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Content services platforms and applications were originally conceptualized to solve this problem. By simplifying integration to any lead application, they extend the reach of an organization's investment in its central content management software into information repositories related to lead business systems.

Integrating information at this level helps an organization truly understand how to optimize its supply chain, develop successful products, optimize asset performance and best engage with employees and customers. How organizations analyze, connect and use information produced by the lead systems they use every day, such as CRM, ERP and HCM, is what will set them apart from the competition in an era where information is the ultimate currency.

Connecting critical business content to lead applications processes, and having a digital framework for a business workspace that represents a meaningful entity (object) in an organization digitally is key to this solution's success - e.g. a customer, a sales opportunity, a project, a part, or even a community of people with common interests. A workspace is a folder that provides insight from data, content, people, and tasks pulling it all together in one place. Users of the lead business application can access relevant content items seamlessly in the business workspace without leaving the business application UI.

Not all lead applications driving processes across the enterprise are created equally, though. Some, such as Salesforce, SAP, and Microsoft, are pervasive enough that out-of-the-box integration solutions are essentially plug-and-play.

Others, often highly specialized to perform specific tasks or legacy systems, invoke cost-effectiveness discussions when it comes to integration—even though the information they contain has value and risk that must be addressed.

The OpenText Extended ECM Platform pioneered the concept of extending content management best practices into the industry-standard lead applications that drive business processes. We've built on that expertise to provide a class-leading, flexible development approach—providing tools, APIs and templates needed to create customized integrations to virtually ANY application. Our developer tools hugely simplify the integration process for even the most obscure software, fully integrating it to introduce the content and data within into a cross-enterprise information management program.



