

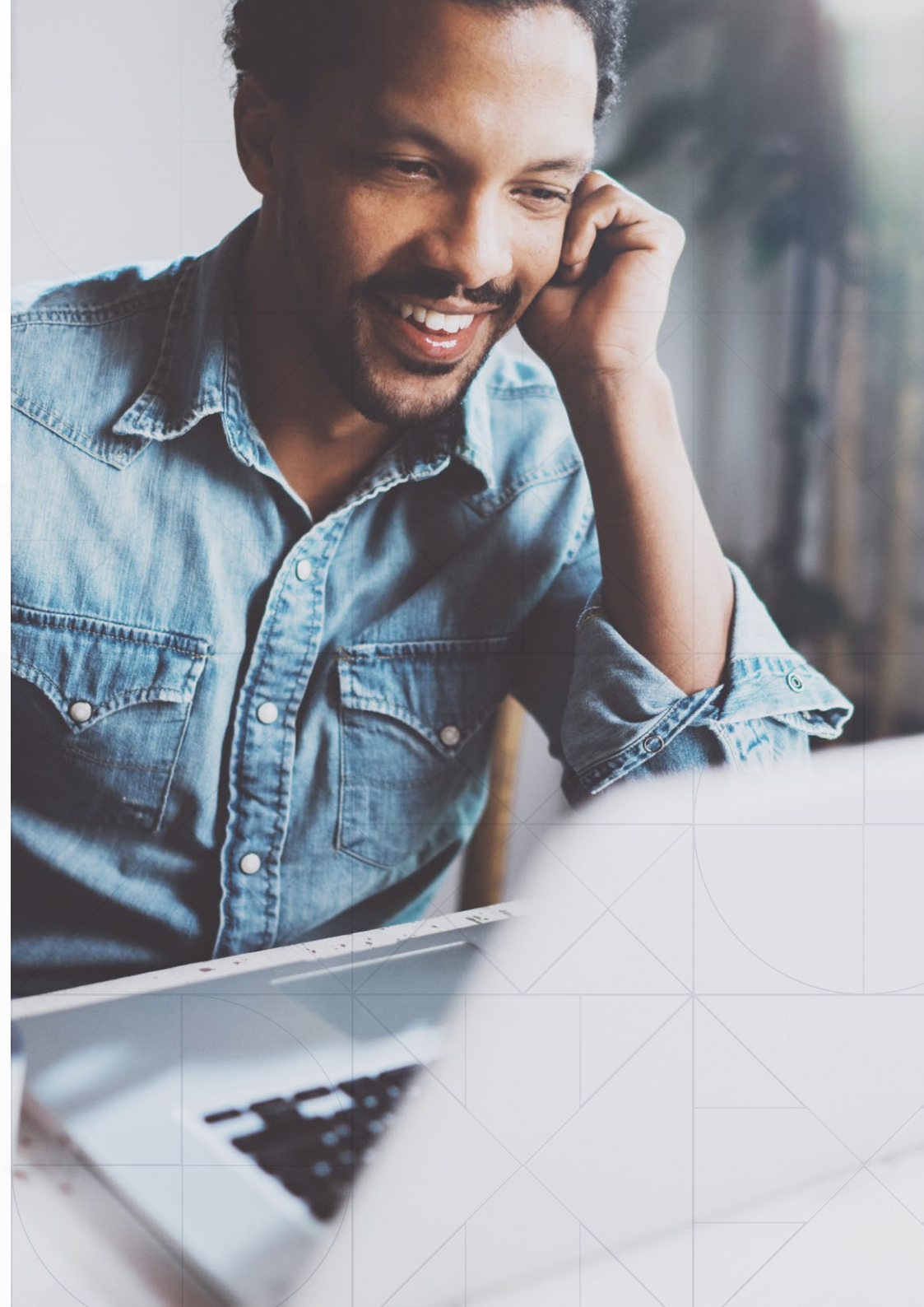


**Your 3-step guide to
a successful digital
workspace strategy**



Contents

Executive summary	3
Employees and corporate knowledge	4
The sorry state of digital workspaces today	4
Step 1	
Classifying information.....	6
Step 2	
The role of content in building a next-gen digital workspace	8
Benefits of structuring content.....	10
Future-proofing your digital workspace with intelligent content	11
Step 3	
Enterprise Knowledge Hubs	14
Conclusion	16



Executive summary

Creating an effective digital working environment requires more than just knowledge management or a social intranet – it needs people, knowledge and content to work fluidly and in a unified manner.

To improve employee effectiveness, organizations must ensure access to definitive knowledge across the organization and ensure that the underlying content is AI-ready – so the system is able to grow with you and take advantage of advancing technology capabilities as they become available.

An Enterprise Knowledge Hub acts as a single source of truth, bridging all silos and centralizing corporate knowledge. Employee effectiveness can be further enhanced through intelligent content, which enables future-readiness.

A digital workspace powered by such a knowledge hub, together with intelligent content, is the foundation for a highly effective and future-ready solution.

In this ebook you will discover our 3-step process to centralize knowledge and create intelligent content for the successful transformation of your digital working environment.

In a knowledge economy, information architecture is vital for leveraging the invaluable knowledge and business insights organizations hold in their data and information. The ability to do so will differentiate the winners from the losers in the decades ahead.



Employees and corporate knowledge

An organization's effectiveness is significantly improved by the ability of its employees to harness Corporate Knowledge easily and use it efficiently in their day-to-day jobs.

Knowledge that resides in documents is defined as explicit knowledge, while knowledge that resides in people's heads is known as implicit knowledge – together they form the Corporate Knowledge that empowers employees.

Corporate Knowledge is frequently lost – either when information becomes inaccessible or people move jobs or retire from the organization. This is knowledge which needs to be captured, curated, managed and delivered to ensure the business keeps achieving its goals and continues to grow, irrespective of change. Yet doing so is easier said than done.

The sorry state of digital workspaces today

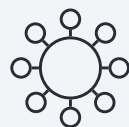
Disappointingly, information management is still often viewed as a cost centre and few organizations follow best practice to maintain, let alone upgrade it. This neglect results in duplicates, inaccuracies, inaccessibility and other information-related problems – impairing productivity. Over time, distrust in organizational information creeps in and silos are created and become entrenched. Unfortunately, for many organizations, this is the sorry state of their digital workspace. And it calls for reform.



Search
70% can't find the information they need

The challenge

Untagged or inconsistently tagged content. Inability to search across repositories and content.



Collaboration
36% want to improve collaboration

The challenge

Multiple separate repositories. No centralized collaboration platform.



Future-readiness
96% cannot achieve AI benefits due to data-related challenges

The challenge

Inconsistent content formats, inconsistently tagged content, data duplication, lack of governance.

Your 3-step guide to a successful digital workspace strategy

The challenge is to build a digital workspace which solves these information challenges, while working with organizational silos and third-party data streams.

A further challenge is that the expectations of employees continues to rise – they increasingly expect their experience of technology at work to match their experience of technology at home and in their personal lives. They want self-service, mobile-friendly, device agnostic and definitive information anytime, anywhere. And if it can be personalized per region and language as well that would be great.

The good news for organizations is that all of this can be achieved – and the journey begins with identifying information as an asset.

What's what

Terms such as 'content', 'data' or 'information' are sometimes used interchangeably and it isn't always clear what is meant by them.

In this ebook:

- Content is the words and pictures side of information, so what you see on websites, marketing messages and so on.
- Data is the quantitative side of information, so numbers, lists and so on.
- Information is an overarching term for both content and data.



Step 1

Classifying information

The first step to success is knowing where to begin

To centralize Corporate Knowledge we have to start with the task of classifying information. Although it is almost impossible to put an absolute value on information, it is possible to broadly classify the many ways in which the value of information to an organization can be measured.

Using these an organization can choose, based on its strategic objectives, which sets of information they want to capture and harness for their knowledge hub – which is discussed in more detail in Step 3.



Questions to ask



Intrinsic value – how correct, complete and exclusive is this information?

Information is valuable only when it is complete, accurate, timely and exclusive.



Business value – how good and relevant is this information for efficient business operations?

Critical business information needs to be accessible and easily shared to ensure seamless operations.



Performance value – how does this information affect key business drivers?

Greater visibility into the performance of systems and tools helps everyone in a distributed workforce work better. Additionally, higher efficiency at work can be further achieved by reducing redundant information, ensuring clean information, and making it easy to find.



Cost value – what would it cost if we leak, lose or misapply this information?

What costs will we incur if this information leaks to competitors?
What happens if the wrong information gets printed on pharmaceutical labels?
What if incorrect rules were used to audit a client?



Market value – what top-line gains could we get from selling or trading this information?

Discovering a relationship between client information and the services used by them allows organizations to identify patterns which can then be used to offer similar services to similar customer groups.



Economic value – how does this information contribute to the bottom line?

Providing accurate and precise information to a customer or client helps close deals faster and ultimately provides a better customer experience.

For more detail on each of these values please read our blog [Tying strategic business objectives to information management strategies](#)

Step 2

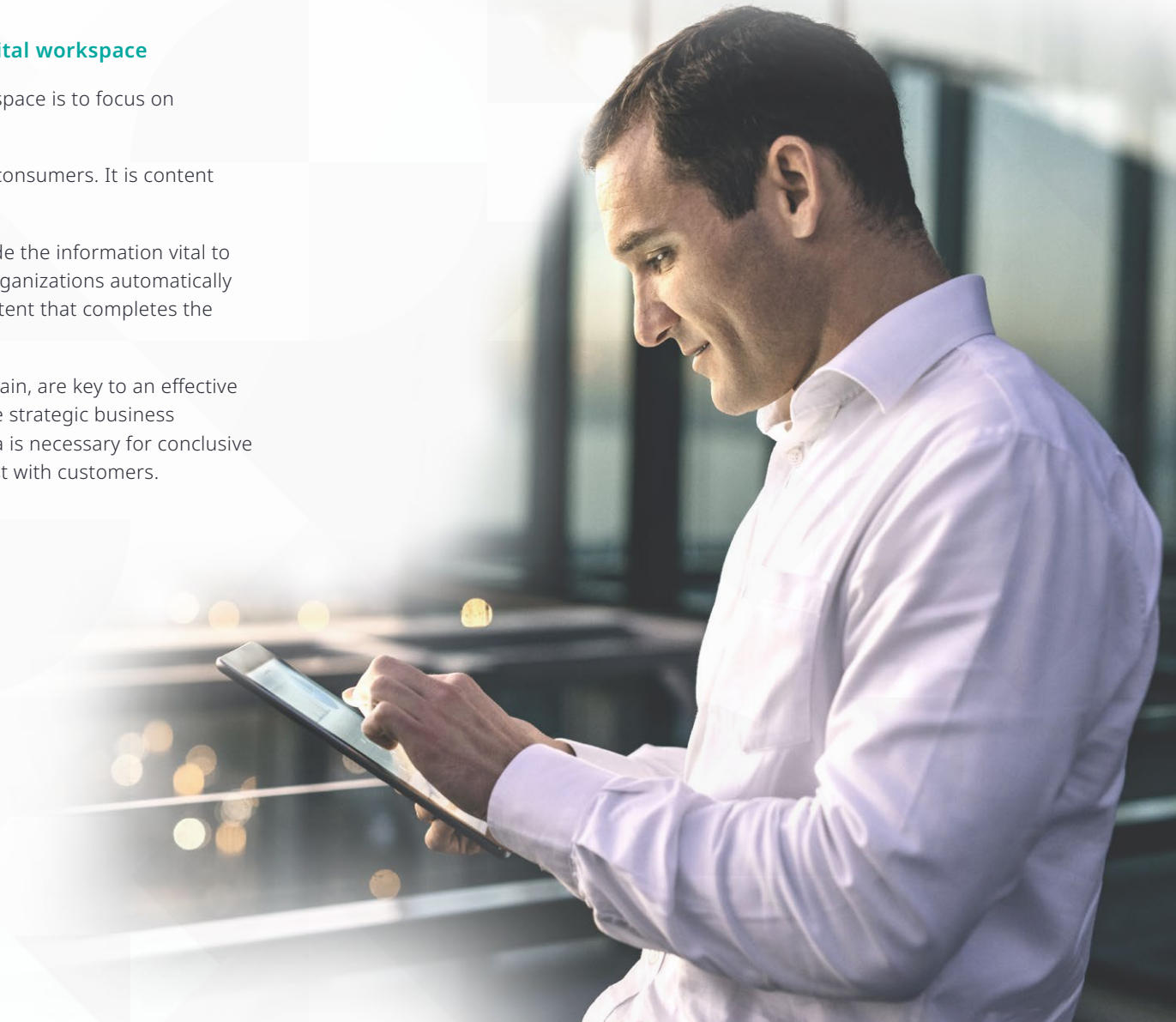
The role of content in building a next-gen digital workspace

The second step in building a next-gen digital workspace is to focus on organizational content and understand it better.

It is content that persuades, informs and educates consumers. It is content that engages and deepens relationships.

Data and content should work side-by-side to provide the information vital to growing and driving a business towards success. Organizations automatically think of data as just numbers, but in reality, it is content that completes the picture painted by the numbers.

Content maturity, and an efficient content supply chain, are key to an effective digital workspace strategy and should be part of the strategic business objectives of any ambitious brand. Just as clean data is necessary for conclusive insights, good content is important for building trust with customers.



What does good content look like?

There are several ways to define what makes good content, but the following are the minimum requirements



Accuracy and clarity

Information corresponds with reality and is verifiable



Integrity

Information meets user expectations and does not have gaps



Timeliness

Information is updated frequently to meet business requirements



Findability

Time spent on search and retrieval of information is minimized



Applicability

Business process(es) and/or individuals can understand and use the data



Governed

Information can be tracked and monitored to meet business objectives



Uniqueness

There is only one correct version – in other words, a single source of truth

To ensure good content is used as effectively as possible in an organization, it is important to have an approach similar to how data is managed and stored – it needs to be structured.

Benefits of structuring content

A structured content approach makes sense when content is business critical. It plays a vital role in digital transformation initiatives – anything from dynamic content assembly for self-service portals, powering virtual agents, or even enabling process automation and building intelligent portals.

Because structured content enables content reuse, you can eliminate unnecessary duplication of effort and ensure consistency anywhere common content is reused.

Structuring your content:

- Improves business agility
- Provides better governance
- Enables findability to both external customers and internal employees
- Makes it easier to adopt AI technologies

It also enables you to create intelligent content – intelligent content at any kind of scale is simply not possible without structured content.

Intelligent content for information on demand

Structured content platforms are the foundation of AI and the key to enterprise-wide understanding, knowledge sharing and collaboration.



40% error reduction



44% productivity increase

Future-proofing your digital workspace with intelligent content

Intelligent content is fundamental to any organization that wants to digitally transform itself

Intelligent content is created with a single objective: *To deliver the right content to the right person at the right time on the right device in the language of their choice.*

Since it is readable and usable by both humans and machines, it can be used and delivered more widely to meet people's needs better – both internal and external.

Intelligent content shines when it is centralized across the organization.

A unified approach towards intelligent content across the organization has several benefits:

- Cost savings – through content reuse and greater findability
- Improved information governance – with access rights and change tracking
- Greater consistency – through adaptive delivery to any digital channel
- Uncovering insights that aren't apparent from a siloed perspective



Creating intelligent content

To create intelligent content you need structured authoring tools

Structured authoring lets organizations define and enforce the consistent organization of information in smaller, reusable chunks (components) that can then be dynamically assembled into any deliverable. It also makes it easier to translate and to reuse existing translations from translation memory – saving significant costs for global enterprises.

Organizations are adopting structured authoring because it enables them to overhaul and streamline their content processes – it is the foundation of workflow automation.

However, usually authoring and contributing to structured content isn't easy, and often it is exclusively reserved for those few souls within an organization that have the skills to operate XML-editing tools.

That's where easy authoring tools for non-technical contributors can help. By allowing contributors and Subject Matter Experts (SMEs) to write and review content in a componentized manner, organizations can be far more agile, and work iteratively rather than in the traditional waterfall method. This helps enterprises manage and deliver business-critical information – rules, policies, procedures, product or service information and more – at scale and in multiple languages.

For further information on creating intelligent content please see our blog [Content transformation for intelligent content](#)



Are you ready for the future of content? Agile, governed, AI-ready

Today's connected **employees** want

- + accurate content
- + flexibility
- + experiences, on demand



Today's connected **organization** needs

- content control +
- advanced collaboration +
- insights, on demand +

The struggle: disconnected content

Accuracy

30%



struggle with missing content, inaccuracy and manual actions.

The challenge

Document-based data and file storage. No single-source of truth. Duplication and inaccuracy.

Future-readiness

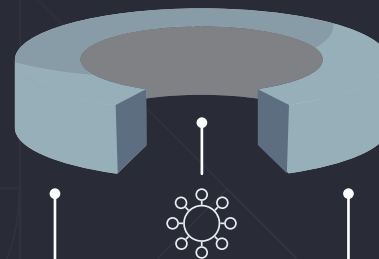
96%



cannot achieve AI benefits due to data-related challenges.

The challenge

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Search

70%



can't find the information they need.

The challenge

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Security

65%



of CIOs are tasked with transforming and modernizing governance.

The challenge

Lack of secure storage and permission management, authorization and approvals.

Step 3

Enterprise Knowledge Hubs

Once you have made your content intelligent, it is time to harness its potential and maximize its benefits.

The third and final step in transforming your digital working environment is to develop an Enterprise Knowledge Hub.

To drive employee engagement with your digital workspace, it is important to go beyond providing company communications and make it possible for employees to easily find the definitive information they need to get their work done.

One of the major hurdles organizations face in the drive to digital transformation and getting ready for AI is a lack of knowledge centralization.

According to IDC research, lack of knowledge centralization and information architecture results in these common challenges for an organization:

- Inaccurate information
- Poor information findability
- Broken-collaboration
- Security vulnerabilities
- Failure to successfully adopt AI practices



Your 3-step guide to a successful digital workspace strategy

These challenges can have significant cost implications. A recent [white paper](#) by IDC estimated that an enterprise of 1,000 knowledge workers wastes \$5.7 million annually searching for but not finding information.

Businesses simply can't continue to operate this way, particularly when the amount of content they're creating is growing exponentially. Today a lack of knowledge centralization hampers an organization's efforts, but as AI becomes more widely adopted, it may well cripple them.

So what's the answer?

In short, a unified approach to knowledge management across the organization, using modular chunks of information which are tagged – intelligent content. This provides reusability and machine readiness to help boost monetization, productivity, security and business insights.

For further details on how to build an Enterprise Knowledge Hub please read our [blog](#)

An Enterprise Knowledge Hub:

- Helps create accurate business content once – a 'single source of the truth'
- Makes content findable every time
- Translates and localizes on demand
- Delivers contextual information across multiple channels
- Provides relevant content based on a user's profile
- Automates processes with artificial intelligence

An enterprise knowledge hub provides a highly efficient and effective means of working together digitally. Quite simply it is the answer to current, and indeed future, digital workspace challenges.

Conclusion

Successful digital transformation

The next-generation digital workspace should be integrated into a knowledge hub to not only provide a consumer-like experience, but also to re-establish trust in the corporate knowledge found. This ensures business continuity in challenging times by facilitating more agile ways of working, streamlined collaboration and higher content quality.

Intelligent content, combined with best practice in knowledge management, sets an organization on the right path to transforming the way employees work and helps get the organization ready to reap the benefits of AI and other cognitive services as they develop.

With a thoroughly modern digital workspace, organizations can now truly enhance employee experience, drive productivity and achieve breakthrough business results.

To see how California Casualty undertook their digital transformation and the difference it has made to their performance and operations, read our [case study](#)

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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