

# Your Content isn't the Problem. Your Platform Is.

WHY LEGACY CONTENT SYSTEMS QUIETLY LIMIT DECISIONS, AUTOMATION AND AI VALUE





# Your content isn't the problem. Your platform is.

Why legacy content systems quietly limit decisions, automation and AI value

**Tom Grucza**

Senior Product Marketing Manager  
OpenText Content Cloud



# Which best describes your organization's current state of content management modernization?

1. We still rely mostly on legacy or on-premises content systems.
2. We are evaluating options and building a modernization plan.
3. We are actively migrating or modernizing now.
4. We have modernized the platform and are optimizing with AI/automation.
5. I'm not sure / it varies across the organization.





**Are you just  
storing documents?**



**Or putting your  
information to work?**

# Your journey to digital transformation

**Stage 1**



Physical paper in  
file cabinets



**Stage 2**



Digital documents  
in file explorer



**Stage 3**



Folders replicated  
in ECM



**Stage 4**



Knowledge worker  
centered view

# The key to digital transformation: Rethinking context

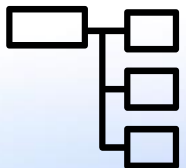
## Pros of folder structure



**Easy to adopt**



**Simple organizational layout**



**Supports manual browsing**

## Cons of folder structure



**Lack of context**



**Limited visibility**

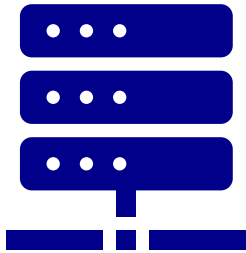


**Governance depends on user behavior**

# The hidden cost of legacy content platforms

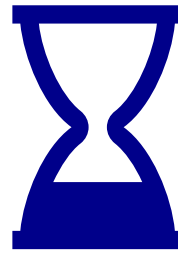
*Up to \$48M USD\**

**Ongoing IT and security overhead**



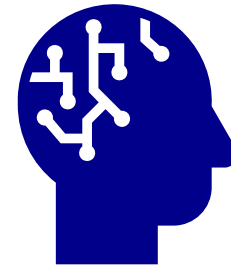
**Result:** Dedicated FTEs and recurring operational spend with no net-new value.

**Productivity loss and operational risk**



**Result:** Millions in lost productivity and elevated operational risk each year.

**Missed AI-driven efficiency gains**



**Result:** Tens of millions in AI-driven value never realized.

# Document repositories *can't power* enterprise AI.



## Connected work

**Work happens across systems, not folders.**

- Access content in ERP and CRM
- Preserve context across processes
- Eliminate swivel-chair work



## Contextual intelligence

**AI needs meaning, not just files.**

- Understand relationships relevance
- Surface the right content at the right time
- Reduce noise and duplication



## Decision support

**AI should drive action, not retrieval.**

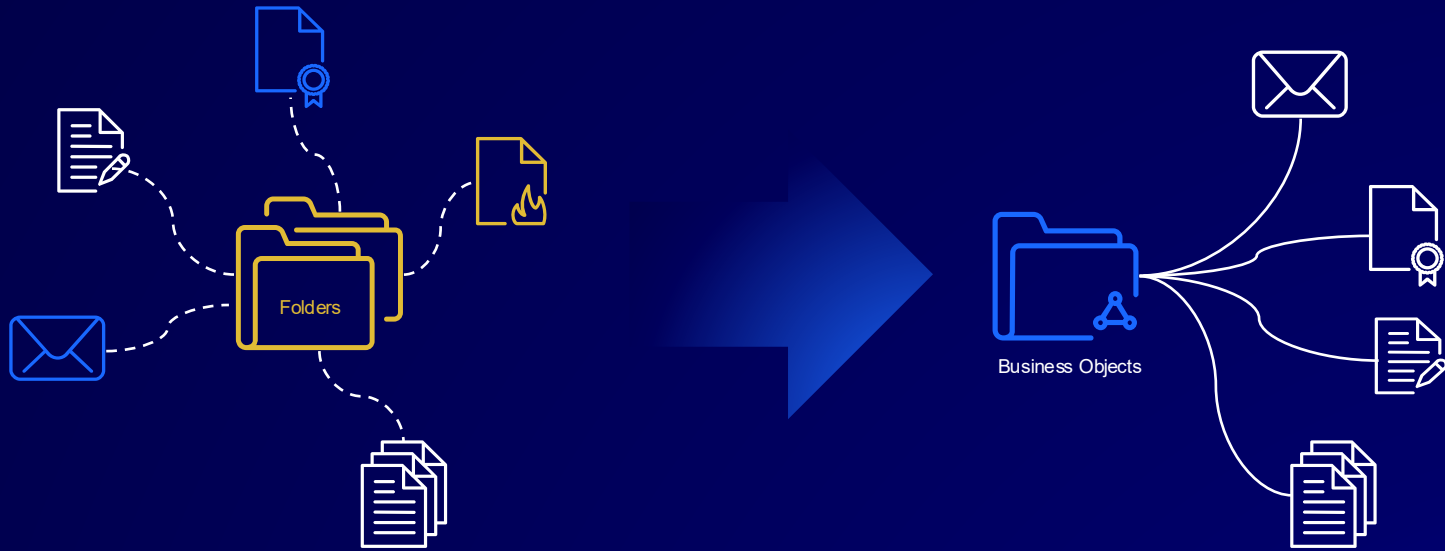
- Embedded directly in workflows
- Grounded in governed business content
- Turn insight into action



## Future-ready foundation

**Modern platforms evolve without disruption.**

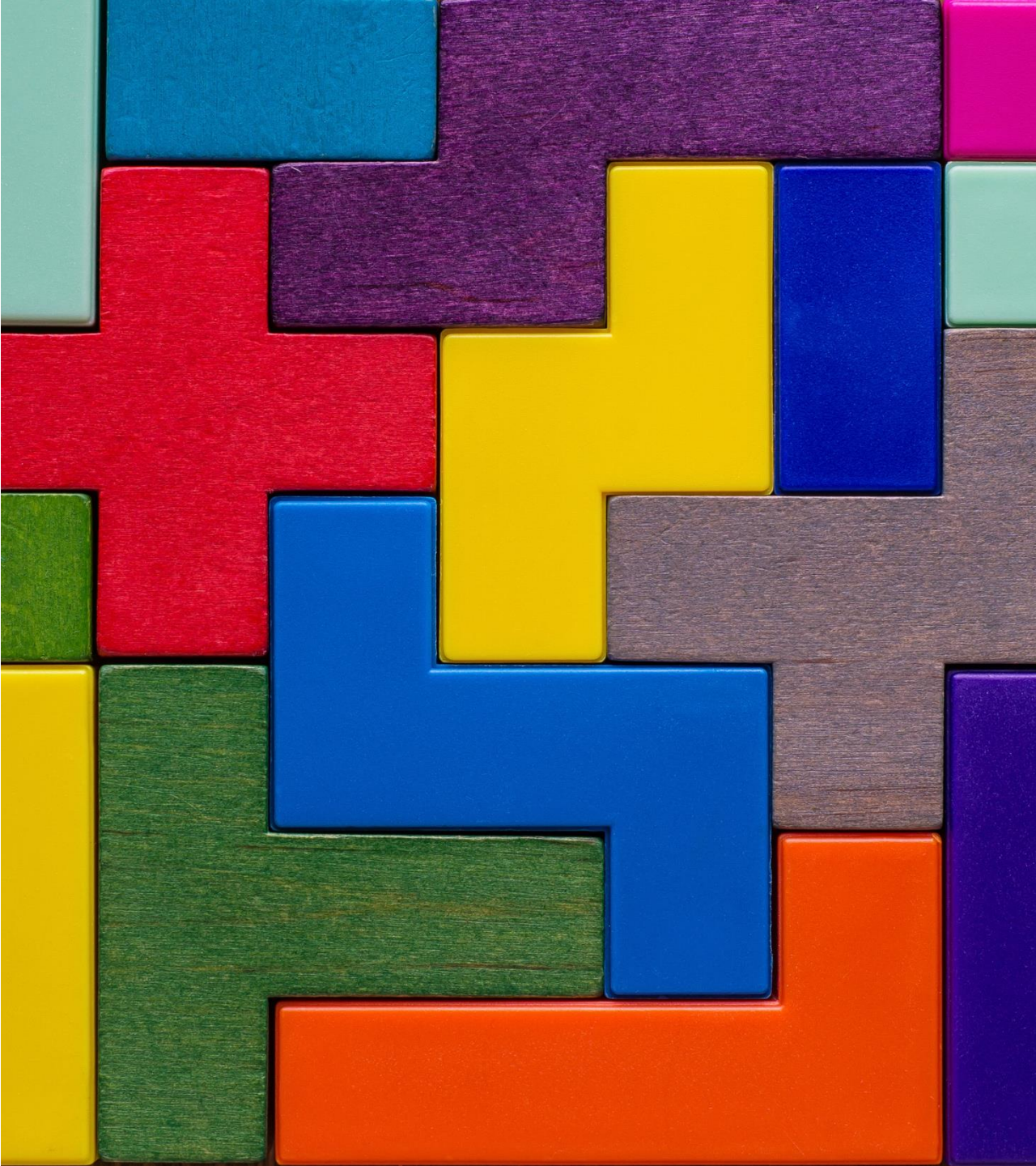
- Continuous innovation, no downtime
- No hybrid or on-prem baggage
- Avoid re-platforming cycles



 **opentext™**

From fragmented, untrusted, and uncontextualized data → to connected, governed and contextual information.

Enterprise AI  
requires a  
*connected  
foundation.*



## Which third-party systems are most important for your content management platform to connect with?

1. **ERP**  
*(SAP, Oracle, Microsoft Dynamics 365)*
2. **CRM**  
*(Salesforce, Dynamics 365)*
3. **Productivity and collaboration**  
*(Microsoft 365, Teams, Google Workspace)*
4. **HR / HCM**  
*(SAP SuccessFactors, Workday)*
5. **E-signature and document workflow**  
*(DocuSign, Adobe Acrobat Sign)*
6. **Industry-specific business apps**  
*(Guidewire, Epic)*
7. **Other**

The background features a sunset with a gradient from orange to blue. Below the horizon, the surface is composed of many small, overlapping, 3D-like shapes that create a textured, wavy effect, similar to water or a digital terrain.

# Modernization is the key

Your content isn't the problem. Your platform is.

A background image of the Shanghai skyline, featuring the Oriental Pearl Tower and the Shanghai Tower, viewed from across a body of water. The text is overlaid on this image.

**Modernization isn't  
*just* migration.**

**It's about *evolution*.**

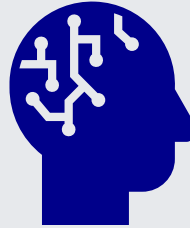
# What we mean by *modernization*

*It's more than what you do today—in the cloud.*

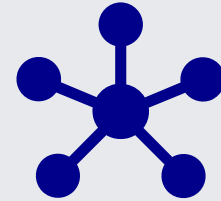
Cloud  
advantage



AI & automation



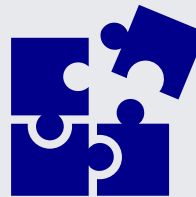
Business context



Modern UI



Seamless integrations

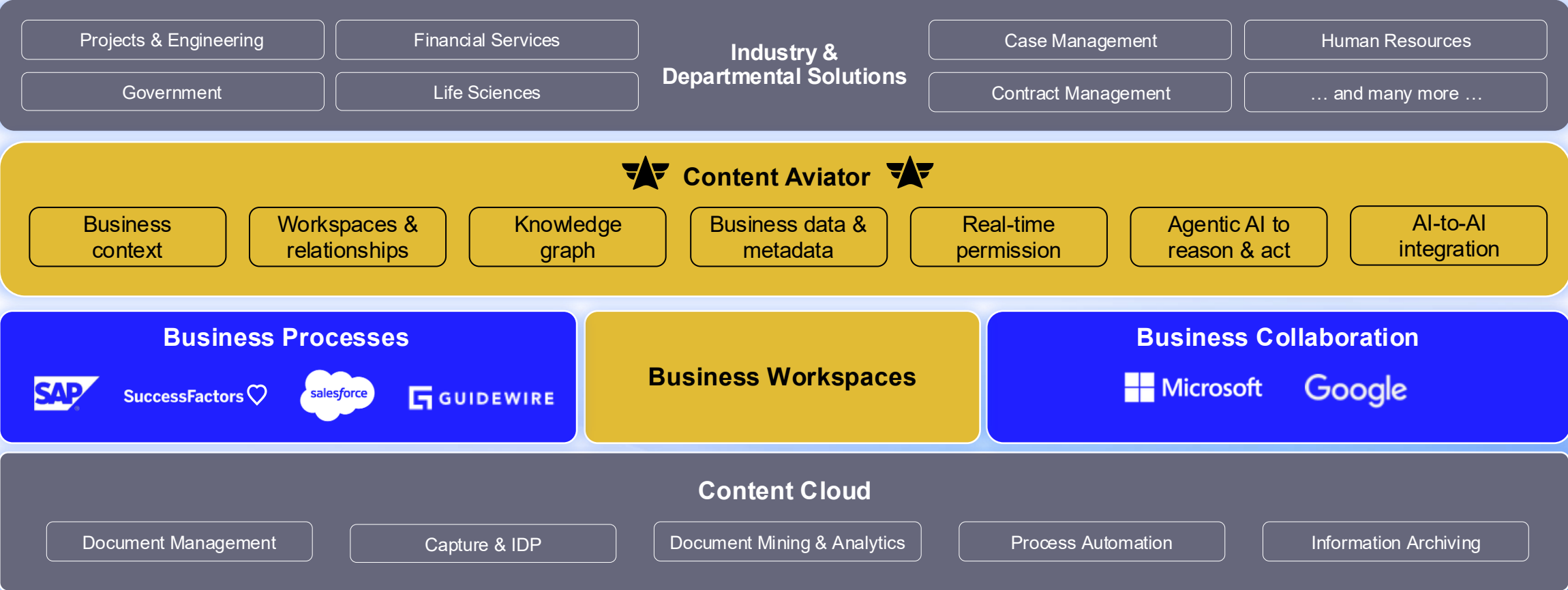


Modern governance  
and security



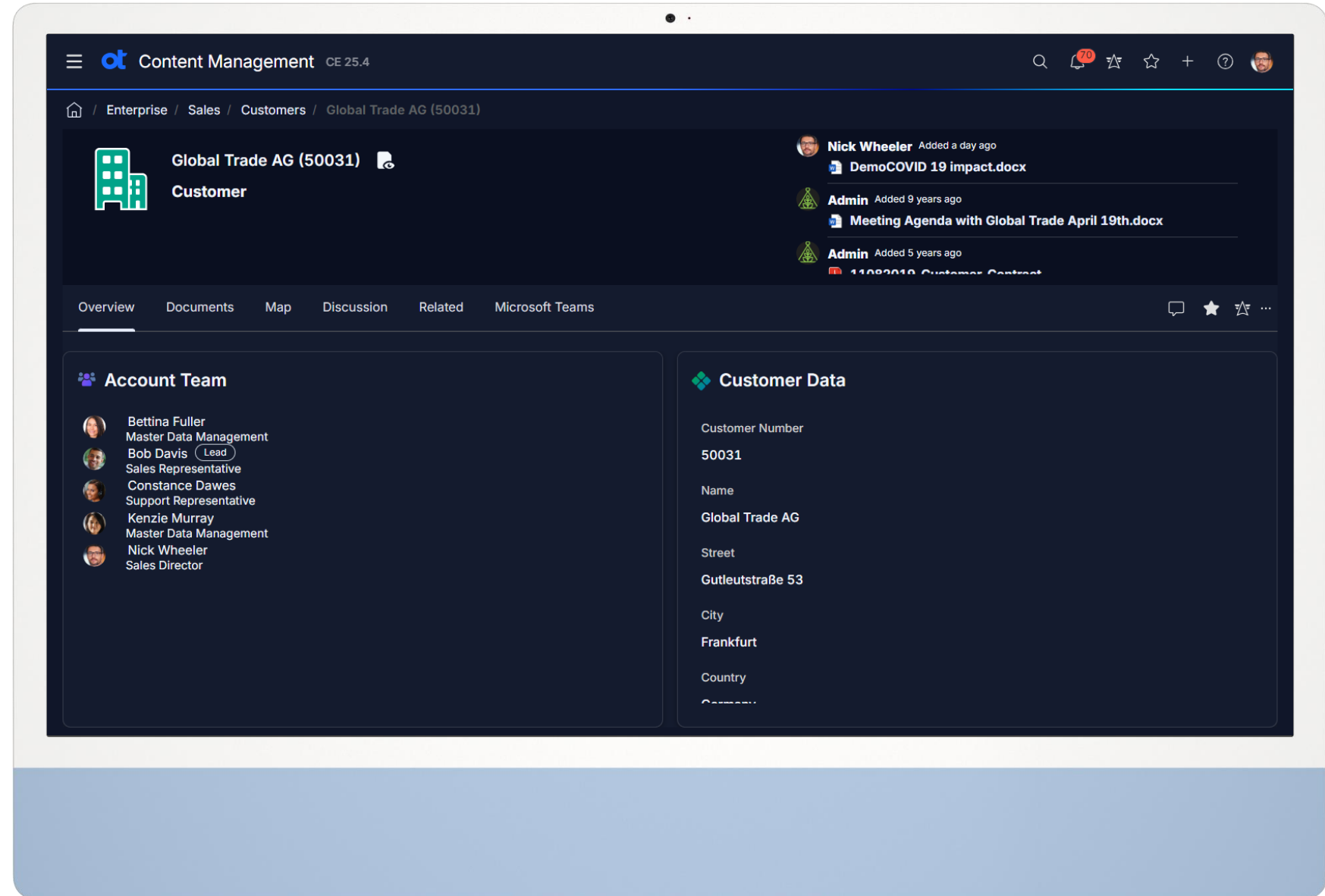
*Your journey, your way.*

# One platform. One foundation. Contextual AI *in the cloud*.

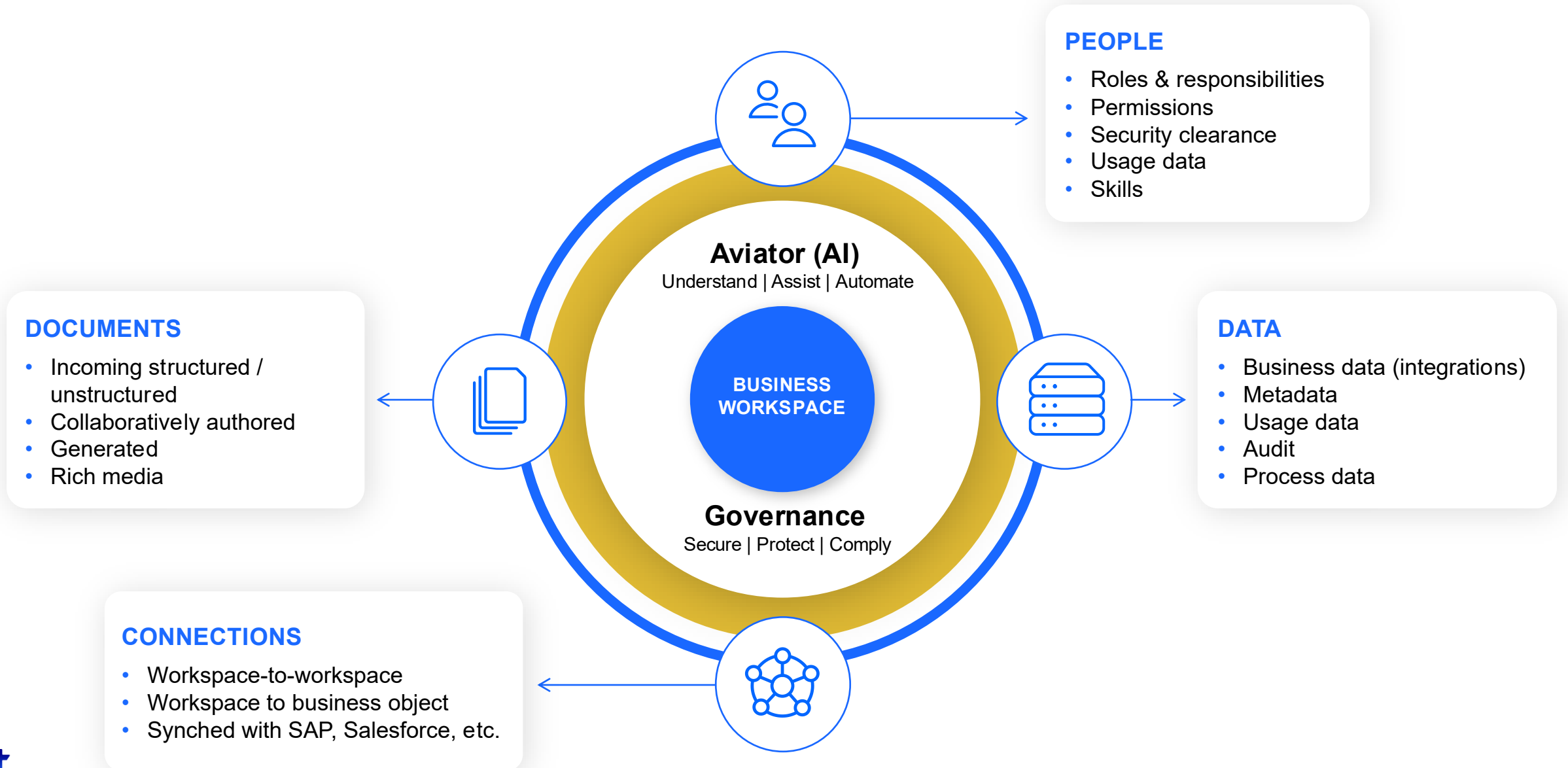


# OpenText business workspaces

A business workspace is a digital twin to a real-world object like a customer, an employee, or a sales order.



# Business workspace: **AI in context**



# Business workspaces activate effective AI strategies

- **Naturally ties AI to repeatable** business process management
- **Policy driven governance** and security assures AI **trustworthiness**
- **Effective classification** brings clarity to **AI inference**
- **Application integration** brings accurate metadata **grounding data**
- **Workspace relationships** enable extended **grounding hints**



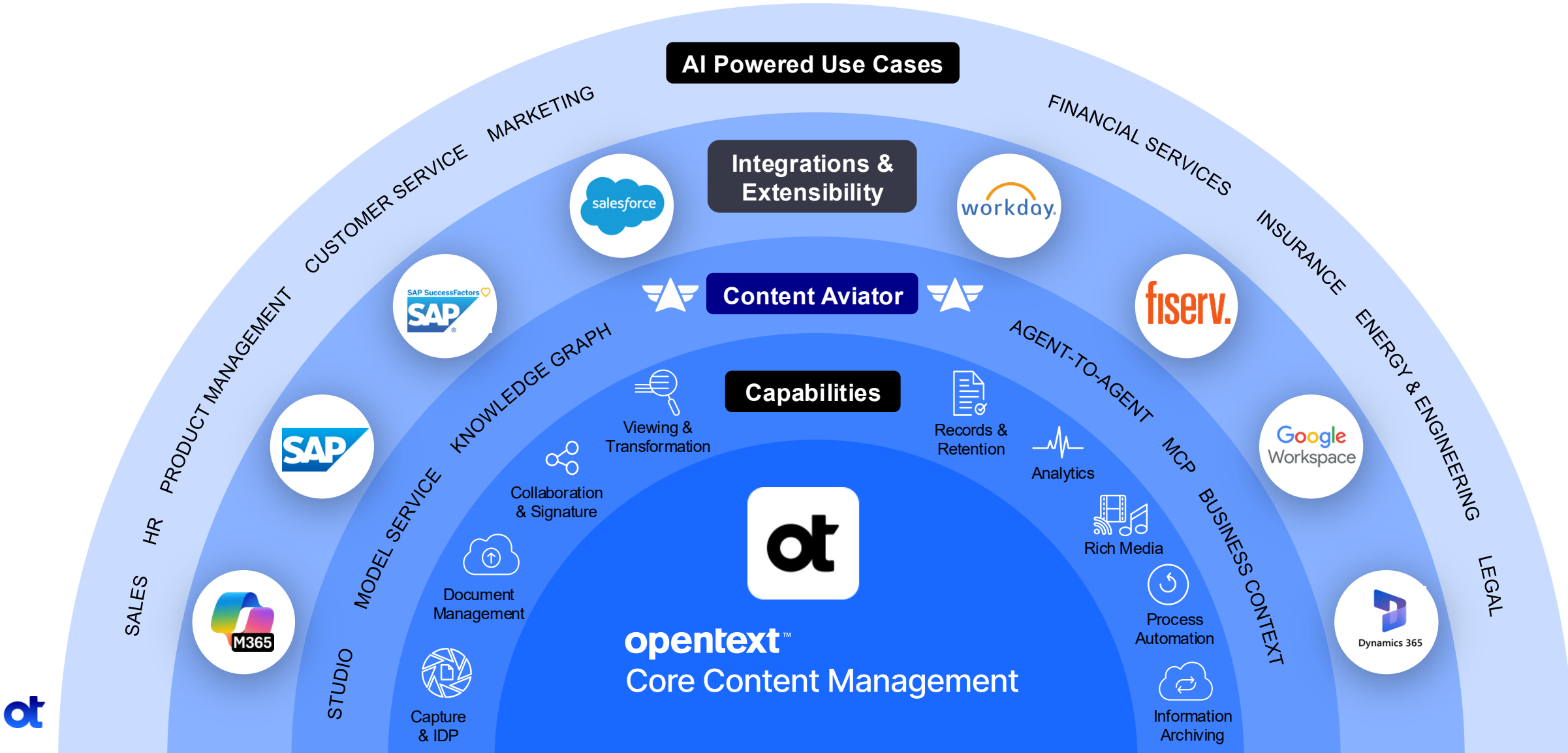
A sunset over a vast, textured blue ocean. The sky transitions from a warm orange and red on the left to a bright yellow and white on the right, where the sun is setting. The ocean surface is covered in a complex, grid-like pattern of blue and white, creating a shimmering, digital effect. The overall mood is serene and futuristic.

# Modernization in action

Your content isn't the problem. Your platform is.

# OpenText Core Content Management

The intelligent foundation for the AI-first enterprise



Edit

Aviator

What can I help you with?



Recent files

**Annual report 2025.pdf**  
Viewed 20 minutes ago



Showcases a year of growth for VantageLab Ltd.

Ask Aviator

**Marketing All Hands**  
Watched 2 hours ago



Video captures the team highlights, key campaigns, and strategic goals driving brand growth.

Share

**Image 23425.png**  
Added 3 hours ago



Infographic of the overlapping Sales data.

Edit Ask Aviator

Your questions

What's changed in Standard Electric corp workspace?

9:30 AM

- **Current focus:** The biggest active initiative is the [Vehicle Sales Forecast](#), driving cross-team coordination and customer engagement.
- **Key report:** The most relevant update is [Sales Plan\\_Q3\\_2025.xlsx](#), which includes the latest sales targets and budget adjustments.
- **Other updates:** [Sales\\_Guidelines\\_v4.pdf](#) has been refreshed to ensure consistency across all assets.
- **Status:** All services are operational, no incidents reported.

MacBook Pro

Good morning, Kate!

Edit

Aviator

What can I help you with?

+ ≡ 🔍

🎤 ▶

- Which contracts have been approved this week?
- Find the sources for the Q3 sales report, sorted by modified date
- Revise all files that I shared with customers this week
- Show more

Recent files

Annual report 2025.pdf  
Viewed 20 minutes ago

Showcases a year of growth for VantageLab Ltd.

[Ask Aviator](#) ...

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🔗 ...

Image 23425.png  
Added 3 hours ago

Infographic of the overlapping Sales data.

[Ask Aviator](#)

Aviator ▼

What can I help you with?

+ ≡ 🔍 🔊 ▶

Edit

- Has anyone downloaded these customer proposals?
  - Find the sources for the Q3 sales report, sorted by modified date
  - List all files that I shared with customers this week
- Show more

Recent files

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Today's questions

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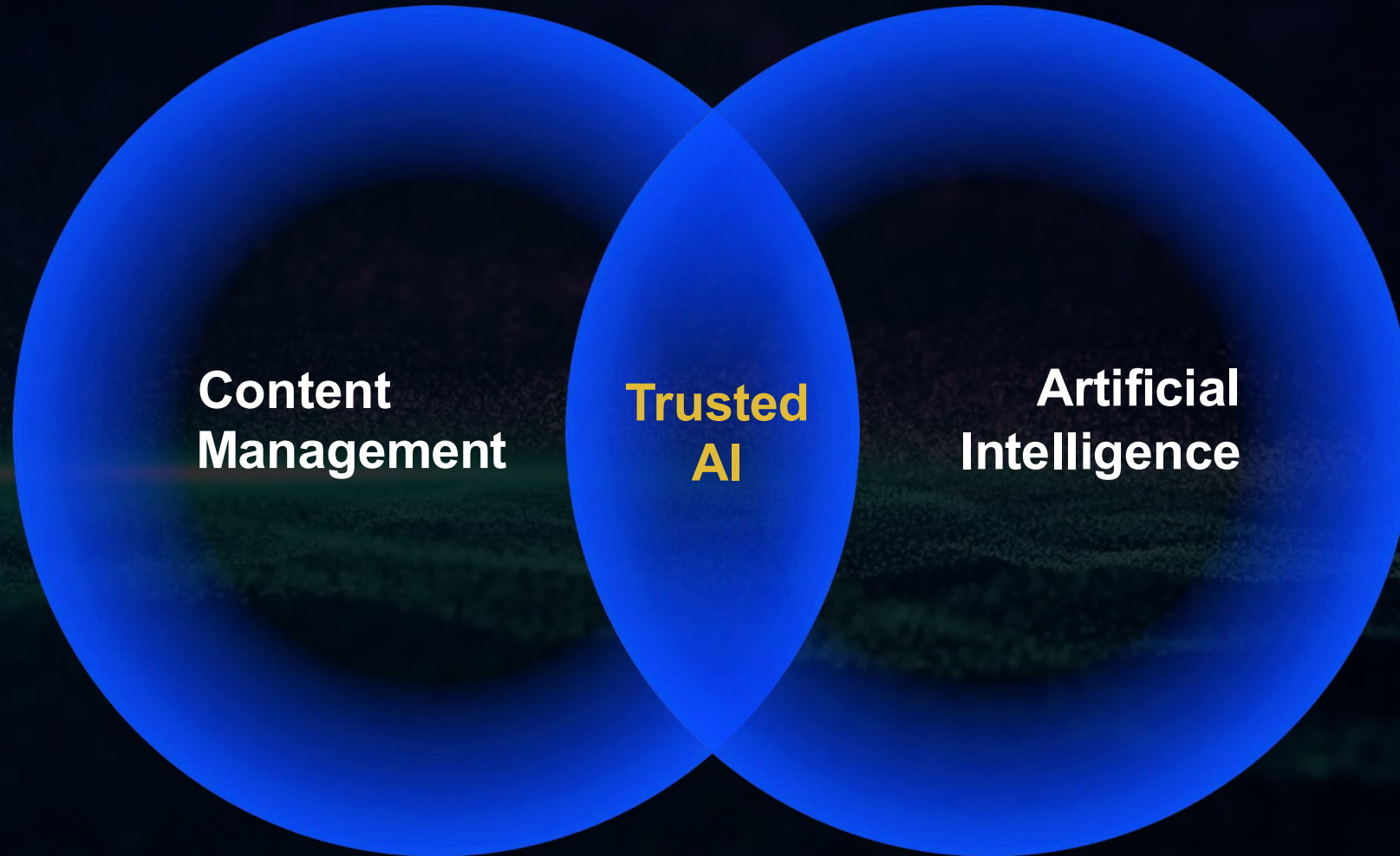
• Current focus: The biggest active initiative is the **Vehicle Sales Forecast** driving cross-team coordination



# Final Thoughts

Your content isn't the problem. Your platform is.

# Great AI needs Great Content Management



**Great content  
management starts  
with modernization.**



# AI: Moving from Readiness to Responsible Implementation



[Whitepaper](#)  
By Deep Analysis | OpenText 2026

# AI-readiness starts with trusted, governed content



[AI-assessment  
and  
Best Practice Guide](#)

# Modernize content management for the AI era



[IDC Modernization Assessment  
and  
Best Practice Guide](#)

# OpenText speakers



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