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Gaining the Information Advantage with Enterprise Managed Services

Maximize the value of enterprise information in the cloud with cloud managed services for EIM applications

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Enterprise information management (EIM) applications are essential for content-centric innovation and business transformation for organizations worldwide. Deploying EIM in the cloud as a turnkey managed service can quickly improve the time to value on information management investments, improve supplier and customer collaboration and create opportunities for resource reallocation compared to on-premises installations of the same solution. The OpenText Cloud is the only global cloud purpose-built to deliver complete EIM as a managed service.

Executive summary

Successfully transforming how information is managed and leveraged throughout the business and using it to its full potential creates an Information Advantage and sets organizations apart in their markets.

In the world of big data, information management must be achieved at scale, at pace and within a completely secure and compliant environment. Many companies are looking to modernize and gain the Information Advantage by consuming business-critical EIM applications in the cloud as a managed service.

Managed services provide a simple and effective way to achieve information-driven business modernization. These services facilitate the transition, management, optimization and future-proofing of EIM capabilities by outsourcing operational responsibility for enterprise information management in the cloud.

OpenText is uniquely positioned to deliver market-leading EIM applications to both new and existing customers as a managed service in the cloud. With OpenText Enterprise Managed Services, organizations create the Information Advantage by using information assets to compete and win in the rapidly transforming digital economy.

This white paper discusses the benefits and challenges for enterprises considering a cloud-based managed service to unlock the value of their information assets with the power and control that comes with a fully-managed EIM solution from OpenText.

Cloud managed services:
The platform for The Information Advantage

The market for cloud-based managed services is growing rapidly and is estimated to reach $82.5 billion by 2025.[1] Analyst firm Forrester believes that the demand for cloud-based managed services has moved beyond cost savings and operational efficiencies to facilitating digital transformation and business innovation. Forrester says that three quarters of its clients operate some form of cloud environment, a figure that continues to grow.[2]

An effective EIM cloud managed service consists of three essential components: 1) the EIM application; 2) scalable and secure cloud infrastructure, and 3) operational expertise that ensures the EIM application is installed and running on the cloud infrastructure in a way that meets users' performance and availability expectations.

Together, these three managed service components help organizations navigate the challenges of digital transformation while securing key benefits for their business. These benefits include:

1 Chapel, Jay. Medium, The Cloud Managed Services Market is Growing—and That's Good for MSPs https://medium.com/@jaychapel/the-cloud-managed-services-market-is-growing-and-thats-good-for-msps-660bfe8cfd12

2 CRN, Managed Services Market: The Three Key Trends Impacting MSPs https://www.crn.com/news/managed-services/managed-services-market-the-three-key-trends-impacting-msps

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EIM modernization

Migrating to the cloud means migrating to, and remaining on, the latest version of the EIM solution. By retiring older versions, customers can often replace expensive and difficult to maintain customizations with comparable functionality that is standard in the latest product release. After moving an EIM solution to the cloud, organizations never need to deal with upgrades again. Users will always have access to the latest, most powerful application features.

EIM optimization

The EIM application and the cloud infrastructure that supports it must work together to deliver an effective managed service. Deploying in a certified and optimized cloud environment for the EIM application ensures the solution can be operated and supported effectively as a managed service.

EIM integration

Today's complex IT landscape must be connected and able to securely share data anywhere it is needed. The cloud managed service should offer any-to-any integration between the EIM solution and other enterprise applications and systems.

A modernized, optimized and integrated EIM solution delivered as a cloud managed service is the best way to gain the Information Advantage.

Why consider cloud managed services?

Many organizations begin their EIM journey by implementing an on-premises EIM solution. This requires building the skillsets and technology resources needed to deploy, manage, support and optimize the EIM solution. This can be a costly and complex undertaking for even the most digitally sophisticated organizations. On-premises deployments can create several challenges, including:

Increasing infrastructure and people costs

As the resource commitments needed to run on-premises software grow year over year, they become a barrier to innovation. The business consumes time and money just to keep the lights on instead of applying these resources to drive growth and increase efficiency.

Security weaknesses

Cybersecurity continues to be the most top-of-mind challenge for CIOs and CTOs. Points of vulnerability multiply constantly in the hyper-connected, digitally transformed environment that corporate IT departments operate in today. Statutory personal data protection requirements, such as the GDPR, add to the complexity of these challenges. The need to integrate EIM solutions seamlessly with other enterprise applications and share information with users both inside and outside of the organization calls for tools and knowledge that many IT deployments lack.

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Information sprawl

Today, the typical enterprise maintains more than 200 siloed applications and information repositories. This leads to inaccurate, duplicate and redundant data spread through many systems. Information sharing and collaboration grow increasingly challenging as poor data quality leads to poor business performance. Effectively integrating EIM solutions with other key enterprise applications, many of which are SAAS applications operating outside the corporate firewall, is essential but difficult to do in an on-premises environment.

Resource allocation

Running EIM on-premises requires IT to source and retain knowledge workers dedicated to EIM and allocate staff from its limited pool of resources to manage EIM software and infrastructure. In addition to the hard dollar costs involved, there are opportunity costs imposed on the organization when innovation initiatives are delayed or overridden by a lack of EIM-skilled staff and the need to support routine operations. This means maintaining EIM capabilities on-premises can impact other IT improvements that, in turn, impact the business.

Outdated functionality

Ensuring that the entire IT estate is always up-to-date is a daunting task. Like all enterprise applications, EIM solutions undergo frequent upgrades and patches. Planning and executing entirely new releases is an even greater challenge.

Poor user acceptance

Every IT manager knows that if users are not happy with the functionality in an enterprise application, they will find a workaround. EIM is no different. If an organization fails to keep pace with the features in the latest version of the software, users are less likely to adopt it and more likely to introduce their own solutions to solve their specific business issue, exacerbating information sprawl and potentially compromising their organization's compliance posture.

Capital expenditure

Managing and maintaining EIM software is a capital expenditure that is reflected in the bottom line, with the need to account for the budget allocated to EIM. Many organizations are looking for ways to replace capital expenditure with efficient and predictable operating expenditure.

Benefits of cloud managed services

The benefits of a cloud managed service align with several of the challenges that come with on-premises deployment and are often framed around its ability to free internal IT resource from management and maintenance tasks to focus on higher value activities. While that productivity gain is important, the real benefits of cloud managed services are much wider reaching. At a high level, there are seven key benefits: (see Figure 1)

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Reducing costs

A typical organization can reduce operating costs by 30 percent by adopting this approach.

Moving to the cloud removes much of the capital investment involved in supporting EIM applications on-premises. In addition, cloud managed services remove many of the direct costs associated with system management and support.

Increasing business agility

New EIM systems can be provisioned and moved into production quickly, in sharp contrast with the typical timelines for an on-premises deployment.

With cloud managed services, new EIM applications and solutions are faster and easier to deploy. The hardware, storage and infrastructure are already in place and pre-optimized for the type of application being implemented.

Increasing enterprise application integration

The managed services approach enables turnkey, any-to-any integration at both an application and data level.

Cloud managed services make it much easier for an organization to integrate its EIM solutions with other enterprise applications, such as ERP, CRM, HR or financial packages.

Increasing productivity

Organization no longer need to upgrade their EIM solutions and can be sure users always have the latest features at their fingertips.

Using a cloud managed service ensures that users are always working with the latest version of their EIM solutions. Modernizing EIM solutions improves employees' level of job satisfaction and increases their productivity. Software upgrades and patches are the responsibility of the service provider in a managed service model.

Improving reliability

High levels of availability are delivered at the application level, even on environments that include customer-specific add-on developments.

Standardized application configurations and repeatable operating procedures applied across multiple customer environments enable the cloud managed service provider to dramatically reduce the number of 'environment incidents' that most commonly affect enterprise software.

Reducing risk

Outsourcing the operation of on-premises EIM environments enables many organizations to benefit from the service provider's elevated compliance posture.

Maintaining compliance with ever-changing customer mandates, industry standards and government regulations is a complex and expensive commitment. Relying on the managed service provider's audited compliance with SOC, ISO and other industry and region-specific controls gives CIOs confidence that their organization's EIM investment remains secure and protected in the cloud.

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Improving workforce optimization

Cloud managed service solutions free internal IT staff from the ongoing burden of routine management and support tasks and allow them to address higher value business activities.

Cost reduction	Save up to 30 percent with flexible deployments, standardized processes and best practice
Business agility	Increase innovation through the rapid development and deployment of new business solutions
Workforce optimization	Free internal IT staff from routine management and maintenance tasks to focus on higher value activities
Enterprise integration	Integrate EIM with any other enterprise applications to facilitate the fast and effective flow of information and increase collaboration with customers, suppliers and partners
Productivity	Give users permanent access to the features and functionality of the latest EIM versions—patched and upgraded automatically
Continuity	Ensure 24×7 continuity of mission-critical operations, backed by a service level agreement with system availability of up to 99.9 percent
Risk	Reduce risk through operations that are certified down to the individual application level
Compliance	Meet government, industry and corporate standards
Accountability	Have a single point of accountability (service manager) who understands the technical infrastructure and the business context

Figure 1: Key benefits of cloud managed services

Enterprise Managed Services

Enterprise Managed Services is the cloud managed service from OpenText. The offering is tailored to deliver consistently reliable and high-performance access to OpenText EIM solutions deployed in the OpenText Cloud, the world's largest private cloud infrastructure specifically created to support EIM solutions, and on leading public cloud environments. OpenText is uniquely able to combine this flexible range of cloud deployment options with the unmatched EIM application expertise needed to unlock the value of an organization's information assets and gain the Information Advantage.

Enterprise Managed Services: Unlocking the power of OpenText Cloud

Delivering the Information Advantage through:

Global reach

With 50 data centers and four global network operations centers, it provides the performance, scalability and security benefits of a public cloud in an environment optimized for EIM. OpenText's strategic partnership with Google extends the reach of the OpenText private cloud by enabling customers to deploy a fully-managed EIM solution on the Google Could Platform (GCP).

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Enterprise capabilities

Enterprise applications, such as EIM, require a range of security, compliance and business continuity services to ensure they are safe and protected and always available to users. OpenText Cloud Enterprise Managed Services combines a multi-layered security and compliance approach with application and deployment architectures designed to ensure the highest level of availability and performance.

A single, comprehensive SLA

OpenText Enterprise Managed Services enables the management of infrastructure, platform and application services under a single, comprehensive Service Level Agreement (SLA). The SLA covers every element of an EIM solution, including the EIM application, cloud infrastructure and managed service operations. This comprehensive commitment is not available from other cloud managed service providers.

Enterprise Managed Services: An end-to-end cloud managed service

Enterprise Managed Services makes a fully-managed cloud deployment of EIM solutions available to users under a single SLA commitment. It delivers all the management, security and control capabilities required from an end-to-end managed service. These include:
(see Figure 2)

Onboarding

Cloud experts work with an organization to fully scope out the implementation and define the roles and responsibilities of the OpenText and customer resources working to make it successful. The onboarding process follows a clear project plan and timeline for deploying the EIM solution in the cloud and a proven methodology for transitioning from on-premises to the managed service. In addition, the business as usual tasks that follow the onboarding phase are defined. This planning and preparation activity accelerates the time needed to transition EIM solutions to the cloud. In addition, Enterprise Managed Services facilitates the process of integrating customer, supplier and trading partner systems with the EIM implementation.

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Cloud operations

Enterprise Managed Services handles the day-to-day management of every aspect of EIM implementations. Highly skilled operations teams manage all infrastructure and operations elements, including platform, application, system, security, performance, availability and capacity management, using ITIL processes and best practices.

OpenText delivers Enterprise Managed Services following a rigorous set of security protocols that govern the operation of and access to each data center's physical premises. Each EMS data center is designed to provide multiple levels of redundancy, while supporting applicable security and compliance standards. Physical access to data center sites is carefully controlled by onsite security personnel.

One of the key reasons that customers use OpenText solutions is robust governance and compliance support. This is backed by strong data encryption support, available both at rest and in transit. OpenText maintains a strong relationship with a market-leading root certificate authority to enable the provisioning of security certificates to customers as needed.

Support

Extending beyond the incident response capabilities of OpenText's 24×7 global support team, Enterprise Managed Services includes comprehensive processes to proactively detect and escalate performance incidents and service disruptions. It involves a comprehensive incident management policy that is part of an ISO global information security framework. Support services are collaborative and delivered in partnership with each organization to combine OpenText's EIM managed service expertise with the organization's understanding of its business and processes.

Business solution services

The unique strength that differentiates OpenText as a cloud managed service provider for EIM is its direct connection to the product development teams that build the applications managed in the cloud. The Enterprise Managed Services team responsible for monitoring and tuning customer environments have years of experience working with these products, not only as application administrators but as customer support technicians, trainers and EIM solution consultants. No other managed service provider brings this level of product knowledge and depth of connection to the engineers responsible for developing the cloud-deployed application.

Service management

Service management is key to a successful long-term relationship. From project initiation and onboarding through the full duration of services, a Service Manager is the primary contact for all aspects of the cloud managed service and a main contact point for handling queries and escalations.

The Service Manager can work directly with organizations as part of the management team to ensure strict focus on user satisfaction, service quality and alignment with business priorities, providing monthly service reporting, general process or service queries and acting as an escalation point when needed.

In most cases, organizations engage with Enterprise Managed Services to deliver all five of these solution components - onboarding, operations, support, business solution services and service management - in a comprehensive, single managed service that addresses the full scope of their EIM requirements (see Figure 2).

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Onboard	Operate	Support	Business Solution Services	Service Management
• Provisioning and deployment • Support solution implementation and configuration • Service team enablement • Operational readiness	• Availability management • Change and release management • Performance and capacity management • Disaster recovery • Security management • Infrastructure, data center operations	• Incident management • Problem management • Event response management • Knowledge management	• Application administration • Customization support • Authentication and access management • End-user support	• Customer success • Governance • Delivery management • Service reporting

Figure 2: The complete, end-to-end Managed Services solution

Detailed components of EMS

There are many key characteristics that define OpenText Enterprise Managed Services and make it the best option to deliver an organization's EIM solution as a managed service, including:

Security

The OpenText Global Information Security Policy (GISP) provides a single, consistent global security policy based on the ISO 27001 standard as the basis for the OpenText security framework. This policy framework covers all relevant security and compliance controls that underpin Enterprise Managed Services.

Certifications

Enterprise Managed Services has been certified to all levels - data center, infrastructure, platform, application and service - to assure the quality of the security controls, processes, procedures and policies that are executed. Current certifications include ISO27001, SOC 1&2 and HIPAA.

ITIL processes

Enterprise Managed Services uses a comprehensive and integrated set of Information Technology Infrastructure Library (ITIL) based tools and practices to help provision, run and monitor customer environments running in the OpenText Cloud. This includes application monitoring, cloud automation and orchestration, service management and configuration management.

Global data zones

OpenText has created multiple cloud data zones where customer environments can be managed and data sovereignty and privacy maintained to meet global regulatory standards. The European data zone is fully segregated to comply with EU statutory data privacy and protection requirements, enabling IT operations, disaster recovery and hands-on managed service with guaranteed data assurance.

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Back-up and disaster recovery

Customer EIM solutions deployed under Enterprise Managed Services are designed with multiple levels of redundancy and failover. This cloud infrastructure is optimized for business continuity and disaster recovery. Every server, network device and storage unit is fully redundant. Should one data center fail, its operations pass onto others on the OpenText Cloud.

OpenText also offers pre-defined and best-in-class RTO and RPO commitments for customers to inform their business continuity planning and set clear expectations for service restoration and data recovery in case of a disaster.

☆	☆☆	☆☆☆
Standard	**Enhanced**	**Premium**
Basic cloud services priced for excellent value	Enterprise-class services that deliver a compelling TCO	White-glove service experience for mission-critical solutions
• Access to service management desk • SLO-based DR services • Pre-defined product configurations	• Named service manager • Elevated availability commitments • Support for basic solution customizations	• Dedicated service manager • Best-in-class availability • Pre-provisioned DR environments • Support for the most complex EIM solutions

Figure 3: OpenText provides three pre-defined service tiers. Each tier defines key performance indicators.

Adopting Enterprise Managed Services: A simple, three step process
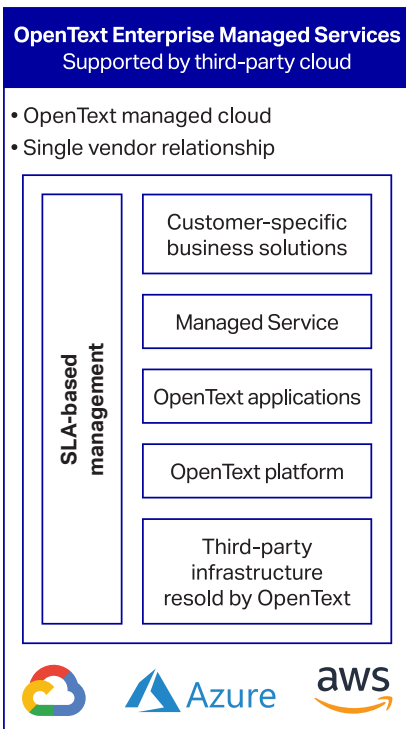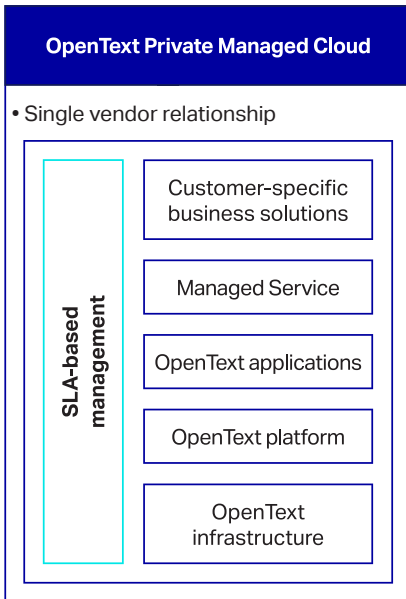
As with EIM implementations, no two managed services deployments are the same. Each organization engaged in moving EIM to the cloud has specific business goals and needs that determine the service definition that is right for them. The Enterprise Managed Services offering supports three distinct service tiers (see Figure 3):

Standard

The Standard delivery model includes the full suite of basic cloud managed services to gain the best value from EIM capabilities at a very competitive price.

Enhanced

The Enhanced delivery model builds upon the Standard model and adds enterprise services to deliver enhanced levels of availability and continuity to suit mission-critical EIM environments.

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OpenText Private Managed Cloud

- Single vendor relationship

(SLA-based management)
- Customer-specific business solutions
- Managed Service
- OpenText applications
- OpenText platform
- OpenText infrastructure

OpenText Enterprise Managed Services
Supported by third-party cloud

- OpenText managed cloud
- Single vendor relationship

(SLA-based management)
- Customer-specific business solutions
- Managed Service
- OpenText applications
- OpenText platform
- Third-party infrastructure resold by OpenText

Premium

The Premium delivery model offers a high degree of customization to create a flexible and tailored solution. Supporting the most complex EIM implementations and integrations, this model delivers best-in-class performance for key enterprise-strength features, such as continuity, availability and security.

It only takes three simple steps to begin to benefit from using Enterprise Managed Services to deliver EIM capabilities (see sidebar).

Flexible deployment options

Regardless of service tier, an organization must choose the underlying technology that enables the cloud managed service that best aligns with its business needs. Enterprise Managed Services supports several flexible deployment options, including:

Private cloud

In this deployment option, the customer's EIM applications reside on the OpenText Cloud. Enterprise Managed Services provides an end-to-end service, covering every aspect of managing and maintaining EIM applications. As the OpenText Cloud has been designed specifically for OpenText EIM solutions, the private cloud deployment option provides maximum flexibility to optimize and tune the EIM environment. It enables every aspect of EIM capabilities to be covered by the single SLA commitment from OpenText.

Public cloud

Many organizations have put cloud strategies in place to shift enterprise workloads from on-premises to one or more public cloud provider environments. OpenText EIM products are certified to run on the leading public clouds under the OpenText Anywhere program. OpenText Anywhere enables customers to deploy cloud-certified EIM applications as a managed service on Google Cloud™, Microsoft® Azure® or Amazon Web Services.

Through its strategic partnership with Google, OpenText can offer optimized environments for OpenText EIM solutions running in GCP with the same best-in-class SLA commitments that support deployments on the OpenText private cloud. The Google partnership significantly expands the options that customers have to support technical integration, data sovereignty or compliance requirements in the public cloud.

Hybrid cloud

Hybrid cloud describes a deployment where different components of EIM systems reside on-premises, in the OpenText Cloud or on a public cloud. A hybrid environment can include any combination of these deployment options. Most organizations move to a hybrid deployment when they must retain sensitive data on-premises but want to take advantage of the scalability and performance of the cloud to outsource application workload management. OpenText offers Enterprise Managed Services to manage hybrid solution components running in the OpenText Cloud and administer hybrid elements deployed on public clouds. Customers may self-manage on-premises components of a hybrid deployment or engage OpenText Professional Services to manage the on-premises environment.

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Transitioning to the cloud with Enterprise Managed Services

Making the transition to the cloud with Enterprise Managed Services gives organizations immediate access to the benefits of an expert managed service on cloud infrastructure optimized to enable reliable and high-performant access to an EIM solution. There are four paths available to follow in moving to the cloud. It is important that each organization selects the transition path that best suits its business. Enterprise Managed Services supports these transition models:

Migrate to modernize

Also referred to as a 'lift and shift' approach, this model is designed to migrate existing applications and data from the current on-premises deployment to the cloud service in a single move. The major benefit of this approach is that the system is ready to go live as soon as the migration is complete, shortening the time to value. However, as application portfolios grow and data volumes explode, it becomes more challenging and risks increase.

The phased approach

This model breaks the migration to the cloud into a series of phases. Typically, there is a large, upfront migration followed by a series of smaller migrations until the entire environment resides on the cloud. This approach allows for application and data testing as the migrations continue, helping to ensure data quality and reducing the risk involved in the transition. The phased approach also allows for an application version upgrade to be completed as part of the cloud transition.

The iterative approach

Similar to the previous model, this approach uses several phases, although they tend to be smaller and may overlap, rather than running sequentially. This approach is becoming the most common model used for cloud migrations as each iteration is small, reducing cost and risk. Many iterations are executed to move all applications and data from on-premises across to the cloud.

Manage in place

In this scenario, customer data is not necessarily migrated from the on-premises implementation. Instead, business content is managed in place as part of a hybrid deployment, integrating new cloud-based applications with existing on-premises systems. In this model, connectors are established between the on-premises applications and data stores and cloud applications to enable the smooth flow of data between them. This model can also enable a phased move towards a fully cloud deployment approach, as it allows data to migrate to the cloud over time.

No matter which model is used, Enterprise Managed Services provides applications, tools and services to automate as much of the transition process as possible, including data extraction, data transfer, data transformation and loading onto the new cloud service.

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The importance of a trusted partner

The best cloud service providers will help deliver tangible business benefits from EIM investments. The provider must have a deep understanding of an organization's business priorities and technical environment. This requires openness, transparency and trust on both sides. It is a natural fit for organizations to enter a managed services relationship with their software solutions provider. The provider's existing and deep knowledge of the EIM applications should deliver an advantage.

A trusted partner must be also able to demonstrate the expertise, people, infrastructure and scale to accommodate EIM requirements on a global basis.

Enterprise Managed Services is perhaps the only cloud managed service to meet these criteria. It delivers the assurance of the world's leading EIM vendor and provides access to a large talent pool with a range of skills, including industry and technology expertise, professional services and operational support.

Enterprise Managed Services is always deployed in a partnership model, with a Service Manager, to establish and maintain a long-term relationship that benefits everyone—the company, its customers and its trading partner communities.

Invest the time to identify the correct managed services partner for your business and work closely with them to create a customized package that meets your specific business, financial and contractual requirements.

OpenText: An unrivalled EIM resource

No other organization has the level of EIM skills or experience that OpenText does:

- More than 25 years of successful EIM delivery

- More than 65,000 EIM customers worldwide

- More than 12,800 full-time EIM professionals—the world's largest pool of EIM experts

- More than 1,500 EIM managed services customers worldwide

- More than 1,800 customer service experts

- Dedicated governance and compliance experts

- Standards compliance for data center and applications in the OpenText Cloud

- Service manager, onsite if required, who understands the business and acts as an extension of the customer management team

- Four global network operating centers, 50 data centers, with extensions from

- 24×7 global support across four continents

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What's the next step?

EIM is the key to achieving The Information Advantage and sets organizations apart from competitors. It helps companies leverage all information assets to produce the rich and engaging experiences customers demand. However, optimizing on-premises EIM capabilities is increasingly costly and challenging.

Built on OpenText Cloud and extending into public cloud and hybrid architectures, Enterprise Managed Services is the only cloud managed service offering specifically designed and optimized for EIM and run by the world's largest EIM company.

OpenText can help unlock the agility and innovation that lies within your business through a smooth and rapid transition to an EIM managed service. Find out more

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit: opentext.com.

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