster delivery confirmations, but reducing costs of transport by

Production
- 69.1% Production costs control
- 66.1% Production deadlines kept
- 66.1% Ensuring Quality Standards are met

N=641

Logistics & Transport
- 52.5% Faster delivery time confirmations
- 51.8% Reducing costs with own product transport
- 48.8% Improved logistics process overview

N=303

Procurement
- 71.3% Quality improvement with reduced costs
- 50.2% Auto alert to renew supplier contract
- 45.1% Supply Chain improved management

N=317

Quality Assurance
- 69.1% Strict policies applications
- 47.6% ISO compliance using iCloud
- 43.8% Quality Control procedures application

N=315

Finance & Accounting
- 54.5% Funds assurance to guarantee payments
- 54.1% Ensure payments of VAT or Taxes
- 54.1% Accurate expenses processing

N=444

Sales
- 59.0% Sales documentation tracking
- 47.8% Up to date document templates
- 46.5% Accurate sales forecasts

N=312

Marketing
- 52.2% Marketing and Sales collaboration
- 51.1% Launching products on time
- 50.6% Reliable price update procedure

N=180

Human Resources
- 73.9% Secure employee documentation
- 65.4% Document availability for employees
- 64.5% Authorised access to documents

N=234

Legal
- 71.3% Contract alerts when expiring
- 55.7% Compliance with GDPR
- 52.8% Verified, auditable contract changes

N=106

performing their own transport, rather than contracting externally, remains a second highest objective.

Furthermore, in quality assurance departments there is a clear aim is to apply company-wide policies strictly. This priority exceeds all others by almost 15% for this department and reflects the need that quality assurance experts have for Content Services. In such a paperwork heavy area, this kind of solution can offer a real impact when properly deployed.

This is replicated elsewhere, such as in sales. Again, paperwork is essential in this area but also poses one of the biggest challenges that sales professionals face. In order to provide transparent organisation throughout the process, 59% of businesses prioritise a complete documentation tracking service throughout the sales process. Even though some tools do already exist in this field, the arrival of Content Services is helping to streamline and optimise this process more than ever before.

Furthermore, sales departments also stand to gain from other objectives that Content Services can play a role in achieving. In particular, 52% of marketing departments are prioritising collaboration with sales teams to ensure access to all relevant materials for sales professionals, wherever they may be, and also guarantee that they have the latest information. By enabling this type of collaboration, the entire business can stand to gain. As creating such efficiencies, companies can achieve the kind of cost savings that are sought by so many, while also investing in long-term ambitions that can help fuel a digital transformation strategy.

This is also the case in human resources. Human resources is the only department to prioritise document security, particularly for employee documentation, which three-quarters of companies identified as an objective. When in paper form, it can be difficult for companies to offer the necessary guarantees regarding safety without substantial storage and security costs. By taking such data to a digital platform with Content Services, this can be made simple.

Control over costs, sticking to deadlines, and maintaining quality standards are the three essential elements to survival that form the bread and butter of any organisation.

Key challenges facing businesses in a digital world

With all of these issues presented, it is no surprise that companies are beginning to open their eyes to the benefits of digital transformation. Yet, after decades of practice relying upon paper and printing in their day to day lives, it is to be expected that there can be some resistance to change.

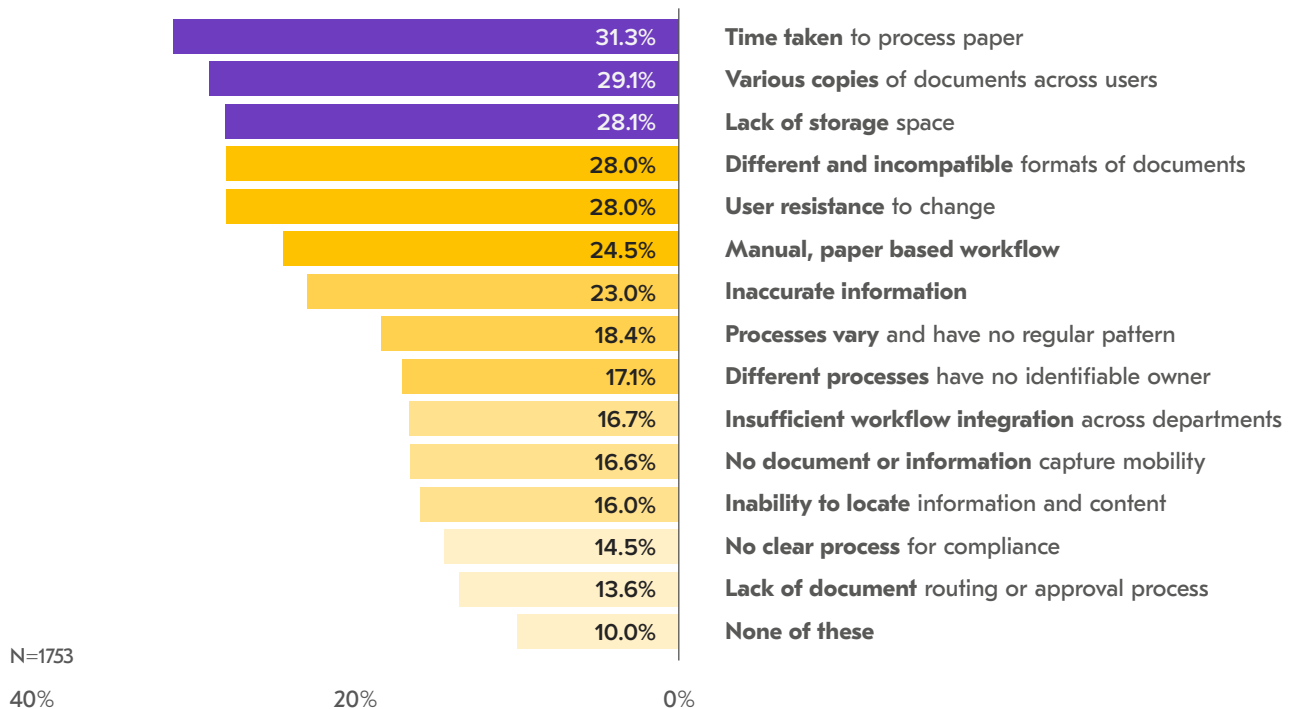This is true to the extent that paper has a role to play in two of the interviewed businesses' top five challenges in 2018. **One in three companies claimed that they spent excessive amounts of time on processing paper documents, implying hidden costs, while a further 28% admitted that they lacked the physical space to store the documents that is required.** By taking all of this online with a well-executed digital transformation plan, these challenges can gradually be overcome whilst significantly reducing business costs and employee workloads.

The issues reflected by a lack of digital co-ordination also fuel this disorganisation that can be created and cause major obstacles for business success. In this case, 29% of users found that various different versions of documents saved across numerous computers within a company had created a problem, and 28% also spoke of the issues caused by documents which existed in different or incompatible formats, such as PDF files that users lacked the correct tools to edit and digitally sign. This can be particularly problematic within contract management, where these issues may eventually cause lost business or delays in negotiations.

Other challenges can also be confronted through the introduction of Content Services and similar tools. For example, 25% of businesses complained that their workflow is almost entirely paper-based and highly manual and a further 17% claimed that there was very little to no document mobility and another 16% confessed to an inability to locate content and data. Through the implementation of a digital transformation strategy, these tasks can all become simple and can be easily controlled with just a few clicks or taps on a mobile device screen.

These issues identified by businesses highlight the true value of an automation process, or else known as workflow. Given that companies have yet to truly focus on the benefits that it could bring, it is clear to see what they are missing out on. Challenges would remain, as **28% of businesses fear that there would be user resistance to the introduction of such technological solutions**, but major obstacles would be overcome. Pursuing digitalisation in this way is the most efficient approach to achieving the growth that companies need to compete in a demanding and modern market.

What challenges have businesses identified?

| Percentage	Challenge
31.3%	**Time taken** to process paper
29.1%	**Various copies** of documents across users
28.1%	**Lack of storage** space
28.0%	**Different and incompatible** formats of documents
28.0%	**User resistance** to change
24.5%	**Manual, paper based workflow**
23.0%	**Inaccurate information**
18.4%	**Processes vary** and have no regular pattern
17.1%	**Different processes** have no identifiable owner
16.7%	**Insufficient workflow integration** across departments
16.6%	**No document or information** capture mobility
16.0%	**Inability to locate** information and content
14.5%	**No clear process** for compliance
13.6%	**Lack of document** routing or approval process
10.0%	**None of these**

N=1753

40%   20%   0%

Companies are yet to truly understand the benefits that digitalisation and automation can bring. Technology like Content Services can provide organisations with the ability to evolutionise how they cut costs, control quality and meet deadlines.

Innovation in Business Processes

Enterprises have a variety of different tasks to face in everyday life. Across a number of industries, different departments prioritise in different areas. This means that they often have different priorities and different obstacles to overcome.

In order to truly identify how Content Services can help to automate business processes, it is fundamental to understand the processes which matter most.

Top 7 European Countries* in Automation
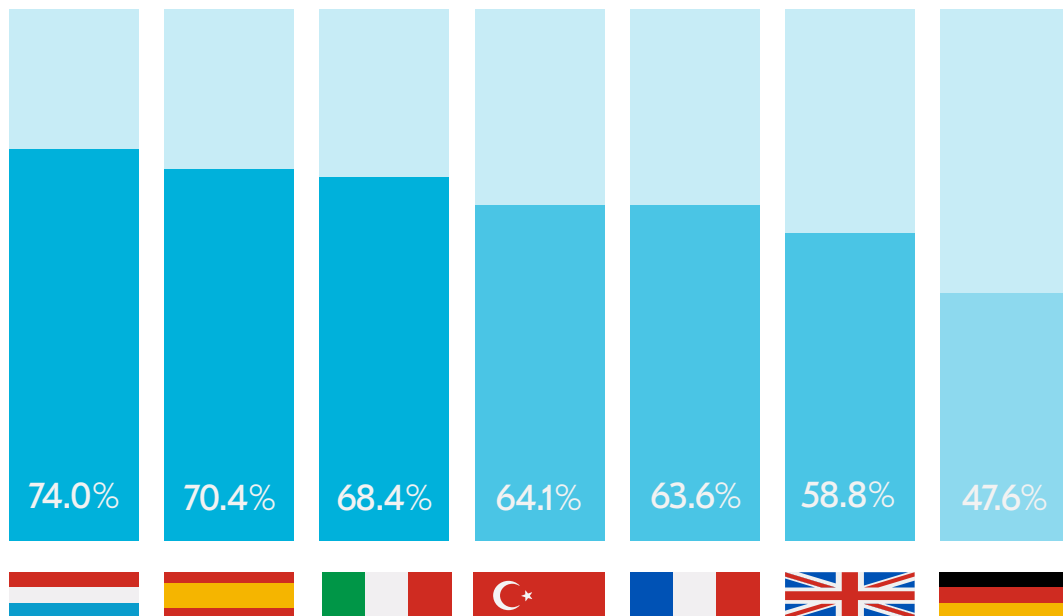
| 74.0% | 70.4% | 68.4% | 64.1% | 63.6% | 58.8% | 47.6% |

*Ranking based on the seven major European countries involved in the study. Refer to the methodology section for further information.

Automation on the rise

In the digital age, it is almost impossible to walk down a street without seeing someone on a smartphone. Equally, so many day to day tasks have become automated. The arrival of the Internet of Things in particular has revolutionised the way that people live.

When running out of pet food, washing powder, or printer toner, technology now knows how to automatically detect it and order replenishments. Such tasks which previously appeared laborious and time consuming have been removed from human hands, but businesses have yet to catch up.

Kyocera's survey has found that for every ten organisation departments, only two have automated the majority of their tasks. The digital transformation journey for business is clearly still a work in progress. Even though only two have reached that point of development, seven are on the journey and have automated at least some high priority tasks, leaving just one in ten departments as having failed to automate at least 25% of their tasks.

What this does reflect though is that businesses need help in taking their next step on the path to digital transformation. With 45% currently automating high priority tasks and with plans to automate low priority tasks, they will be looking for ways in which they can execute these plans on a wider scale. To achieve this, they need expertise from companies such as Kyocera and tools like Content Services to ease the process.

74% of companies in The Netherlands have already partly to fully automated their business processes.

For the 25% who have automated some high priority tasks, but are unclear on future plans for automation, there is a different need. Here, it is evident that organisations and, specifically, decision makers, require further awareness to learn more about just what Content Services and similar products can offer. By having moved some high priority tasks into the digital world, it is clear that there is an interest and desire to transition to a digital platform, though perhaps there is an information knowledge gap which is preventing them from being able to properly execute this. This topic is later explored in more depth, considering the current level of knowledge regarding automation and Content Services among businesses of all sizes.

Intriguingly, these statistics were replicated regarding the transition towards a paperless office. Statistics for this were almost identical, with a mere 1% variance. **This reflects the extent to which a digital transformation journey is a uniform and rounded experience, taking on all challenges at once in the form of automation and paperless, rather than simply approaching one task at a time**. Whilst this may be more efficient and lead to a quicker, perhaps even smoother, transition period, it may not lead to reducing one of the aforementioned business challenges — user resistance. As 28% of businesses identified this as an issue, it may be a point that firms should consider. If companies are keen to pursue the swift and efficient approach of all in one digital transformation, then this is worth bearing in mind in order to ensure that the transition is clearly communicated with training for staff to ensure that they do not feel lost in the process.

11.0%
19.3%
25.2%
44.6%

N=1753
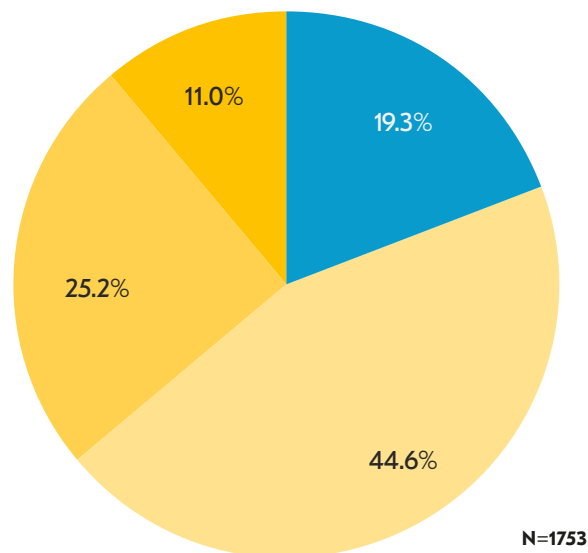
■ **>75**% Automated - the big majority of my tasks are already automated.

■ **50% - 75**% Automated - my high priority tasks are automated, and we have plans in place to move the low priority tasks towards automation.

■ **25% - 50**% Automated - some high priority tasks are automated, but most are not. We may have plans to move some further tasks towards automation.

■ **<25**% Automated - most of my tasks are not automated and this may sometimes cause obstacles to my daily work.

Business size dictates automation prioritisation

Along the path of moving towards digitalisation and automation, one element which is fundamental to consider is how the size of a business can influence the priority given to the task. In comparison, for every one large company department (over 500 employees in the entire organisation) without any automation, there are six freelancers who do not possess any such technology and five small companies (of one to nine employees) who find themselves in the same situation.

For these companies, more than half have yet to automate most of their tasks. Whilst it is undeniable that economies and societies are advancing towards digital, this proves that some are progressing more slowly than others. **Although larger companies have quickly looked to lead the way in digitalisation, with 72% of companies with over 500 employees having automated most of their tasks**, smaller organisations have yet to get on board in particular when taking into account that 99% of all companies across Europe are actually considered small to medium sized enterprises[1].
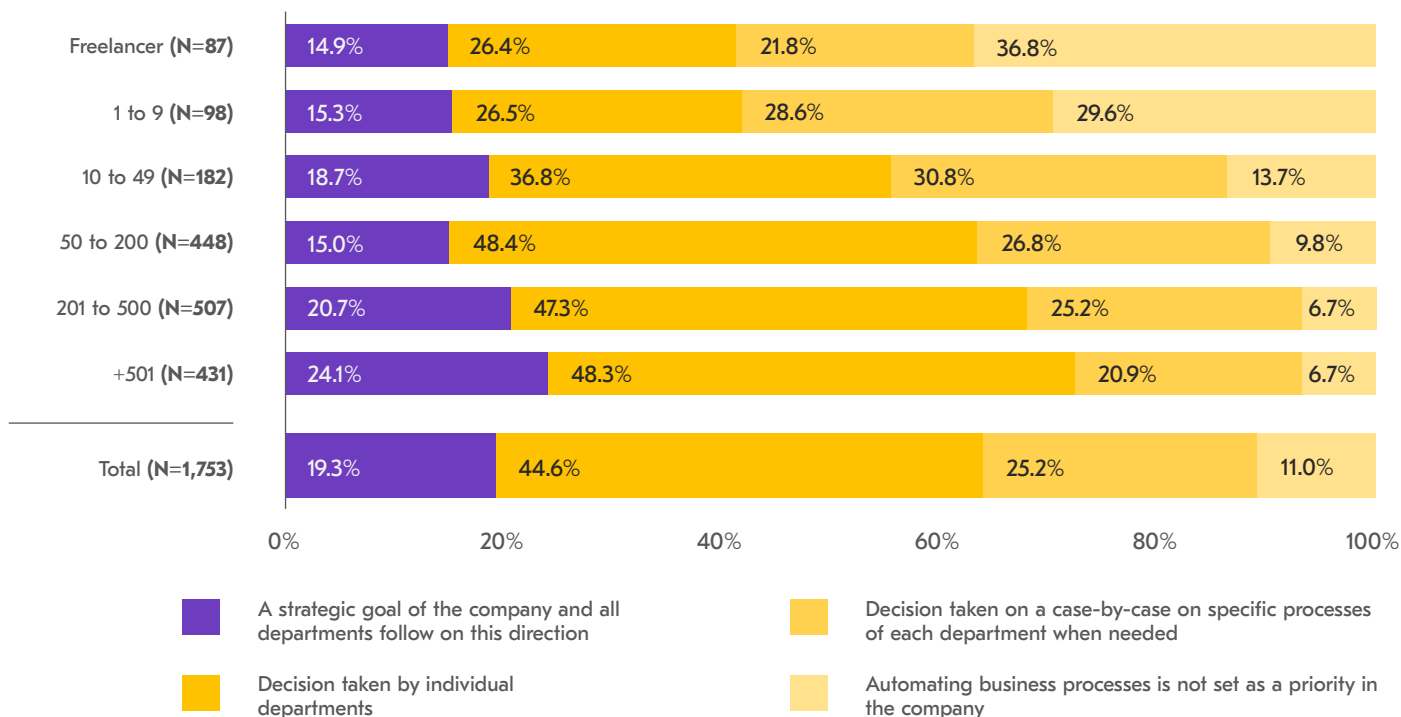
Referring back to the previously addressed notion of survival, it seems that only those firms who have the resources to expand and invest in digitalisation have pursued a digital transformation plan with the intention of automating key tasks within their day to day trade. As these

larger, more economically powerful companies continue to develop and achieve more, medium sized businesses are slowly beginning to follow. For now though, the trend still has a way to go before truly reaching small businesses and freelancers. This may be a trend in the coming years, but it seems that the priority for Content Services providers and advisors like Kyocera lies in educating their audience, particularly at a smaller scale, as to the benefits that Content Services can offer.

When it comes to digitalisation and leaving paper behind, size appears to be less important. In fact, it seems that in some cases, more cost aware freelancers are even almost equal to large companies in terms of their progress within digitalisation. This figure may be impactful at first, particularly as it conflicts so greatly with the evidence for automation, but it actually helps to distinguish between these two fundamental pillars of digital transformation.

For freelancers, there are immediate cost savings and efficiencies which can be gained by digitalisation. For example, there will no longer be a need for frequent orders for paper or toner to keep supplies well stocked, let alone putting an end to the never-ending search for storage for paper documentation. For these one-person businesses, it is necessity, rather than innovation, which is fuelling their move towards digitalisation and a digital transformation.

How do different businesses make decisions on automation?

	A strategic goal of the company and all departments follow on this direction	Decision taken by individual departments	Decision taken on a case-by-case on specific processes of each department when needed	Automating business processes is not set as a priority in the company
Freelancer (N=87)	14.9%	26.4%	21.8%	36.8%
1 to 9 (N=98)	15.3%	26.5%	28.6%	29.6%
10 to 49 (N=182)	18.7%	36.8%	30.8%	13.7%
50 to 200 (N=448)	15.0%	48.4%	26.8%	9.8%
201 to 500 (N=507)	20.7%	47.3%	25.2%	6.7%
+501 (N=431)	24.1%	48.3%	20.9%	6.7%
Total (N=1,753)	19.3%	44.6%	25.2%	11.0%

[1]Muller, Patrice, et al. *Annual report on European SMEs 2016/2017: focus on self-employment.* Luxembourg: Publications Office, 2017. Print.

Trade driven by automation

Digital transformation matters for companies. As has already been addressed, pursuing such a plan is a priority for a significant number of businesses across the globe. Despite this, each firm approaches the decision-making process in its own unique way. By breaking down the process of implementation of business automation, it allows Kyocera to see exactly where the decision can be made when it comes to investing in the process of business automation.
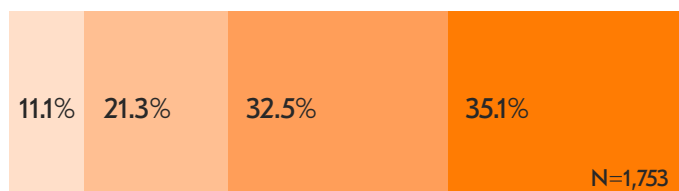
11.1%	21.3%	32.5%	35.1%

N=1,753

- ■ A strategic goal of the company and all departments follow on this direction.
- ■ Decision taken by individual departments.
- ■ Decision taken on a case-by-case on specific processes of each department when needed.
- ■ Automating business processes is not set as a priority in the company.

More than a third of companies have identified automating business processes across their company as a key strategic goal, ensuring that the decision is made at a company-wide level and then spread across the organisation. This cuts costs through economies of scale which can apply across the whole business. In turn, this may mean that the organisation can obtain a more in-depth tool for the whole business at a lower price, rather than having to look for individual tools and then considering how to integrate them to form a patchwork of solutions. Equally, this also makes it far simpler to collaborate across departments. As one of the key priorities in some cases, such as for the marketing department, this is essential and can provide real added value to an information management solution.

However, another third makes the decision on a specific department by department basis. In some ways, this allows companies to ensure that each department is getting the most efficient and appropriate tool for their needs. As previously seen, the needs of a production department can vary greatly to that of a sales team, and this approach provides a platform from which decision makers can select the tool which provides the most rounded solution. Particularly in cases such as legal or human resources, where specific elements or tools are sought, this approach provides a way to ensure that no department is left unsettled or unsatisfied by their automation tools.

Other firms, in over 21% of cases, assess each scenario on its own merits and then decide how best to execute a digital transformation plan using automation. This approach bears numerous similarities with a departmental approach, only here it is company leaders who make the appropriate decision, rather than department leaders. In this case, clear communication is crucial in order to ensure that the right

selection is made. Whilst it does give greater vision to management and can lead to shared expertise benefitting those involved, it can also mean that departments may be left feeling short-changed. This occurs when management remain focused on their priorities and in many cases while reducing costs. At 38%, purchase cost is the second most vital powerful buying factor, and this can result in management making decisions based on price and investment costs, rather than the value that the service could add to their company.

The figure that truly reflects the trend of businesses advancing towards automation lies in the number of companies who are not currently considering automation as a priority. In this case, it represents just 11% of businesses, compared to 89% who are considering it in one form or another.

Of this 11%, it is not to say that automation will not soon be considered but may instead represent the most dedicated of businesses who are focusing solely on survival for the time being. These companies will be the last to catch up with these solutions and will likely pay the price of doing so at a later date as their competitors get a step ahead of the crowd with their solutions which can lead to greater efficiency and cost savings.

14.0%	44.5%	41.5%
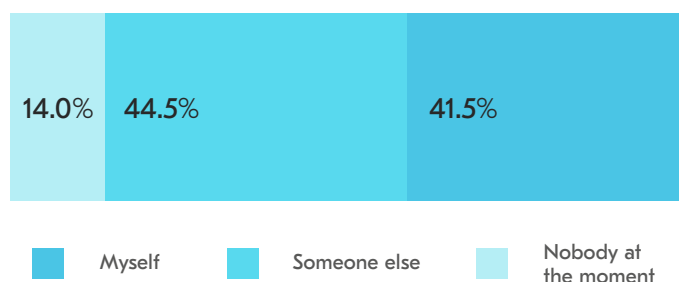
- ■ Myself
- ■ Someone else
- ■ Nobody at the moment
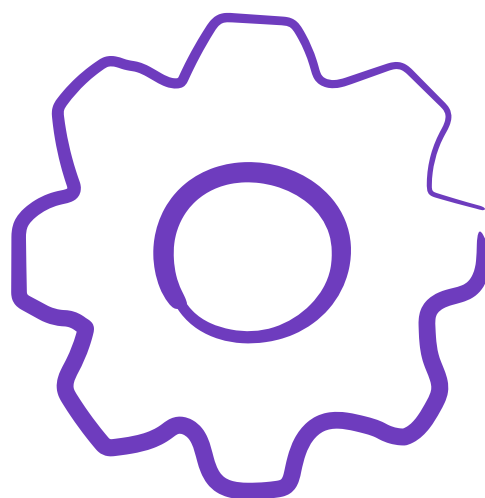
Across all kinds of decision making, it is crucial that all stakeholders are involved in the final decision. This may involve consulting services, but also relies upon department heads, Information Technology specialists, and more. In any case, rushing into the acquisition of a Content Services platform is far from productive. As this study reflects, the vast majority of companies are rightfully considering how they can efficiently and productively implement such solutions.

At an individual level, the final decision most commonly depends on the Head of IT (in 20% of cases). This reflects the importance of collaboration within the decision-making process. It is very rare that any individual department head would possess the knowledge alone to accurately assess the Content Services solutions available on the market and how they would fit into existing technology used across the organisation. This is reflected in the fact that while Senior Executives, Head of Departments and Chief Executive Officers are involved, and account for around 10% of decision makers each, they are usually dependent upon their IT specialists for advice on the topic.

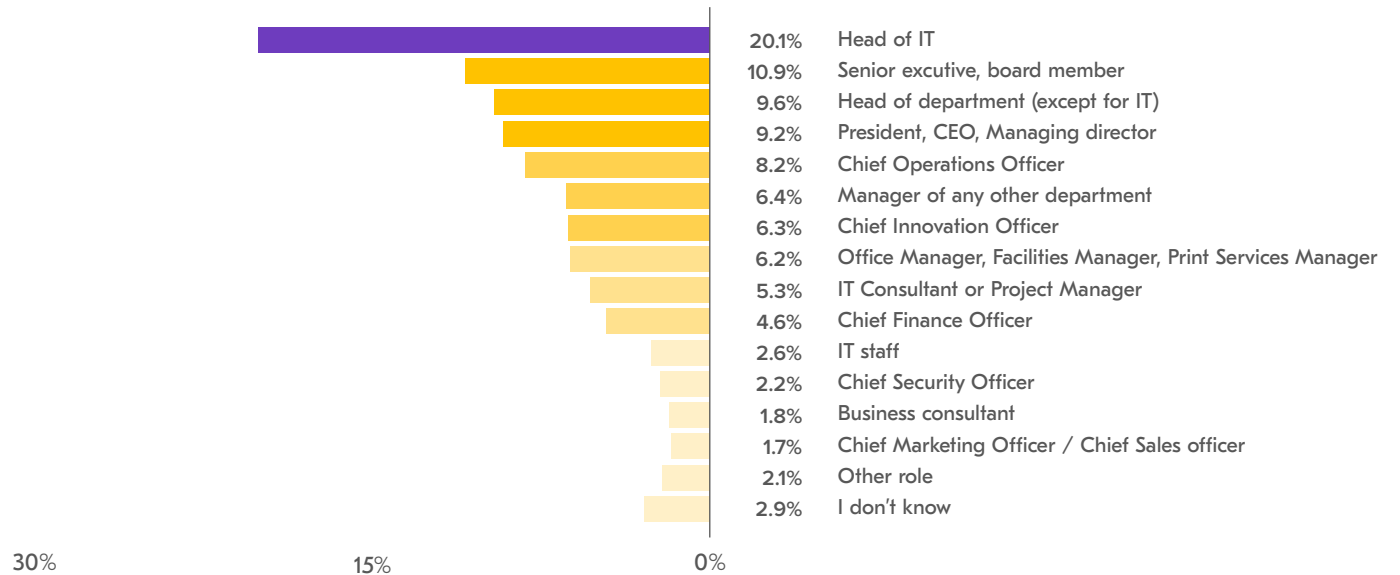# Automating business processes across companies is a key strategic goal.

For such a crucial investment as companies look to build long-term growth, collaboration across departments to ensure the arrival at the correct decision is essential.

Kyocera's survey found that a range of figures can be involved in the decision-making process, including Office Managers, Chief Innovation Officers, Chief Operations Officers, and more, reflecting the collaborative effort of deciding which Content Services is the most appropriate to lead the way through a digital transformation journey with automation.

It is also notable that in many cases, businesses do not turn to external help. Perhaps surprisingly given the little understanding of the field, roughly 5% of companies call upon an IT Consultant to make the decision, and even less than 2% of companies pass the decision to a Business Consultant. This may be an area which sees expanding growth in the years to come, particularly as more smaller businesses look to move into automation. These organisations will lack the deep and wide-ranging teams of experts to look into the role of Content Services or share expertise, and so could instead call upon consultants to lead the way in their decision-making process.

The clearest conclusion to be taken from this analysis of the role of automation as a business goal lies in the fact that there are several approaches to the decision-making process. Rather than one singular way of executing the implementation of automation, each company approaches the challenge differently with different purchase decision makers and roles. This provides greater flexibility, particularly to SMEs who are continually looking to adapt and find the most cost-effective way for them to face up to such challenges. With such support and flexibility, Content Services are becoming increasingly accessible for companies of all shapes and sizes.

Who is the decision maker on digital transformation?

| %	Role
20.1%	Head of IT
10.9%	Senior excutive, board member
9.6%	Head of department (except for IT)
9.2%	President, CEO, Managing director
8.2%	Chief Operations Officer
6.4%	Manager of any other department
6.3%	Chief Innovation Officer
6.2%	Office Manager, Facilities Manager, Print Services Manager
5.3%	IT Consultant or Project Manager
4.6%	Chief Finance Officer
2.6%	IT staff
2.2%	Chief Security Officer
1.8%	Business consultant
1.7%	Chief Marketing Officer / Chief Sales officer
2.1%	Other role
2.9%	I don't know

30%   15%   0%

Digital Solutions Recognition and Familiarity: An Obstacle to Growth

As the digital world scales, a clear majority of enterprises are failing to truly grasp the idea of how digitalisation could add value to their business. Digitalisation is the way in which new technology can be deployed in order to change the way that businesses operate and add value to organisations. Nonetheless, companies are not capitalising on this, thus missing out on the chance to achieve greater heights in an ever-growing digital business world.

Top 7 European Countries* in Digitalisation
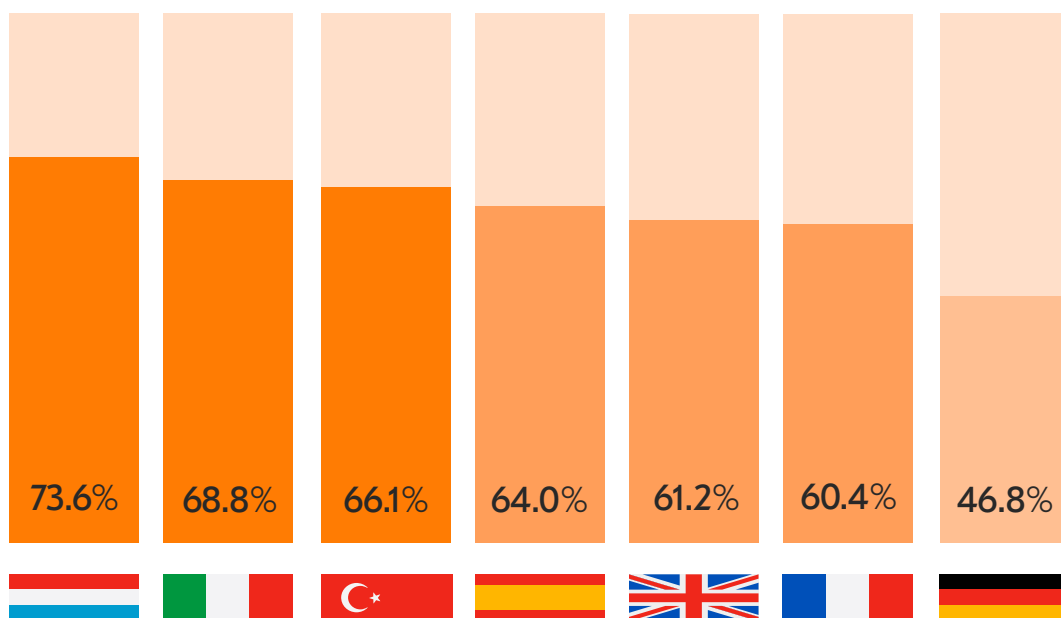
73.6%   68.8%   66.1%   64.0%   61.2%   60.4%   46.8%

*Ranking based on the seven major European countries involved in the study. Refer to the methodology section for further information.

Digitalisation services transforming the office

It comes as no surprise that out of the enterprises who took part in Kyocera's study and were asked without being provided any previous explanation if they were aware of technology solutions for office tasks, a striking 11% were entirely unfamiliar with them, translating to an obvious business disadvantage if we consider the basic needs new technologies can readily meet. On the other hand, one in every two companies seems to be more aware of Document Management Systems, which have been around for years aiming to streamline essential processes that were considered inefficient as a way to reduce costs. **However, not a single office technology solution is known by more than half of today's European enterprises.**

Following right behind Document Management Systems were other services such as Data Warehousing, with a familiarity of 44%, and Employee Portals, standing slightly less at 43%, which are web-based applications used by mid to large companies to manage and communicate with their employees. Moreover, Kyocera concluded that only just about 27% of participants were aware of Enterprise Content Management and, what's more, just about 22% knew about Content Services, the technology solutions that have evolved from Document Management Systems itself.

As can be expected, a big portion of the market has yet to adopt these technologies, and this lack of awareness is mainly present among smaller businesses who are not very well educated in this area. Basically, only one of all the solutions presented was actually known by more than half of the participants. It is only medium to large companies who, to an extent, comprehend when it comes to using technical terms related to new office technologies.

74% of companies in The Netherlands have already partly to fully digitised their business processes.

The absence of knowledge in this area reflects the potential growth that such solutions could experience if they are well explained to the audience, many of whom remain unaware. By not recognising key terms of latest market trends such as Content Services, not only are businesses failing to keep up to date with the latest technology, but they are also leading themselves into a situation where they are unable to take advantage of the vast rewards and benefits which could be available to them. For small firms, they lack the resources and time to be able to pursue the implementation of such strategies and solutions. Moreover, this could serve to gain a step ahead of larger competitors with the efficiencies on offer, which could compensate for cost savings that they are unable to attain, such as economies of scale.

Which of these terms do businesses recognise?

Term	Percentage
Document management system (DMS)	47.5%
Data Warehousing	44.3%
Employee portal	43.6%
Business Process Management (BPM)	36.1%
Analytics and BI	31.3%
Enterprise Information Management (EIM)	27.4%
Enterprise content management (ECM)	26.8%
Enterprise File Synchronization and Sharing (EFSS)	23.6%
Content Services Platform	22.0%
Robotic Process Automation	14.8%
None of these	11.2%

Enterprises' awareness of content management solutions

Given the number of respondents to the study who were completely bewildered by the key terms within the field, Kyocera provided a brief description of Document Management Systems and Enterprise Content Management and immediately saw a change in recognition. In turn, this proves the importance of greater education for professionals who are involved in the decision-making process regarding such technological developments.

DMS

19.6%	Very familiar
9.4%	
22.2%	
48.8%	

ECM

15.8%	
17.4%	
26.5%	
40.3%	

- ■ Very familiar
- ■ Quite familiar
- ■ I had heard of the concept but I was not sure what it referred to
- ■ Not familiar
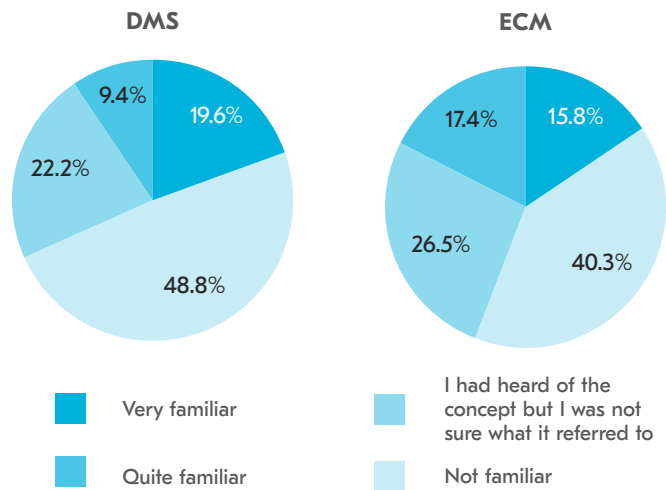
This description certainly increased the respondents' awareness of Document Management Systems and Enterprise Content Management. Although not as significant, the percentage of participants who had formerly claimed they were 'quite familiar' with Document Management Systems increased by 1% percentage points to 49%. Meanwhile, Enterprise Content Management's

awareness sharply increased by 14% points to 40%, signalling a meaningful rise that marks the importance of the need for awareness-raising in this technological area. This substantial change in the case of Enterprise Content Management reflects that perhaps the market does possess some awareness but requires further education and stimulation so as to fully understand the technology and what it can offer to their business.

Still, even after the explanation was given, only around 15% were 'very familiar' with either technology, a figure that highlights a need in companies to learn about the benefits solutions like Enterprise Content Management and Content Services can bring. Nevertheless, an indication that the market is significantly behind in awareness lies in how **nearly 70% of companies reported having little to no knowledge about Enterprise Content Management and the Content Services platform**.

It is clear that providers of these services have work to do. This is to be expected in the field of technology where new trends and developments often require significant periods of education in order to become fully understood. At stake here is a drastic portion of the market that is not taking advantage of the right solutions that can put an end to their pain points — an opportunity that can lead to high efficiency and cost savings for more than two-thirds of European enterprises just by adopting these technologies.

Without such understanding, it is hard to foresee that automation and digitalisation will become commonplace, reflecting the importance of awareness to the long-term success of these solutions. Moreover, where it is evident that larger businesses, who are the best informed and possess experts who are unattainable for smaller organisations, are leading the way in adopting this technology.

Which solutions are firms familiar with?	Total (N=1,753)	Freelancer (N=87)	1 to 9 (N=98)	10 to 49 (N=182)	50 to 200 (N=448)	201 to 500 (N=507)	+501 (N=431)
Document management system (DMS)	47.5%	40.2%	31.6%	44.0%	46.7%	49.5%	52.4%
Data Warehousing	44.3%	46.0%	33.7%	38.5%	40.8%	46.5%	49.9%
Employee portal	43.6%	27.6%	32.7%	31.9%	47.1%	43.6%	50.6%
Business Process Management (BPM)	36.1%	27.6%	16.3%	23.1%	33.7%	43.2%	42.0%
Analytics and BI	31.3%	20.7%	14.3%	17.0%	32.8%	34.5%	37.8%
Enterprise Information Management (EIM)	27.4%	23.0%	12.2%	16.5%	25.4%	33.1%	31.8%
Enterprise content management (ECM)	26.8%	25.3%	18.4%	15.9%	22.3%	31.8%	32.3%
Enterprise File Synchronization and Sharing (EFSS)	23.6%	18.4%	14.3%	14.8%	21.9%	27.8%	27.1%
Content Services Platform	22.0%	13.8%	14.3%	12.1%	20.8%	24.9%	27.4%
Robotic Process Automation	14.8%	10.3%	4.1%	7.1%	13.4%	17.0%	20.2%
None of these	11.2%	32.2%	36.7%	19.2%	8.7%	7.1%	5.1%

- ■ This cell represents a result that is more than 5% lower than the average
- ■ This cell represents a result that is more than 5% higher than the average

Application of office technology solutions

In today's fast-paced, technologically driven world, it is hard to believe that enterprises are still using manual or non-automated processes in their day to day operations. However, an unexpected 19% of European companies have yet to begin relying on modern day technologies to drive their business, which could be easily due to the current lack of awareness of the solutions available as well as users who are resistant to change.

To this end, a correlation is rather evident between the implementation of these technologies and a company's degree of awareness, which in turn is reliant on company size. As these go hand in hand, Kyocera and other companies can learn from their experience with larger companies who are currently starting to dominate the use of Content Services and begin to apply these lessons to smaller and medium sized enterprises who are beginning to enter their own digital transformation journeys.

What technology do businesses use?	Total (N=1,753)	Freelancer (N=87)	1 to 9 (N=98)	10 to 49 (N=182)	50 to 200 (N=448)	201 to 500 (N=507)	+501 (N=431)
Document management system (DMS)	30.6%	17.2%	17.3%	26.4%	25.7%	34.5%	38.7%
Employee portal	29.8%	12.6%	16.3%	17.6%	34.8%	29.0%	37.4%
Data Warehousing	29.7%	27.6%	24.5%	20.9%	25.4%	31.8%	36.9%
Business Process Management (BPM)	20.5%	13.8%	7.1%	14.3%	17.2%	26.4%	24.1%
Analytics and BI	17.5%	11.5%	6.1%	8.8%	16.5%	20.1%	22.7%
Enterprise content management (ECM)	12.4%	9.2%	6.1%	6.6%	8.5%	16.6%	17.4%
Enterprise File Synchronization and Sharing (EFSS)	12.4%	5.7%	9.2%	5.5%	10.3%	16.2%	15.3%
Enterprise Information Management (EIM)	11.6%	8.0%	4.1%	7.7%	10.5%	13.6%	14.6%
Content Services Platform	9.4%	3.4%	5.1%	4.4%	9.6%	11.6%	10.9%
Robotic Process Automation	6.3%	2.3%	1.0%	3.3%	5.1%	7.1%	10.0%
None of these	18.9%	52.9%	51.0%	31.9%	17.2%	12.2%	9.0%

■ This cell represents a result that is more than 5% lower than the average

■ This cell represents a result that is more than 5% higher than the average
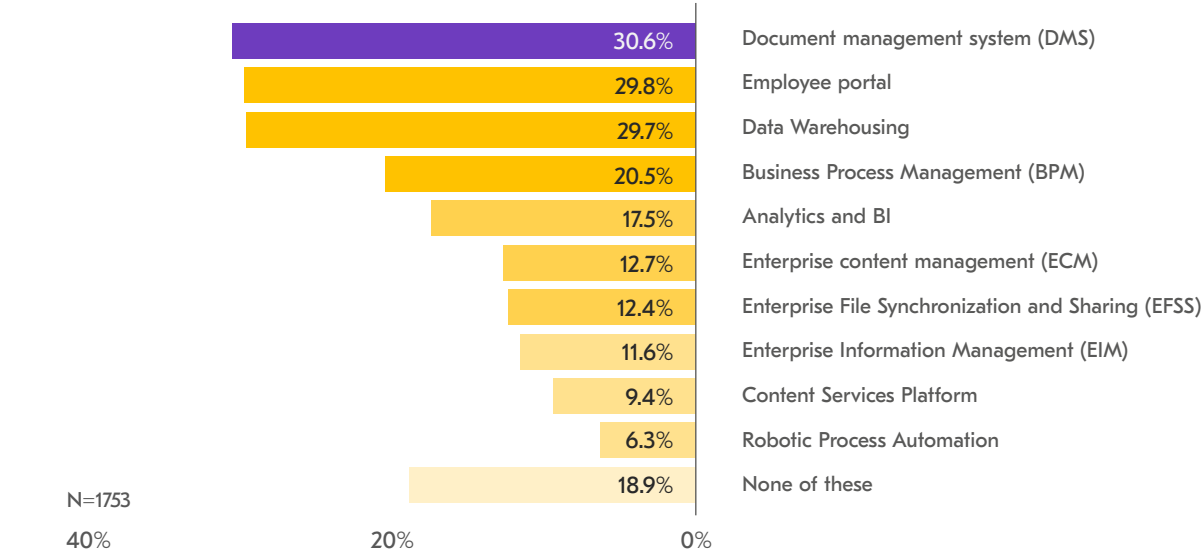
Among the top three implemented technologies solutions are Document Management Systems, employee portals, and Data Warehousing. As such, Document Management Systems is present in almost 39% of companies with a workforce of over 500 employees, while employee portals are in use at 37% and data warehousing at 37% of the same large companies. This signals a maturity in larger business in terms of these solutions, yet these percentages drop dramatically among small to medium sized business comprising 10 to 200 employees, which can be explained by their lack of awareness of the value that Document Management Systems and other solutions like Enterprise Content Management and Content Services can add and how they can provide a solution to their most basic information management issues.

On the other end of the spectrum, when considering Enterprise Content Management and Content Services Platform solutions, their use is drastically reduced across Europe. **Overall, Enterprise Content Management is only implemented in less than 13% of enterprises, whereas the usage of Content Services lags behind at a mere 9**%. Even so, their use is expected to grow as more enterprises pursue the digitalisation trend and become aware of such solutions. This will lead to substantial growth in these fields, as has already been experienced with solutions such as Document Management Solutions.

What's more, it is not only Enterprise Content Management and Content Services that will see this growth. As more firms open their eyes to the world of automation and digitalisation, it is likely that the whole industry will see growth. As the latest tendency, Content Services may be one of the products which sees the fastest area of growth in the years to come, but this is not to say that Document Management Systems or Enterprise Content Management would necessarily suffer as a result. In fact, it is testament to the impact that these solutions can make that the whole industry is likely to see further growth.

What technology do businesses use?

Technology	%
Document management system (DMS)	30.6%
Employee portal	29.8%
Data Warehousing	29.7%
Business Process Management (BPM)	20.5%
Analytics and BI	17.5%
Enterprise content management (ECM)	12.7%
Enterprise File Synchronization and Sharing (EFSS)	12.4%
Enterprise Information Management (EIM)	11.6%
Content Services Platform	9.4%
Robotic Process Automation	6.3%
None of these	18.9%

N=1753

40%   20%   0%

Essential document management and software requirements for enterprises

Adopting new technologies in any given scenario requires a willingness to change, and such willingness can be achieved by meeting the main concerns of enterprises. The rapidly changing, technological environment that businesses are currently living in is creating a sense of urgency among them and, if looked across the board, there are some shared tendencies that are clear for all to see.

With the countless devices and technologies that we come into contact with every day, one of the basic yet prime concerns for 52% of enterprises across Europe has now become information security. Cybersecurity breaches, hacks, and leaks have become the norm, deterring companies to get on board with the latest technology. As greater regulations, such as GDPR, come into place, these organisations are more demanding than ever when it comes to security. Not only are companies now at risk of reputational damage and potential damages from losing or failing to adequately protect data, but they could also face substantial fines of up to 20 million Euros or 4% of global turnover. Security is no longer just a preference, it is obligated to be a top priority.

This is why, despite the potential benefits, businesses are not willing to take the risk of delving into technology that they do not fully understand. This lack of trust in new technologies is why education has become so important for software providers, who must go beyond simply producing secure projects, but must then prove to their customers just how secure they are. As companies keep going down the path of digitalisation and content management, their focus will remain on information security, and integrated content management solutions such as Content Services are already

featuring the security measures they need, among others. In addition to security, the top requirements many organisations demand from a content management solution revolve around information management. One in every two European companies finds that easy access to the available information and an efficient and centralised archiving system are a primary focus. Due to the information management challenges that companies regularly face, they also seek solutions that will enable distributed data to be centralised in an organisation instead of saving it across various repositories. This enables professionals to be able to access data whenever and wherever they might need it, based on context, search, and even retrieve relevant information. For companies looking to increase mobility, such functions are essential to securing efficiency, which can also enable office-based workers to save time upon searching for information.

Along the same lines, digitalisation is also clearly driving enterprises to shift how they access their software. Even though preferences are disparate depending on the company size, larger enterprises are marking a trend as, even though just under 52% still opt for independent software on PCs or services installed for content management, over 37% are embarking on a journey to make software available on the cloud — a technology that is becoming commonplace nowadays. The cloud is gradually becoming the norm and it is no surprise given the benefits. By enabling professionals to work and collaborate in such a fashion, there are huge efficiencies to gain. Taking all software to the cloud is the next step in digital transformation, and those companies who become trailblazers in doing so will benefit the most from the availability of this technology.

Top priorities for businesses	Total (N=1,753)	Freelancer (N=87)	1 to 9 (N=98)	10 to 49 (N=182)	50 to 200 (N=448)	201 to 500 (N=507)	+501 (N=431)
Information Security	56.2%	43.7%	44.9%	48.4%	53.8%	59.0%	64.0%
Easy Access	51.5%	69.0%	57.1%	48.9%	51.8%	47.5%	52.0%
Archive, Central Storgate	51.0%	40.2%	48.0%	47.8%	51.3%	49.7%	56.4%
Share	41.6%	20.7%	42.9%	40.1%	41.5%	43.8%	43.9%
Apply Office Policies	29.2%	12.6%	14.3%	18.7%	28.3%	33.1%	36.7%
Removing Departmental Silos	22.2%	12.6%	8.2%	12.6%	20.5%	27.6%	26.9%

■ This cell represents a result that is more than 5% lower than the average

■ This cell represents a result that is more than 5% higher than the average

Information Security - An administrator can give access to a certain employee (group of employees) to a certain groups of documents.

Easy Access - Getting data when and where you need it; based on context, search, and retrieve documents based on relevant information.

Archive, Central Storage - Distributed data can be centralised across the organisation, instead of keeping documents in emails, folders, websites, etc.

Share - Sharing and process workflows - being able to share documents easily (inside and outside the organisation).

Apply Office Policies - Industry specific mandates and regulations on archiving according to specific industry standards.

Removing Departmental Silos - Providing the framework for easy sharing and collaboration on documents.

The Path to Investment

As more and more organisations look to consider how digital solutions can help to improve their efficiency, it is crucial that providers possess a comprehensive understanding of who they are approaching.

What's more, this awareness also helps to enable education of the market so as to be clear in who and what influences the eventual decision to invest in Content Services or similar automation or digitalisation solutions.

Will businesses invest in digital solutions in the next 12 months?

N=1753

20.9%	44.2%	24.7%	10.2%

- Will definitely consider it
- May consider it
- Not certain yet
- Will definetely not consider it at this point

Driving investment consideration

Nowadays, companies must embrace change, and with change comes big decisions that must be made to move their business forward. These decisions can make the difference between taking leaps of progress or getting left behind and being overrun by younger, more agile, digital competitors, and this is when investing in technology comes into play. Upon making investment decisions, enterprises must focus on long-term goals and results instead of relying on a short-time business outlook, as standing at a standstill can now have a drastic impact on a business.

Investing in technology is one of the ways that will enable organisations to move on to the bigger playing field, and Enterprise Content Management and Content Services can help them achieve it. It can then be seen why 65% of companies across Europe are willing to consider purchasing a new Document Management Systems or Enterprise Content Management software in the next year. As seen previously in Kyocera's study, a strong influencing factor is business size, which impacts this decision firmly. The bigger the company is, the more interest there will be in purchasing a content management solution. In comparison, a company with over 500 employees is more than four times more likely to definitely consider making such an investment over the next year than a company with less than 10 employees.

Furthermore, demonstrating the value of the software could prove to be decisive for even stronger growth. Analysis of companies' intentions shows that almost 50% of all companies with more than ten employees may consider investing in the technology in the next year. Whilst they may be reluctant to dip their toes into the water immediately, perhaps owing to some of the aforementioned reservations regarding security and investment costs, they clearly have some understanding of what they can gain from these resources.
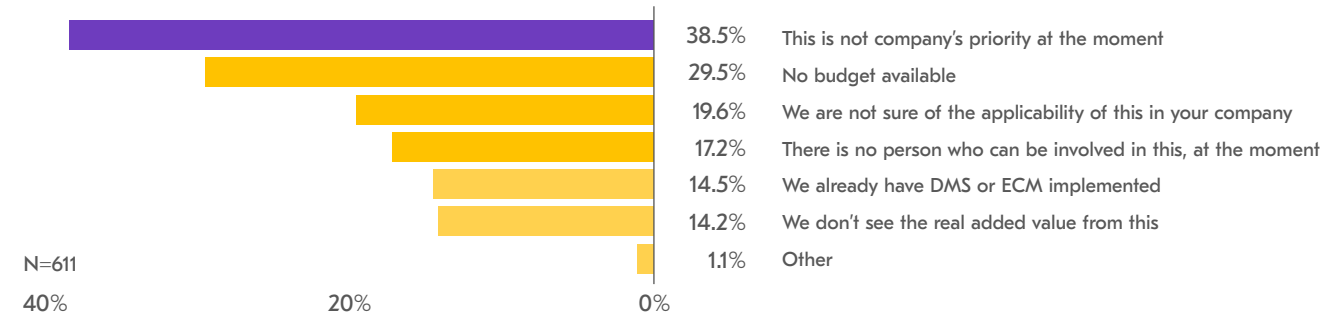
The 35% of organisations that were unclear as to if they would investigate a potential investment were asked why they would not do so, the results proved that they are not aware of what the product has to offer. One in three claimed that it was purely down to a lack of budget while a further one in five claimed that there is no available staff member to be involved in such a decision, reflecting a lack of education on the proven Return on Investment which can be offered.

65% of companies across Europe are willing to consider purchasing a new Document Management Systems or Enterprise Content Management software in the next year.
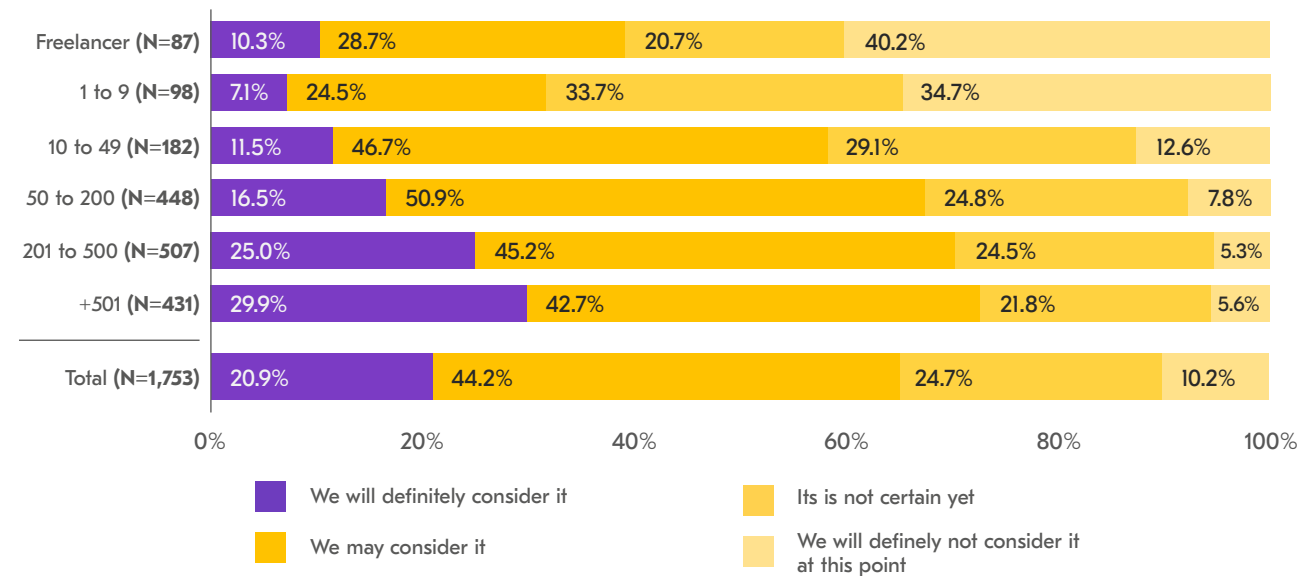
Moreover, other reasons were even clearer, even to the extent that 20% of companies were comfortable enough to admit that they did not know if the software would be applicable to their company. A further 14% explained that their reason was due to the fact that they were not sure if the technology would bring added value to their organisation.

Again, in both of these cases, education on what these solutions have to offer could open a whole new section of the market and help businesses achieve greater efficiency than ever before.

Overall, it is evident that the market is open to the notion of Document Management Systems and Enterprise Content Management. In the majority, there are even plans to invest in such technology, leaving it to decision makers to choose their preferred tool. However, even in the rest of the market which is not entirely convinced by the proposition, only 10% ruled it out entirely for the near future. As such, there is a very positive outlook for the continued growth of such services, and one which is only likely to continue stimulating further interest as more and more businesses adopt the solutions.

Why aren't some companies considering investment?

38.5%	This is not company's priority at the moment
29.5%	No budget available
19.6%	We are not sure of the applicability of this in your company
17.2%	There is no person who can be involved in this, at the moment
14.5%	We already have DMS or ECM implemented
14.2%	We don't see the real added value from this
1.1%	Other

N=611

40%　20%　0%

How does business size affect investment consideration?

	We will definitely consider it	We may consider it	Its is not certain yet	We will definely not consider it at this point
Freelancer (N=87)	10.3%	28.7%	20.7%	40.2%
1 to 9 (N=98)	7.1%	24.5%	33.7%	34.7%
10 to 49 (N=182)	11.5%	46.7%	29.1%	12.6%
50 to 200 (N=448)	16.5%	50.9%	24.8%	7.8%
201 to 500 (N=507)	25.0%	45.2%	24.5%	5.3%
+501 (N=431)	29.9%	42.7%	21.8%	5.6%
Total (N=1,753)	20.9%	44.2%	24.7%	10.2%

0%　20%　40%　60%　80%　100%

■ We will definitely consider it
■ We may consider it
■ Its is not certain yet
■ We will definely not consider it at this point

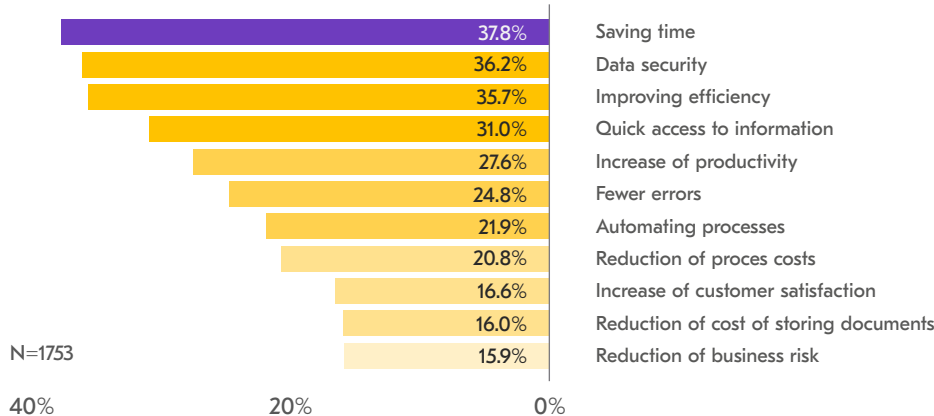**Prioritising efficiency without compromising security**

Drawing enterprises' attention to digitalisation and automated document workflows are the numerous benefits that lead to achieving a streamlined, efficient digital business. One of the top benefits of digitalisation is its undeniable ability to save an organisation time, and time always equates to money, so much so that nearly 40% of enterprises consider this one of the most appealing benefits of going digital. Moreover, one of the aims of content management is to automate processes, a benefit one in every five organisations deem highly, and therefore, Enterprise Content Management and Content Services will make operations easier by taking care of tedious and monotonous tasks to allow employees to focus on what truly matters.

possible negative situations can be a stronger motivation than the attraction of potential positives.

This can come in many forms, whether it is a data breach, reputational damage, or even other, more departmentally specific aspects such as missed payments for finance. In this case, the most important risk would appear to be security, affecting all areas of a company. Tying this down with the latest technology is a priority. This also applies to a priority for 25% who demand fewer errors, with 22% also wanting to automate processes.

These two aspects go hand in hand, with the removal of the human element of many business processes leading to immediate upturns in efficiency. By pursuing automation,

What are the key impacts of digital solutions for businesses?

Benefit	Percentage
Saving time	37.8%
Data security	36.2%
Improving efficiency	35.7%
Quick access to information	31.0%
Increase of productivity	27.6%
Fewer errors	24.8%
Automating processes	21.9%
Reduction of proces costs	20.8%
Increase of customer satisfaction	16.6%
Reduction of cost of storing documents	16.0%
Reduction of business risk	15.9%

N=1753

One of the key ways in which it does this is by providing quick access to information, which is selected by 31% of businesses as a strong benefit. Searching through folders and filing cabinets for a single document will become a thing of the past with the introduction of this technology, helping to save time which has been identified by over 35% of enterprises as a priority. Simply put, finding ways to improve efficiency in any possible area is usually at the core of an organisation's roadmap to increasing revenue and reducing costs and whilst this may reflect the short-term thinking already discussed, it does also recognise the reality for these organisations.

With all major changes come risks, and data security is one that must be taken seriously by companies that want to adopt new content management technologies. Managing information is a priority, yet data security is a requirement. Regulations on data protection and potential breach risks mean that any technology solution an enterprise decides to implement must, by all means, meet all the requirements set out. Fortunately, content management solutions aim to meet the requirements that more than 36% of European organisations deem absolutely fundamental to their operations.

It is also noteworthy that 16% of organisations state the reduction of risk is at the heart of their consideration of these services. For many business leaders, the fear of

laborious tasks which lead to errors can be processed with a superior level of accuracy than any company can offer through human staff while also ensuring consistency. Whether it is early on a Monday morning or late on a Friday afternoon, a Content Services system will perform its job with the same precision as always.

As such, it is clear to see how this technology can bring real benefits to organisations. Even though it would be overly simplistic to say that automation and digitalisation would fundamentally increase efficiency, it remains at the very heart of the role of this software. By bringing this service into a company, there can be an easy way for organisations to propel themselves to achieve greater cost savings and higher revenues.

More to decisions than costs

Beyond the benefits, there are key factors that certainly influence the decision-making of many to acquire a new technology solution to satisfy their technological needs. Perhaps surprisingly given the prevalence of costs and money saving initiatives throughout almost every other element of the study, the most influential buying factor for companies of all sizes is not the strongest factor. Instead, functionality comes out on top as the most decisive factor in any purchase. This reflects the importance of decision makers correctly identifying their needs and objectives when selecting which product is best for their company.

As an even stronger priority than the costs, this would suggest that companies are prepared to invest when there is an ideal package on the table. Resolving the business challenges previously mentioned is, therefore, the most important factor. With this in mind, software providers must be sure to be tailoring their offering to each business they approach. Given the range of options on the market, fulfilling a client's expectations is essential to closing a deal.

Beyond functionality, the theme of costs and short-termism returns prevail. Three of the top five buying factors are related to costs including the initial investment cost, operating costs, and ensuring that there is a reasonable cost-benefit ratio. **For 38% of enterprises, the initial outlay for this kind of solution can prove to be a make or break factor.**
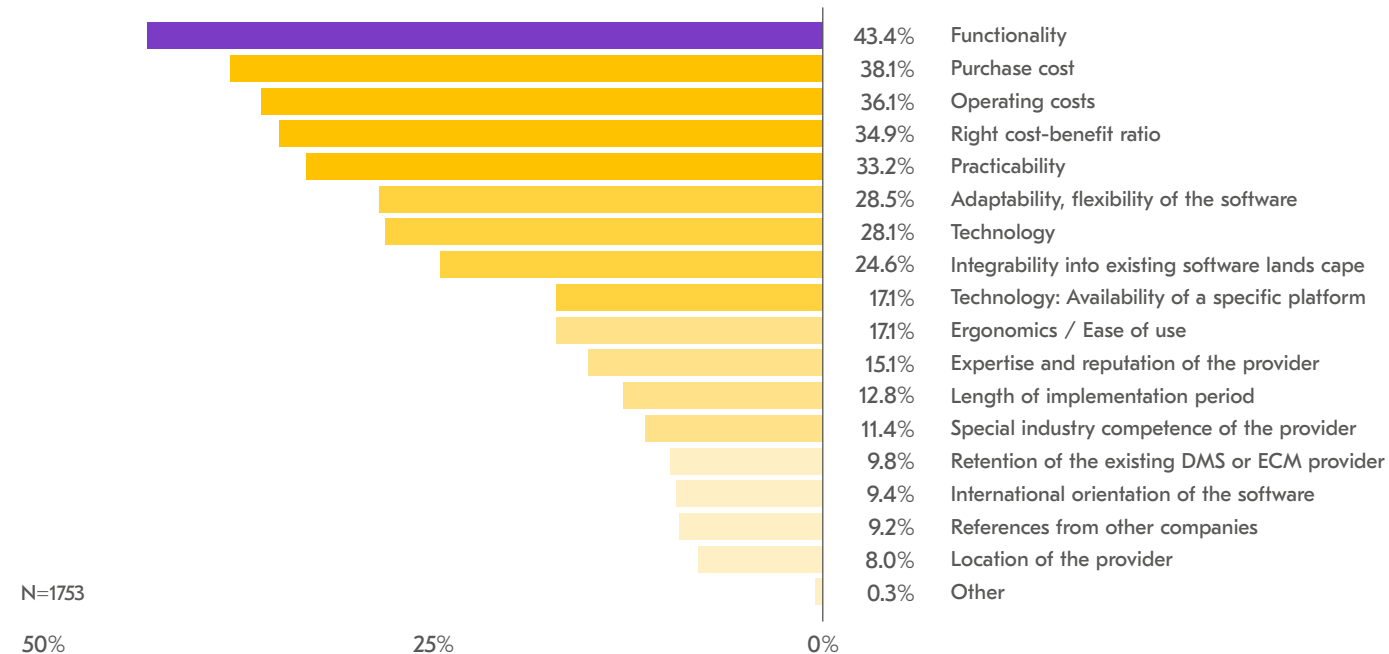
Furthermore, another factor found to be vital by 36% of the companies is operating costs, proving that companies do look to the long-term in some respects and are not merely concerned with the sunk cost of investing in the software. In addition, guaranteeing a cost-benefit ratio is highlighted by 35% of organisations as a priority.

As finances are proving to be so pivotal in such a decision for organisations, Document Management Systems, Enterprise Content Management, and Content Services are clear in their offer of a return on investment. Even as the initial costs may be high and deter some organisations, particularly smaller ones, the gains from higher efficiency over an extended period of time would prove to be the key to unlocking all new levels of growth for many businesses.

For smaller companies, who are among those most focused on costs, there is also another distinguishing factor which comes in the ease of use. This is identified by one in five as an influence on the purchasing decision and it is easy to see why.

For organisations without a dedicated IT professional or department, it is crucial that new users can immediately get to grips with the system and be able to understand how to deploy it. After all, any investment into such software would not turn out to be worthwhile if staff are at a loss as to how to get the most out of their tools.

What factors influence businesses' investment decisions?

%	Factor
43.4%	Functionality
38.1%	Purchase cost
36.1%	Operating costs
34.9%	Right cost-benefit ratio
33.2%	Practicability
28.5%	Adaptability, flexibility of the software
28.1%	Technology
24.6%	Integrability into existing software lands cape
17.1%	Technology: Availability of a specific platform
17.1%	Ergonomics / Ease of use
15.1%	Expertise and reputation of the provider
12.8%	Length of implementation period
11.4%	Special industry competence of the provider
9.8%	Retention of the existing DMS or ECM provider
9.4%	International orientation of the software
9.2%	References from other companies
8.0%	Location of the provider
0.3%	Other

N=1753

50%   25%   0%

In all, the key factors are also highly influenced by an organisation's overall outlook and whether it is short or long term. To some, there is a strong preference for a short-term focus which will be concerned by the immediate costs and potentially delayed ROI. This is unlikely to be such an influence for larger companies, who possess a stronger purchase power and can freely make such investments without as much fear as it is unlikely to threaten their survival in the same way that a similar scale investment may do for smaller organisations.

Nonetheless, small to medium enterprise have a short-term tendency that makes it difficult to see past the immediate ROI and initial investment costs, but for these smaller companies to move forward they must now rely upon achieving digitalisation through Enterprise Content Management and Content Services to grow and remain competitive while levelling the playing field across the board. Even if it may not guarantee survival today, investment in such technologies which are becoming increasingly common is fundamental to long-term survival and success.

For smaller companies to move forward, they must now rely upon achieving digitalisation through Enterprise Content Management and Content Services to grow and remain competitive.

Conclusion

Kyocera undertook this study with the aim to gain a greater understanding of the needs, priorities, and perceptions of the industry with regards to digital solutions that can help them with document and content management as nearly 44% of companies across Europe are not aware of them. Therefore, this report outlines the overt desire to streamline processes and optimise operations in order to become more efficient and cut costs, increasing profitability for businesses.

Given that 63% of European businesses have already digitised more than half of their documentation, it is surprising that many companies are trailing behind in the digital transformation process, particularly as 36% of them deem process automation a strategic priority. Nonetheless, this can be easily attributed to the lack of knowledge about document management solutions in the industry. By contrast, ahead of the game is The Netherlands. Based on Kyocera's survey, The Netherlands is leading the era of automation and digitalisation in Europe given that three in every four companies have already partly to fully digitalised their documentation and automated their business processes.

Perhaps due to the rapidly changing market in which businesses find themselves, this study has identified an alarmingly short-term focus among many businesses. Rather than considering ways in which organisations can optimise to achieve long-term goals such as greater efficiency, firms are often more concerned by the need to survive. This leads to a day to day focus on immediate gains and cost cutting which can provide an obstacle to those advocating an investment in solutions such as Document Management Solutions, Enterprise Content Management, and Content Services.

The Netherlands is leading the era of automation and digitalisation in Europe*.

One tendency that is clear, despite this short-term focus, is that there is a growing demand for automation. As these companies witness the impact that digitalisation can have on processes, they are left in no doubt as to the future of trade. Although larger companies are leading the way in this field, medium sized organisations are increasingly following the crowd, and it looks set to be only a matter of time before smaller enterprises and freelancers get on board with the movement.

In order to fuel this trend, there is a clear need for further education and awareness across all sectors. Without this, there are countless opportunities which are not being exploited. If countries were well informed, this would enable enterprises to attain efficiency and growth that would currently be considered inconceivable. This is not unusual for new technologies which take some time to become well known, particularly among department managers who are far from experts within the field of digitalisation.

By spreading knowledge surrounding the role of these solutions and the benefits that they can bring, the fear regarding the initial investment can be overcome. With the offer of a strong and evident return on investment, companies would stand to gain substantially by implementing this technology. As these solutions become more widespread, as is currently the case, awareness will continue to grow and develop, garnering further recognition of what Document Management Solutions, Enterprise Content Management, and Content Services can offer.

A clear desire among companies lies in streamlining processes and optimising operations in order to become more efficient and cut costs.

In the end, this study reflects the need for greater education and awareness among those who may consider investing in digitalisation in the near future. With this, businesses can substantially benefit through the automation and digitalisation of processes. As the likes of Internet of Things and Cloud technology have revolutionised the way in which society and businesses operate, this report proves that the arrival of information management is beginning the next generation of technological evolution in the business world.

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*From the seven countries included in the study.

Kyocera Document Solutions has championed innovative technology since 1934. We enable our customers to turn information into knowledge, excel at learning and surpass others. With professional expertise and a culture of empathetic partnership, we help organisations put knowledge to work to drive change.

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