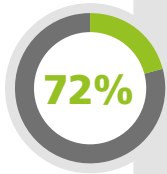




**Workflow & Automation | Article**

# **Why Choose a Content and Collaboration Solution?**

The way we work has changed. It is no longer confined to the office but can be done anywhere.



72%

72% of IT decision-makers said that digital document processes allow their organisations to better maintain business continuity despite unforeseen circumstances

**Forrester, 2020**

For businesses, this means looking at ways to make data secure and readily available for employees, whenever and wherever they need it.

However, it's not just about data. To work efficiently, employees need easy access to documents and enhanced workflows—and this requires multiple solutions. The challenge here is that stacking multiple systems can create inefficiencies.

What is needed is an integrated approach that marries data, documents, and workflows. In short, a Content and Collaboration solution is the answer.



# The Added Value of a Content and Collaboration Solution

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The world is rapidly embracing remote work and hybrid working. Digital document and workflow solutions are among the key enabling technologies that allow businesses to operate effectively in this new era. But their benefits go far beyond keeping employees connected, engaged, and productive.

These solutions allow companies to streamline their operations to stay competitive and save costs. As such, they were embraced by many forward-thinking companies even before they became a necessity.



# Top 10 Benefits of Content and Collaboration Solutions

Businesses that are implementing Content and Collaboration solutions today are enjoying benefits such as:

**1**

## The ability to deliver better customer service

Digital documents, access to data, and automated workflows can help deliver exceptional customer experiences. For example, customer service representatives can access data, search for documents, and execute tasks on-the-fly even as they are speaking to customers. This reduces the friction from wait times, call-backs, or missing documentation and elevates the quality of your customer service. As a result, you'll see more repeat business and referrals—increasing revenue and profit.

**2**

## Getting more done, faster

Digital documents and automated workflows move at the speed of a click or a tap. More than just eliminating paperwork, each step of the sales process, from reviewing to approvals, can be automated to save time and reduce workloads.

The automated processes and seamless access to data enable you to respond to customers faster. This will streamline service delivery and allow you to focus on making customers happy, instead of getting bogged down in labour-intensive tasks.

**3**

## Empowering remote work

Remote working was initially a trend but it became a necessity in 2020. The reality is that it's now no longer practical to tie work to a physical office.

Digital documents and workflows enable remote working by allowing employees to access and work with documents, from anywhere and on any connected device.

Businesses can operate beyond the confines of the traditional office and continue to respond to the needs of their customers without missing a beat.

## 4

**Lower document storage costs**

Storing paper comes at a cost. Every filing cabinet has an ongoing storage cost beyond its original cost. Using offsite storage as part of your document lifecycle management or for document protection due to business continuity plans can also be costly.

These days, digital documents are legally acknowledged as original files and, in most cases, are valid and equal to physical documents.

You can store millions of documents on a hard drive. You can back up millions more in another drive. In an onsite environment, they could share the same small space. Offsite backups eliminate the need for any onsite equipment.

If you choose a cloud-based application, you do not need any onsite infrastructure, reducing traditional document storage costs. Most service level agreements (SLAs) with cloud-based application providers include redundancies, so you do not need backups like you would with an on-premises document management system.

## 5

**Increased document security**

Generally, Content and Collaboration solutions include the ability to restrict access to only authorised individuals or departments. The degree of security varies from system to system. Free-to-use applications like Google Docs™ may be good for personal use, but likely do not provide the security that a business would need.

Business level solutions, such as SharePoint Online, Laserfiche, and DocuWare come with robust security features, such as:

- Tracking and transparency with detailed activity logs and reporting to meet compliance requirements
- Advanced access and permission controls to ensure that only authorised employees have access to documents
- Encryption to keep your documents and information secure
- Virus and malware protection, especially in cloud systems where the application and communications are monitored round the clock.

## 6

**Greater document accessibility**

A Content and Collaboration solution makes documents readily available while keeping them secure. More people can access the documents, but only when they have authorised access.

This means different departments can view the same document simultaneously to complete their tasks faster. And when they are done, the document remains in the same location, updated and ready for the next person to access it.

7

### Scalability and integration

Content and Collaboration solutions provide integration with other tools you use daily, offering scalability to businesses to support growth and changing business needs. Features often scale in free versus paid versions of the same application.

Subscription-based platforms, especially cloud systems, typically allow you to add or reduce integrations, features, and users as needed to support growth or shifts in business needs.

8

### Support for business continuity

From easy cloud-based backups and fast data-recovery times to facilitating remote work, digital documents and workflow solutions can help make your business resilient. They give you the flexibility and agility to adapt to changing business conditions.

9

### Better informed decision-making

Integrations with other applications introduce opportunities to turn the data in your documents into advanced business intelligence, reducing the risk of errors, improving processes, and reducing bottlenecks.

This also helps you stay informed to make better and timely decisions based on analytics and insights from the collected data.

10

### More engaged employees

Data and documents that are digitally organised and indexed ensure employees have quick and easy access to the information they need for work. Centralised storage and automated workflows also make collaboration easier, as everyone can access the documents either to view, make edits, or advance a workflow, such as an approval process.

Cloud systems with workflow capabilities can also increase engagement by automating workflow reminders, which further help to keep your people working and collaborating. Engaged employees stay productive and feel better about their work and contributions. This leads to better productivity and employee retention. Both contribute positively to your bottom line.

# Which Content and Collaboration Solution Is Right for You?

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You have a lot of options when it comes to Content and Collaboration solutions. Free-to-use options can meet short-term needs, but may require extra effort due to a lack of integration with other systems. On the other hand, premium integrated systems can be costly.

When evaluating systems, here are some questions to consider:

- What is the primary need to be addressed?
- Does it add or reduce steps to a process?
- Are you getting the security that you need?
- Will the system organise and integrate your documents, or create siloes?
- What kind of workflows does it offer?
- Will it deliver value within your favoured cost structure?

Of course, you may have more questions and considerations that are specific to your business. However, these questions serve as a solid general guide.





Learn more about how  
**Ricoh's Workflow & Automation**  
solutions can help transform and  
simplify your business processes for  
future readiness.



# About RICOH

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Ricoh is a leading provider of digital services, process automation, and information management solutions designed to support digital transformation and optimise business performance. Backed by an 85-year history of cultivating

knowledge and nurturing organisational capabilities, Ricoh empowers the creation of digital workplaces utilising innovative partners and technologies, providing the expertise and services that enable individuals to work smarter from anywhere.



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