



5 Insights for Effective Automation & Governance



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1. Improving agility with enhanced automation, secure collaboration, and advanced policy administration for cloud-first deployments

Rocket Content Services builds on the capabilities of Rocket® Mobius to capture, govern, and deliver digital content and assets generated by people, applications, and machines at web-scale volumes and with a high level of performance. It delivers an entire suite of exciting capabilities to enhance automation, secure collaboration, and advance policy administration for cloud-first deployments. The platform provides a comprehensive set of content services to enable organizations to manage and govern today's growing wealth of information and regulatory volatility while making infrastructure modernization possible.

Rocket Mobius's content-rich process automation empowers business analysts through self-service support to construct business applications for a secure and, collaborative business process execution.

Enhanced content-rich automation

Rocket Mobius's content-rich process automation empowers business analysts through self-service support to construct business applications for a secure and, collaborative business process execution.

Rocket Mobius uses modern, low-code/no-code process and presentation services to easily design and deploy workflows, integrated processes, and custom content-rich applications.

Extended cloud governance

The move to cloud and hybrid infrastructures brings both positives and negatives for content management teams. Implementing a cloud data management operation provides teams with unparalleled data availability, mobility, and visibility. However, cloud applications come with a heightened security risk. Rocket Mobius introduced support for immutable cloud storage with support for AWS S3 Object Lock to combat cloud-based challenges. This, allows users to store data using a write-once-read-many (WORM) model, enabling enterprises to better protect information and manage business records in the cloud with its extended cloud governance.

Rocket has made Mobius one of the market's most integrative, application-friendly solutions, allowing teams to streamline collaborative efforts and save money by negating the need for third-party communication tools.

Expanded collaboration support

Nothing can hinder digital collaboration more than a lack of connectivity. Rocket has made Mobius one of the most integrative, application-friendly solutions in the market, allowing teams to streamline collaborative efforts to connect and/or consolidate many third-party vendors and communication tools. Rocket Mobius's expanded collaboration support assists Microsoft shops, extending its capabilities for managing content in Microsoft SharePoint®, Microsoft 365, and Microsoft Teams environments, and providing the ability to automatically archive selected content and search from and across Teams, SharePoint, SharePoint Online, Rocket Mobius and other content sources.

Modernized infrastructure deployment

Rocket Mobius makes it easier for enterprises working within mainframe environments to take advantage of innovative cloud-based applications and practices. With the addition of Elasticsearch support, Rocket Mobius provides expanded scalability of full-text search capabilities in Docker/ Kubernetes environments—ensuring the integrity and security of important documents during cloud migration.

Use case: simplifying cloud migration for a leading insurance agency

One of the most recognizable auto and home insurance providers in the United States was working with numerous on-premises content repositories that were tightly coupled to their core business applications. This made it difficult to migrate to the cloud and adapt to changing infrastructure, especially since its 40+ billion records were highly sensitive.

Data security and regulatory compliance are essential for a highly regulated insurance enterprise. The firm established a primary content repository on Amazon Web Services by working with Rocket Mobius's advanced integration capabilities, extended cloud governance, and modernization infrastructure deployment capabilities. Moving off the mainframe to the cloud has provided the insurance provider with much greater control over archival, distribution, access, and integration of all the content in its company while ensuring the highest levels of data security.

These are only a few of the exciting, advanced capabilities in Rocket Mobius Content Services that will help data management teams bring a more flexible, agile, and modernized strategy to their data management and compliance operations.



2. Leveraging automation for content management and compliance

The juggling act: managing information and compliance

The exponential growth of information, in all its forms, and its importance to businesses has put a more significant burden on compliance and records management teams. Not only must organizations deal with strict and ever-evolving regulations, but they also must reimagine and modernize IT Infrastructure and business processes. Teams tasked with managing data and compliance in heavily regulated industries may feel like they are constantly performing a juggling act.

The content and compliance landscape

Every day, people create an estimated 2.5 quintillion bytes of new data, according to IBM (that's 2.5 followed by 18 zeros!). And according to research from the Association for Information and Image Management (AIIM), more than 60% of corporate data is unstructured, and a significant amount of this unstructured data is in the form of non-traditional "records," like text and social media messages, audio files, video, and images. Not only does unstructured data often go unused (a Deloitte survey found that only about 18% of businesses can take advantage of it), but it also leaves heavily regulated enterprises vulnerable to regulatory infractions, fines, and even criminal penalties.

Since the introduction of notable data privacy and human rights acts, like the General Data Protection Regulation (GDPR) in 2016 and the California Consumer Privacy Act (CCPA) in 2018, privacy regulations worldwide have continued to develop aggressively. With multiple states and countries pursuing their own regulations, now, more than ever, businesses must ensure their data's safety, security, and legitimacy when it is used, stored, or destroyed. But how?

Two ways to reduce risks associated with data management:

First

Understand which regulatory bodies' legislation you are required to follow. For organizations that offer digital services to their clients and collect their data, this includes data privacy regulations based on each customer's location. For example, if an online health clinic is seeing a client based in Europe, they must abide by GDPR privacy regulations. If the same health clinic is speaking with a client in California, they must follow CCPA privacy rules.

Second

Treat data like an asset, not a liability. A business's data is one of its most valuable assets, and organizations cannot maximize their data if it is carelessly locked up or unavailable to key employees. To avoid compliance issues and optimize the usefulness of data, organizations should consider: What data do I have? What kind of data is it? Whose data is it? Where is this data located? When was the last time the data was audited or deleted?

Understanding whom you answer to and what data your company is working with will put teams on the right path to successful data utilization and compliance.

Leveraging automation in data governance

The answer for many businesses has been automation, with countless large and highly regulated organizations turning to automation software to even the content management and compliance playing field. Companies from all industries worldwide continue to increase investments in BPM/Workflow, Robotic Process Automation (RPA), machine learning (ML), and artificial intelligence (AI), and accelerate operational transformations to automate and make data governance more agile to keep up with the exponential growth of incoming information.

Automation swiftly empowers organizations to respond to the growing needs for security and compliance.

Best practices for automating your records management

For businesses looking to reap the benefits of automation, leveraging these three best practices can help ensure the adoption of an effective and profitable automated records management and compliance operation.

1. Identify where automation can help

For some companies, the thought of AI and RPA can seem futuristic and intimidating. However, these innovative tools have been around for decades and are highly applicable and available. Still, organizations must take a full and honest inventory of their current processes before investing in these tools. This will help decision-makers better understand current operations and more accurately identify which areas of operation are good candidates for automation.

2. Automate gaps where automation has not been applied

One of the overarching goals when integrating automation into operations is to do away with as many manual processes as humanly possible (no pun intended) so workers can stop working on mundane tasks and focus on value-added activities. While many organizations adopt process automation to support specific workflows or departmental duties, replicating automation software from one area to other applications to perform manual processes will reduce employee workloads and take operational efficiency to the next level.

3. Adopt continuous auditing and analytics

Data must be monitored and governed throughout its entire lifecycle. By implementing continuous auditing and analytics, businesses can ensure that no data slips through the cracks and goes unmonitored. Constantly flagging and eliminating obsolete, redundant, unused, and ungoverned data reduces compliance risk, enhances efficiencies, and lowers storage costs.

Organizations looking to optimize their records management and compliance practices using process automation must take a holistic approach. Teams that utilize records management and compliance automation best practices will succeed by better understanding their data's origins, processes, and business context. Continuous auditing and analytics will ensure businesses leverage their most trusted and valuable data.

3. The four core features of governance automation

Getting started

So, you've taken the leap and invested in Rocket's Content Services. Now what? There are no bolt-on, one-size-fits-all approaches to successfully introducing governance services and records management automation into a business's unique operations. And each company must adjust automated processes based on the regulatory rules they must abide by to successfully monitor and maintain compliance.

However, most compliance and records management professionals would agree they need two things from their automation technology. First, teams must quickly and easily identify their company's high-priority sensitive data. Second, they need to weed out redundant, obsolete, and trivial content (ROT) and gain a better understanding of their remaining records to remain compliant with complex regulatory demands. Heavily regulated organizations should look for a solution with four core capabilities:





1. Identification

Businesses need a fast and accurate analysis of all their content. Organizations with content-rich processes should look for flexible and scalable automated solutions that can deliver a broad classification of content—reducing the chances of important information slipping through the cracks and allowing teams to quickly identify more types of sensitive data.



2. Action

Businesses must be vigilant when managing the retention and privacy of documents to support compliance with a governance-first approach to content-rich process automation. This is achievable by automating as much governance decision-making and manual processes as possible. Utilizing automation technology to govern content-rich processes and eliminate mundane, tedious, and repetitive tasks, teams can eradicate human error and free up employees and resources to increase efficiency.



3. Access

One of the biggest threats to a company's sensitive data is accessibility. Easily accessible, less secure data is vulnerable to hackers and malware, which, if breached, can have catastrophic consequences for an organization. Teams must look for automation software that can set time and geography parameters around employee accessibility, deny access should a network is breached, and allow redaction across the entire enterprise.



4. Lifecycle

To successfully manage the entire content lifecycle, businesses must be able to place content on legal hold, manage the over-retention of documents and enable encryption at rest. Rocket Mobius not only allows report management teams to encrypt and quickly put content on legal hold but also provides storage reduction to avoid over-retention and ROT—and can easily integrate into many shared drives and collaborative platforms to streamline ROT and site auditing.

Rocket Mobius not only allows report management teams to encrypt and quickly place content on legal hold but also provides storage reduction to avoid over-retention and ROT.

Teams leveraging Rocket Mobius can identify all their sensitive data, quickly take action to ensure data compliance, strengthen the accessibility and federate redaction of sensitive information, and automate their entire lifecycle management based on new retention policies. Rocket Mobius's governance and storage reduction automated services will help fuel your company's governance-first compliance strategy and simplify and streamline data management—ultimately creating paths to ROI.

4. Tackling dark data on shared drives, Microsoft, and box automated governance

The digital now

The move to more digitalized business models has exploded over the past two years. The Covid pandemic normalized remote working and that model does not seem to be going anywhere. Organizations have had to rethink how they find, classify, and manage critical, personal, and sensitive data. While businesses continue to improve the management of structured data, many struggle to address privacy regulations for their vast stores of unstructured enterprise documents.

Rocket Mobius helps businesses track down unstructured data living on shared drives, SharePoint, Box, and other collaborative content sources and demystifies how to structure and harness 'dark data.'

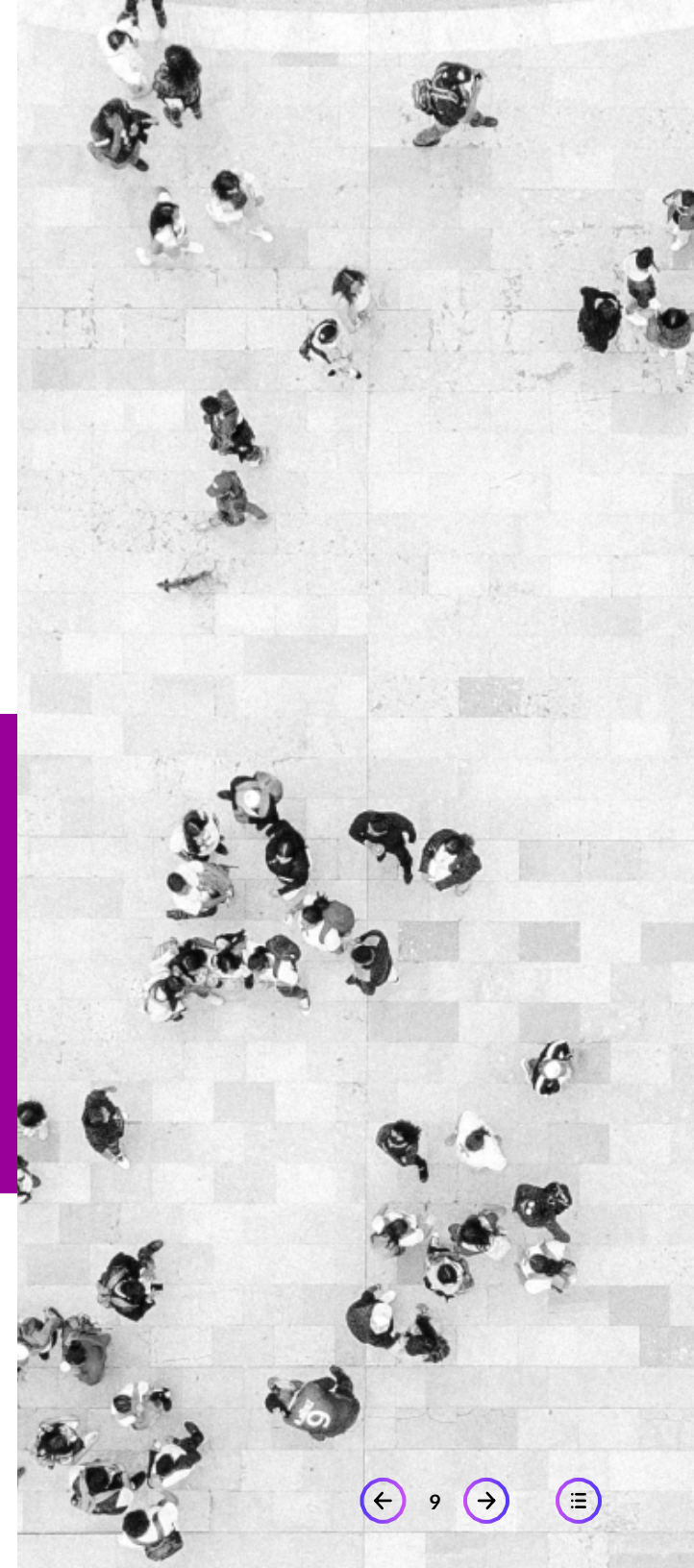
Bringing unstructured documents and dark data into your governance practice

According to IDC, by 2025, 175 zettabytes of data will be available globally. Eighty percent of that data will be unstructured, and 90% of that unstructured data will never be analyzed or used in regular business activities—this is known as dark data. Organizations that take

the initiative to better understand and manage all the data they house within documents and records, including unstructured and dark data, will have a significant advantage over their competition. The entirety of your data should be scanned, audited, and classified to understand its usefulness and whether it needs to be governed or properly disposed of.

According to IDC, by 2025, 175 zettabytes of data—that's 175 with 21 zeros behind it—will be available globally.

Content automation software, like Rocket Content Automation, allows data management teams to automate data processing, doing away with manual processes and allowing teams to quickly determine, segment, and



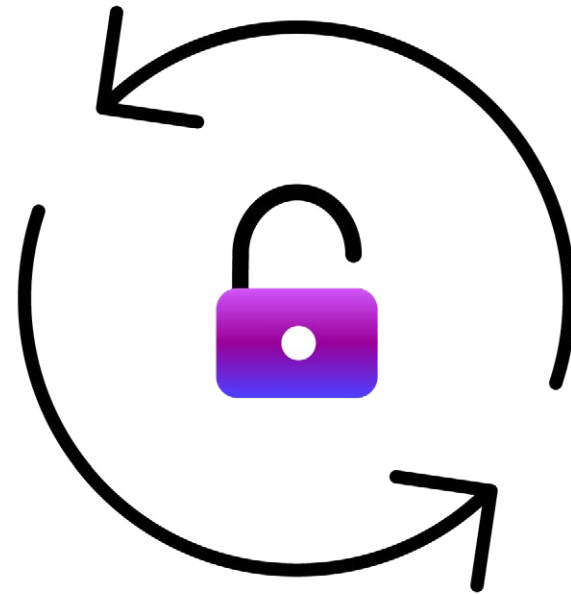
govern valuable data. By automating the governance of unstructured documents and dark data, businesses can create rules to help understand its usefulness, reduce the risk of it being overlooked and establish appropriate ways to protect, manage and monitor it for compliance.

Automate migration, legal holds, redaction, and disposition policies based on classification insights

Securing and protecting personal and sensitive identifiable information (PII and SPI) must be a top priority for businesses. The more personal information is collected, the more it needs to be managed and masked, which could be a daunting task for organizations that do not have automation on their side. Most migration, legal holds, redaction, and disposition processes can be automated with Rocket Content Automation based on a set of defined business rules and user roles. This includes predefined personal and sensitive content sets such as names, addresses, telephone numbers, gender, marital status, social security numbers, and more.

Leverage, leverage, leverage... for compliance

Enterprises in the midst of digital transformation are increasingly vulnerable to regulatory infractions. Successful businesses turn to Rocket Content Automation to automate privacy compliance processes and reporting. Organizations can leverage Rocket Content Automation to automate compliance processes with data across their shared drives, Microsoft SharePoint, Box, and other collaborative applications to keep up with the constantly evolving and complex regulatory standards. Businesses can simplify data governance by connecting their data governance policies and business context with granular, up-to-date knowledge for enhanced data trust and insights at scale.



5. Making your digital automation platforms work overtime

Swiss army knife technologies

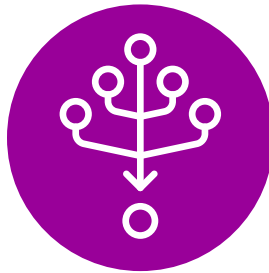
To compare something to a Swiss army knife is to say that it possesses powerful utility, the property of being applicable to any scenario. This is precisely what companies need from their technologies in today's volatile and complicated business environment. With ongoing market instability, businesses continue to feel tremendous pressure to be more responsive and adaptable. They need technology that is just as flexible and available.

There are three main capabilities businesses must demand of their technology:



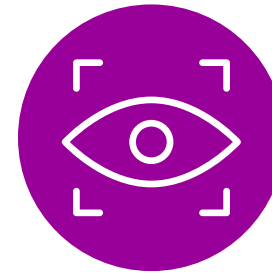
1. Agility

If you haven't noticed, speed is essential to business success. In today's fast-paced digital world, windows of opportunity are getting smaller and smaller while unaddressed threats, regardless of size, can quickly snowball and bring business operations to a halt. To achieve business goals in today's markets, turnaround times and operational efficiency must improve significantly.



2. Simplicity

Speed is only possible through simplicity. With increased remote working and most of the consumer experience moving online, businesses need technology to simplify things. A simplified user experience—both internal and external—assisted operations, and easily configurable rules from different business situations will create simplicity for employees and customers.



3. Visibility

Where simplicity drives speed, visibility drives trust in the process and, in turn, the business. By providing users with tools that offer unified end-to-end visibility of operations, users have clarity when it comes to what has been done, what needs to be done, and when and why.

What can swiss army knife technology do?

Technology needs to be more responsive to fulfill the above requirements. Over time, businesses have created “fit for purpose” tech islands by layering various technologies on top of one another. Unfortunately, this often leads to silos of high-performing technology, each with its own design and operating principle.

Businesses need modernized platforms with pre-integrated business services to deliver digital applications. In fact, for organizations working within highly regulated industries, pre-populated, process and automation-centric digital applications are slowly becoming a necessity. Put simply, we need a technology Swiss army knife: multiple tools brought together to achieve functions that are different from and greater than what they could individually accomplish.

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Rocket's swiss army knife: Rocket content automation

One such technology Swiss army knife is Rocket® Mobius Automation's Zenith Digital Automation Platform, which offers five different integrated business services to provide data management teams with the agility, simplicity, and visibility they need to optimize performance and ensure operational compliance.

Rocket Content Automation comes pre-integrated and is model-driven, allowing it to deliver digital applications at half the time and cost of complex individual backend applications. And it provides teams with end-to-end visibility, ensuring all data and operational needs are accounted for and completed.

Rocket content automation toolbox includes:

Repository

To capture application documents

Process services

To activate the approval workflows and exceptions

Decision services

To configure the rules that will govern the application process

Robotic services

To reduce human error and employee workloads

Presentation Services

To drive superior experiences across web, portal, and mobile interfaces

6. Use case: a private U.S. university gets automated

How an accounts payable department streamlines invoicing to reduce costs, improve services and maintain compliance

Rocket Content Services has changed how organizations manage their data and regulatory requirements. Our solutions have helped clients working within heavily regulated industries simplify content management. One such client, a leading private university, was using outdated software and manual processes that wasted money and left the university vulnerable to regulatory infractions.

Let's take a closer look at how Rocket Content Services helped the university's Accounts Payable (AP) Department streamline its invoicing and improve its services to reduce costs and simplify regulatory compliance.

The challenge

Each month, the university, one of the top-10 private institutions in the United States, generated 80,000 invoices—40% paper and 60% electronic data interchanges (EDI). They had to process all the paper invoices manually, which required keying them into the university's SAP system, searching through file cabinets with hundreds of thousands of invoices, and then scanning and burning them onto CDs for long-term retention—a process that took 10-12 days to complete.

On top of this manual burden, the university offered extensive sponsored research programs, meaning its invoicing, grants, and contracts were subject to stringent federal compliance rules. Records management professionals were tasked with manually producing and maintaining an audit trail to avoid fines.

The school needed to transition its AP department and IT core to a more digital-friendly environment in an increasingly paperless world.

The solution: Rocket Mobius

After evaluating several competing systems, the university selected Rocket Mobius. The IT team launched a two-phase implementation. In phase one, the team focused on integrating Rocket Mobius's core technologies into its internal AP processes. In doing so, users were able to:

- Scan with OCR and verify paper invoices within 24 hours of receipt
- Redact the scan for sensitive information
- Store the invoice in the Rocket Mobius Content Services repository to eliminate paper use
- Automatically extract critical invoice data from the document image
- Feed extracted data into the SAP system for immediate access for all financial personnel

In phase two, the university's IT team designed and implemented workflows in SAP that would automate processes for resolving invoice issues. Within these workflows:

- Rocket Mobius captures the scanned invoice image and feeds the extracted data to both APay and SAP
- APay then compares the extracted data and identifies exceptions, triggering an automated workflow from SAP
- The university can access a real-time view of the status of each invoice in the Rocket Mobius content repository and Norrikon APay dashboard

The results

Working with Rocket Mobius, the university successfully reengineered and automated its AP department's activity to eliminate paper invoicing, automatically extract critical invoice data from the document image, and feed extracted data into their SAP system for immediate access and automation, reducing invoice backlog from 10-12 days to 1-2 days. Rocket Mobius also simplified compliance demands for the university by reducing time-consuming audit requests by providing direct access to key data, which could now be effortlessly downloaded and emailed to auditors.

In the end, the school was able to optimize its workflow efficiency—reducing staffing by 25%—and reallocated its resources to support the university's mission of education and research.

Learn more about how Rocket Mobius Content Services reduced the university's employee workloads and streamlined compliance by reading the [full case study](#).



[Rocket Mobius] is very easy to use. After we went live, my team reduced our 10 to 12day invoice backlog to one to two days. Better yet, almost overnight, we went from a data processing environment to an analytical one. Our users made the transition beautifully. Complete visibility into the process has enabled us to become far more efficient.”

Director of Accounts Payable
at the university

Bringing data management into the 21st century and beyond

The digital transformation movement has shown no signs of slowing down as more and more organizations look to stay competitive in today's market. This is also true of the explosion of data being created. Companies today continue to capture large volumes of data and a wide variety of data types. Businesses that manage sensitive data should not be deterred from going digital for fear of losing data or breaking regulatory rules. Implementing the right tools to modernize your content management and governance allows companies to keep up with the exploding growth of information, simplify regulatory compliance, and get the most from your data.

Integrating complementary content-centric automation and governance-first solutions like Rocket Mobius enables leaders to gain greater trust and understanding of their data. And providing reports management and business analyst professionals with an unparalleled overview of data and the power of automation allows businesses to identify valuable data, bring clarity to their unstructured data, and do away with ROT, all while ensuring their information is secure and up to regulatory standards during usage, storage, and removal.

While other approaches require multiple vendors, tools, and complex integrations to provide end-to-end automated data management, Rocket Mobius combines automated flows, standards-based processes, and intuitive user experiences on one easy-to-manage platform. The tools are also highly integrative and compatible with popular cloud environments, like AWS, Azure, and Open Shift, and collaborative tools, like Microsoft SharePoint, Microsoft 365, and Teams environments. Rocket Mobius gives highly regulated businesses peace of mind, along with the flexibility and agility to modernize their data management and compliance to remain competitive and get more from their data.

To learn more about how Rocket Content Services bring out the most from your data, visit the Rocket Software website.



About Rocket Software

Rocket Software partners with the largest Fortune 1000 organizations to solve their most complex IT challenges across Applications, Data and Infrastructure. Rocket Software brings customers from where they are in their modernization journey to where they want to be by architecting innovative solutions that deliver next-generation experiences. Over 10 million global IT and business professionals trust Rocket Software to deliver solutions that improve responsiveness to change and optimize workloads. Rocket Software enables organizations to modernize in place with a hybrid cloud strategy to protect investment, decrease risk and reduce time to value. Rocket Software is a privately held U.S. corporation headquartered in the Boston area with centers of excellence strategically located throughout North America, Europe, Asia and Australia. Rocket Software is a portfolio company of Bain Capital Private Equity. Follow Rocket Software on [LinkedIn](#) and [Twitter](#).

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