AODOCS

Welcome to the New World of Content Services

Application Article

AODocs Joins the Elite of the Content Services Industry

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As most of you know, every year Gartner produces a massive amount of Magic Quadrant reports describing the market and industry key players, from marketing automation to robotic process automation to our very own Content Service Platforms (CSP) market.

Since Gartner shook the Enterprise Content Management (ECM) world in 2017 with news that ECM was dead and they had replaced it with Content Services Platforms, the Magic Quadrant has settled down a little. But the 2019 report feels different.

A Changing of the Guard

The 2019 Magic Quadrant for Content Services Platforms saw just three new entrants but also major changes in the space. Without citing specific vendors, it feels as if many of the legacy players are struggling, and the newer entrants, specifically those with a cloud-first approach, are gaining a lot of traction. This is a dramatic shift from even 3–4 years ago.

Back then, conversations raged about whether the cloud was secure and why anyone would consider putting their critical business content there. That conversation is done. The cloud now is the de-facto place to both store and process your content, but it also provides more than that.

The cloud provides scalability beyond anything we could possibly imagine on-premises, with a pricing model that offers an operational expense rather than a capital one, attractive to both IT and finance alike. But beyond that, initiatives such as API-first and open standards are driving a level of inter-connectivity between new systems that were unthought of just a few years ago.

The ability to connect to a cloud service, e.g., to do OCR on a financial statement, and to get a near-instant response via software that is constantly on the latest version, for often a per-action price, is amazingly liberating. This is why true cloud vendors are starting to rule the CSP Magic Quadrant — and I see no reason at all why this will change.

The Platform to Rule Them All

One exciting aspect is the growing acceptance of Google as a platform for delivering cloud-based content services. Many vendors are building integrations to Google Drive and G Suite to facilitate cloud-based storage and retrieval, and to utilize the collaborative nature of G Suite.

AODocs, however, is not simply integrated into the Google Platform but is also built on it. This unique positioning has seen great adoption within organizations who have already moved wholesale to Google Drive or G Suite. They recognize the continued need for information governance, workflow creation, reporting, and all the things that come with a regular document management system but are not included out of the box with Google.

Even more exciting is the sheer scale and level of innovation going on beneath AODocs at a platform level. The analogy I like to use is based around cars. Google provides our engine, then we tune it and put it into whatever chassis we need to solve a particular problem. It's a symbiotic relationship that delivers significant flexibility, capability, and benefits to end-users of both Google and AODocs.

2019 Was Just the Start

When we look back at 2019 we will see a year where the CSP tide truly changed course. Not only has the constitution of the Gartner Magic Quadrant changed but also Forrester recognized the shifting landscape by releasing a dedicated Cloud Content Platforms report. Even more importantly, there is an uptick in interest and adoption of cloud-based CSPs — to re-invigorate the way in which organizations use and even think about content.

As we close in on a new decade, could content services finally be close to realizing it's true potential? I sincerely believe so.