

# BETWEEN THE LINES

TAPPING THE POTENTIAL OF  
21ST CENTURY DOCUMENTS

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## The Liberation of Content

In the days of early civilization, the thing that made a document a document was its physical container. Information was locked in place, in some cases, for all time.

In the digital age, that definition is as outdated as stone tablets. Many modern documents never assume a physical form. Instead, they appear and disappear on computer screens, blinking lights in the cloud.

The content within these documents is also changing, thanks to powerful software that makes it easy to collaborate, create and revise. Some documents may only exist for a single viewing before information is altered or added, creating a new digital document in the process.

At the same time, technological advancements are eliminating the barriers between paper and digital documents, enabling content that has been “locked up” to become much more accessible. What’s more, an entire generation is moving into the workforce with an understanding of documents as free-flowing, shape-shifting digital playthings.

Changes like these are speeding the flow of information and improving the power of business intelligence. They’re also increasing the proliferation of documents. Because content is liberated, it can fly through a network with great ease, spawning an infinite number of new documents, including mosaics of preexisting document pieces.

Emerging technologies are pushing the liberation front even further. For example, instead of being limited to keyword searches, you’ll soon be able to use metadata and language processing advancements to quickly find relevant pieces of important information. Instead of launching an application to open a document, you’ll retrieve and repurpose content chunks with a few simple keystrokes, regardless of the program you’re in.

These tools are placing a heightened emphasis on the management of documents and their processes. Which brings us back to where we started.

Documents and their content play a vital role in the work you do every day. When you rethink the way you work with documents, you can begin to achieve just about every major goal on the enterprise agenda:

Increase speed and agility. Grow revenue and build long-term loyalty. Strengthen brand perception. Enhance employee productivity. Improve your approach to compliance and risk management. Reduce operational costs. And even advance the cause of sustainability.

Strategic document management can deliver concrete, measurable results in all of these areas—as you’ll see in the examples and stories that follow.