
When Enterprise Content Goes Mobile

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Information Governance in the Cloud

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Strategies for Collaboration and Content Management

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Profiting from Mobile Experiences

COMPETING IN THE DIGITAL ECONOMY

Here is an all too familiar situation. As a business leader responsible for managing enterprise content in a regulated yet innovative industry, you focus on three objectives: increasing revenues, reducing costs, and mitigating risks. For many years, your firm has reaped the benefits of a comprehensive IT infrastructure. Following an expensive legal dispute and with the support of your corporate counsel, you have instituted a set of policies and processes to govern your enterprise information.

Yet you are continually confronting new ways of doing business in the digital age. In today's networked economy, you must accommodate the increasing mobility of your workforce. As you well know, your most talented employees and key business partners no longer tolerate the limits of fixed workplaces.

MOBILE LOCATIONS, DEVICES, AND WORKERS

To remain competitive, you must extend your IT infrastructure to incorporate mobile locations, devices, and workers.

- Your staff expects to be given the flexibility to work efficiently not only “in the office” but also “on the road.” To maximize productivity and minimize the time wasted from long commutes, they need to access current business documents directly when connecting from remote locations.
- With the explosion of mobile devices, your employees expect to use smart phones and tablets as effectively as personal computers. As a result, you can no longer standardize on (and restrict) the devices they use on enterprise networks.
- The managers for your lines of business need to recruit talent rapidly to solve pressing problems. They must be easily able to connect contractors and partners with employees and build collaborative teams. It is essential for team members to be able to work securely and effortlessly across organizational boundaries.

Going mobile is both an opportunity and a challenge. With senior management in many companies seriously considering “bring your own device” (BYOD) programs, the pressure is on for IT to support employees who use their own devices within the enterprise.

You recognize the need to adapt the capabilities of your IT infrastructure and the way in which you manage enterprise content to accommodate mobile work environments. At the same time your firm has invested a lot of time and effort in its information governance initiatives. You have developed policies, supported by various content technologies, to ensure compliance with regulatory mandates. Your corporate counsel now has the resources to defend your firm cost-effectively in most matters. You do not want to compromise this core competency. You must therefore carefully adapt your policies and processes for managing enterprise content to include seamless support for mobile locations, devices, and workers. You need to figure out how to secure enterprise content across multiple mobile devices.

Managing Enterprise Expectations

THE SIMPLICITY OF THE PUBLIC WEB

Of course, going mobile while also securing enterprise content is easier said than done. Your internal staff and remote workers know what they want. They are familiar with consumer-oriented tools, such as Dropbox, for file sharing and synchronization on the public Web. Prosumers and small business owners readily sign up for cloud-oriented business services, perhaps pay modest subscription fees, and immediately begin exchanging files and messages as extensions of their online work environments.

To your mobile employees and external partners, the benefits of easy information sharing in the cloud outweigh the constraints of accessing content in a secure environment. They expect immediate access to content, regardless of how it is replicated or where it is stored. As far as they are concerned, your firm should be as agile and flexible as any small business.

PRESERVING BUSINESS VALUE

On the other hand, your IT staff and corporate counsel recognize the risks of shifting work to the cloud and relying on free (or low-cost) consumer-oriented services for doing business over the public Web. They rely on the trust, content security, and regulatory compliance provided by your IT infrastructure.

After all, your firm designed its IT infrastructure over a number of years to deliver the essential resources for business operations. Files are stored, categorized, and secured within the boundaries of your firm. You rely on your IT group to deliver essential enterprise services and applications.

- With enterprise directory services, your firm authenticates end users not only by personal identities but also by groups and roles. These services standardize the

security and access controls for sharing files and applications across the enterprise.

- With enterprise content management, your firm is capturing, organizing, and storing essential business information in a systematic manner. After much effort, your firm has the business processes in place for creating, reviewing, approving, publishing, and updating both text-oriented documents and many other kinds of digital assets.
- By implementing enterprise records management, your firm is developing the necessary policies, procedures, and application-level services to automatically capture, preserve, organize, retain, and dispose of electronic files across all aspects of your operations. Whether content is stored in network file shares, document repositories, or email servers, your firm has tamed the digital tsunami. It is now prepared to demonstrate compliance with regulations, respond quickly and cost-effectively to legal discovery requests, and meet other operational mandates.

As a result, you now have the enabling IT resources in place to implement an enterprise-wide information governance program. You are confident that you can adequately ensure regulatory compliance, manage operating risks, and respond to legal challenges within predefined service level agreements.

But you also need to avoid being hamstrung by a legacy infrastructure. You realize that there is an inexorable trend toward mobile apps leveraging the capabilities of cloud computing. You need to figure out how to capitalize on this trend.

Delivering Content Services in the Cloud

BALANCING COMPETING AGENDAS

In short, you need to balance two competing agendas: the promise of mobility, and the imperative of content security and compliance. You must focus concurrently on three tasks:

- Supporting staff members and external partners who are using mobile apps — running on a growing list of smart phones and tablets — and leveraging device-specific capabilities such as taking photos and dictating voice memos
- Preventing data leakage from files in transit and in storage in insecure environments
- Managing the content that flows to and from these mobile apps as enterprise records

To carry out these tasks, you need to enhance the capabilities of your IT infrastructure by adding the enterprise-grade services that support your mobile initiative. You need to deploy a flexible

environment for going mobile that also conforms to your firm's information governance policies and procedures.

A MOBILE SOLUTION FOR THE ENTERPRISE

As far as end users are concerned, any mobile solution should feature a simple and intuitive user experience, together with seamless access to business information, encompassing the following:

- Mobile apps running on smart phones and tablets
- The enterprise-grade services for file synchronization, storage, and management incorporated into your IT infrastructure

The mobile apps synchronize files through shared access to a cloud-based repository. But unlike consumer-oriented file sharing services, these enterprise-grade services are an integral part of your IT infrastructure. Transparent to your employees and remote staff, and without compromising the user experience, mobile apps automatically store and manage files securely within your enterprise environment. These mobile apps thus ensure compliance with internal business processes and external regulations.

FLEXIBLE DEPLOYMENT

Of course you need to provision and deploy these file sharing and synchronization services in a flexible way that enhances the capabilities of your IT infrastructure. These services must run on an application platform within your enterprise environment.

There are several ways to incorporate mobile apps and associated services into the IT infrastructure of an enterprise. Much depends on how your firm manages content across its enterprise environment.

If your firm relies on the capabilities of an enterprise content management (ECM) platform, mobile apps simply synchronize the shared files as managed content. While channeling the flow of content through the cloud, mobile apps store and secure the files within a predefined ECM repository. All content is updated to and systematically managed within the ECM repository. You can apply consistent categorization, retention, and disposition rules to this mobile content and thus continue to comply with existing regulations. When your firm is engaged in legal matters, you can easily produce authoritative content collections and disposition logs in response to discovery requests. Your IT group continues to implement its automatic backup and de-duping processes to economize on storage requirements.

If you are not currently leveraging an existing ECM platform, you can enhance your IT infrastructure by deploying the enterprise-grade services for a mobile solution. There are "private cloud" and "hybrid cloud" options for deploying these file sharing and synchronization services. You can install and host an application within an enterprise system and then deliver the services across your enterprise network

It is important to maintain the flexibility of deployment — hosting the application platform within the boundaries of an intranet or securely accessible via the public Internet. The content itself is securely stored within your enterprise information repository in a way that accommodates the unique regulatory and compliance challenges you face. With a flexible mobile solution, you can implement the most cost-effective option to manage content within your IT infrastructure and support your firm's mobile initiatives.

What OpenText Tempo Delivers

AUGMENTING AN IT INFRASTRUCTURE

As an enterprise-grade mobile solution, OpenText Tempo enhances and extends the capabilities of an IT infrastructure to support your employees and remote staff “on the go.” With Tempo, they can rely on their own devices and easily access the documents and files they need from within a secure mobile work environment.

Tempo expands the reach of enterprise-wide file sharing. From an IT management perspective, you no longer need to restrict your firm's supported devices to an officially approved list. In fact, if you are implementing BYOD policies, you can rely on Tempo to help economize on your IT capital expenditures.

MOBILE APPS RUNNING ON POPULAR DEVICES

At its core, Tempo features secure file sharing and synchronization within your IT infrastructure. Tempo runs on a wide range of mobile devices, currently including the following:

- Apple iPhones and iPads
- Android-powered phones and tablets
- Blackberry phones

In addition, Tempo provides native Windows and Mac apps as well as a web browser-based experience.

Thus employees and staff can work seamlessly both across various mobile devices and on their own personal computers. With direct access to work-related information, they can be more productive using any of their own mobile devices. They can also exploit unique device capabilities, such as adding photos and videos to shared folders.

As a mobile app, Tempo provides a tap-and-swipe, intuitive user experience. With native Tempo apps for Mac and Windows systems, as well as a web browser-based app, both employees and contractors can use their personal or work-provided personal computers to access content within an enterprise environment. The content flows automatically and securely through the cloud and is accessible wherever and whenever they need it.

FILE SHARING AND SYNCHRONIZATION SERVICES

Moreover, Tempo adds file sharing and synchronization services to your IT infrastructure. Tempo supports connections to mobile devices through the cloud while storing content within an enterprise-grade repository, OpenText Content Server. Tempo delivers these services in one of two ways:

- Linking them to an existing Content Server installation
- Providing an enterprise application that includes an easy-to-install, tailored version of Content Server designed to support mobile content synchronization and storage

Tempo thus extends the security umbrella of your enterprise environment by relying on the capabilities of an ECM platform.

Using Tempo, your IT group continues to manage enterprise content based on existing policies and procedures. Existing content management capabilities and security controls remain in place. By paying attention to the underlying storage, you prevent data leakage that might occur when content is stored in unsecured, public environments.

As the repository supports both individual and workgroup-level shared access, Tempo can maintain a collaborative work environment. Members of a project team can work together and stay coordinated while on the go by synchronizing files stored within one or more shared folders. Team members can navigate through the folders to which they have access and work on files stored within them. Team leaders can rely on the shared repository to manage the necessary access controls for files and folders.

MOBILE CONTENT AND INFORMATION GOVERNANCE

Whether you are deploying Tempo in a private or a hybrid cloud scenario, storing content within an enterprise-scale repository has another benefit. The mobile content is automatically incorporated into your information governance framework. Tempo offers the following clear advantages:

- Employees and contractors leverage the predefined policies and services your IT group has already implemented for document management, records management, and archiving.
- Mobile content conforms to existing regulations and operating procedures.
- The content synchronized with mobile apps can be managed as enterprise records.

Tempo ensures that mobile content is stored within the Content Server repository. Your IT group can then run predefined processes for de-duping, categorizing, and archiving, as well as track operations using existing logging tools.

Raising the Tempo for the Digitally Driven Enterprise

In sum, Tempo delivers more than an enterprise-scale alternative to consumer-grade file sharing and synchronization services. Tempo also reinforces information governance in the cloud and enables the implementation of a BYOD strategy. An investment in Tempo results in two key business benefits:

- With Tempo, an enterprise can support mobile locations, devices, and workers while maintaining compliance with regulatory mandates and enterprise operating procedures.
- With its support for popular mobile apps and its flexibility for storing files within an IT infrastructure, Tempo brings cloud services for managing content to the enterprise.

The steady growth of mobile devices and ubiquitous connectivity is creating an inexorable trend toward enterprise-wide mobility. With the advent of cloud computing, organizations face the challenge of ensuring the integrity of their IT infrastructure while striking the right balance between the security and flexibility of enterprise operations. Successful firms are going to adopt the cloud-oriented services that preserve the business value of the overall IT infrastructure. Smart organizations win by getting in with the right cloud services.