

Point of View

The Pillars of Enterprise Content Migration

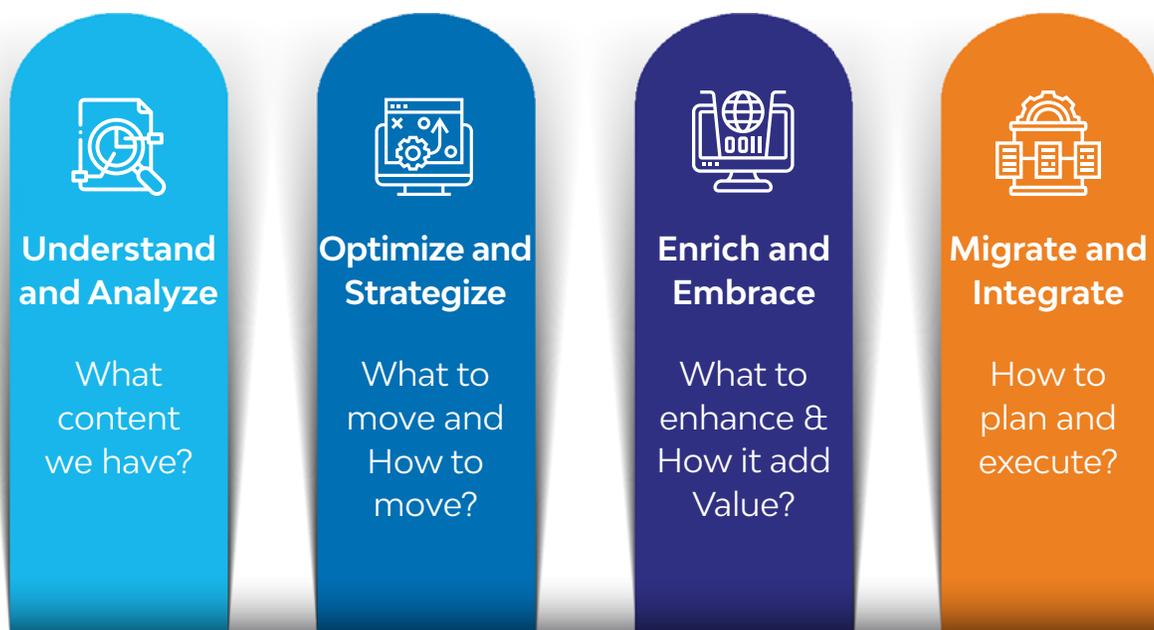
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Content migration is gaining popularity in organizations with expanding operations and growing needs, coupled with the desire to embrace new technologies like Cloud and AI. Be it a large enterprise or an emerging one, steady growth is expected, and the challenge of scaling information systems to the needs of the business is substantial. Most enterprise content migrations not only present a plethora of technical challenges, but are often performed under severe time pressure to ensure the momentum of business is not lost.

Picking the right Content Management System (CMS) supported by modern technology is critical to ensure that content migration is faster, smarter, low cost and intuitive. But the stakeholders involved need to approach content migration with caution and strategic planning to ensure on time completion with minimal downtime.

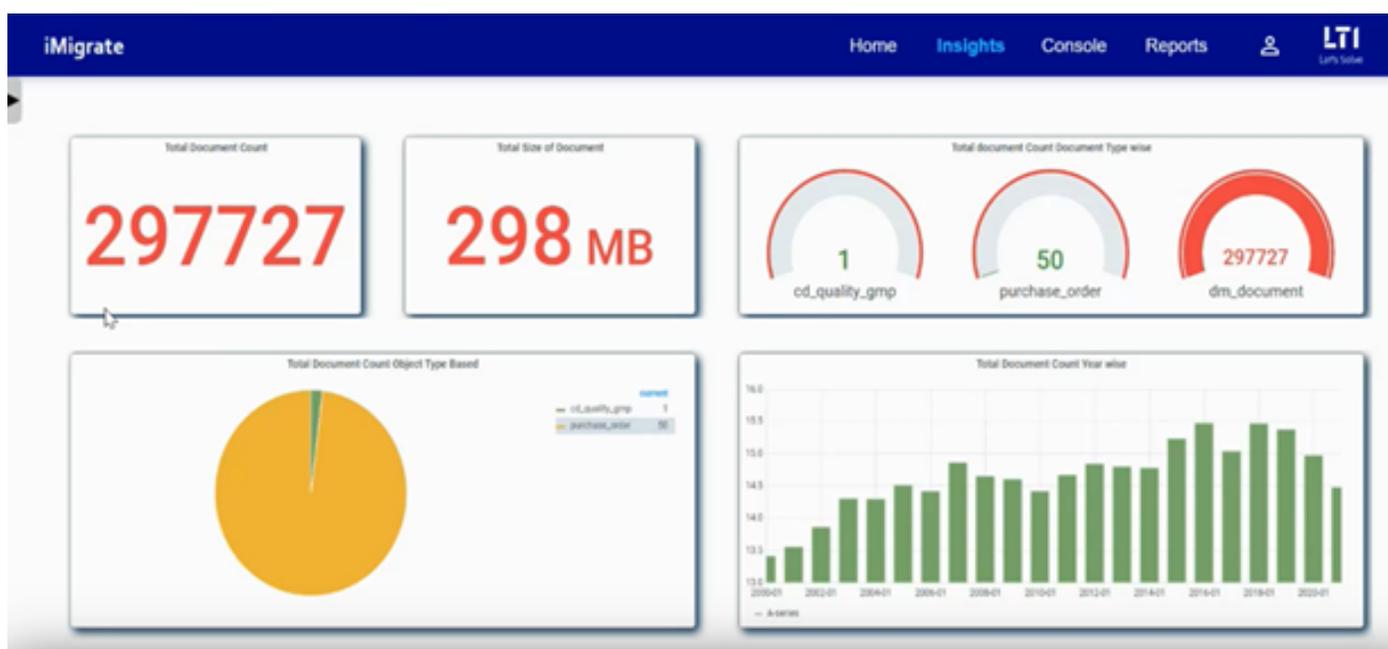
Content migration involves adopting a content management solution by moving/ organizing/ optimizing existing enterprise content from one Content Services Provider (CSP) to another. Enterprise content management can be complex and error-prone and requires a carefully constructed, low-risk strategy. The content migration process includes mappings and transformations between source and target data. In addition to being highly-disruptive to existing business operations, newly created and/or updated content in any file that were made on the source system also must be manually identified and transferred.

We can split the overall strategy of content migration in to four pillars based on a modern approach to an enterprise content migration strategy.



Understand and analyze

All involved stakeholders in the content migration project should understand the types of content created by all areas of businesses. They should carefully identify and catalog all sources of content, and make it easier to spin up content-driven insights to support business decisions. Below is a sample output of content-related insight:



Optimize and strategize

This involves sorting and prioritizing the content to be moved based on these insights. Content managers identify duplicate content, unused content assets, older, unused versions of a document, unused metadata classes, and so on. This way the prioritized content can be migrated first moved and the new CSP will get in to production faster. The objective of this pillar is to execute the migration in less time with maximum output.

Enrich and embrace

The existing CSP repositories might have evolved over years and its taxonomy and metadata may never have been refined. By enriching and refining these repositories, organizations can improve the quality of the extracted insights. They can retrieve the desired content faster and unlock new business opportunities or streamline existing ones. Content migration is a great way to examine all content stored over decades, enhance metadata, redefine taxonomy and make other improvements. If enterprises were to undertake this content enrichment project separately. The cost and effort of doing so would be huge. OCR with AI/ML capabilities will be very useful to this process. There are several COTS products available in the market for this kind of AI/ML-driven content optimization.

Migrate and integrate

Once all analysis and planning are done, it's time to migrate enterprise content, which can be done using third-party tools or custom tools (if the budget so allows). Powerful tools are available in the market to make the content migration process short and smooth. Audit trails and reconciliation are the most important aspects of this pillar which guides the execution of the migration. Post migration, managers need to perform content integration with upstream and downstream systems by applying principles of the third pillar. This pillar helps in actual migration and onboarding of new content services for the new content management strategy of the organization.

An excellent content migration strategy is vital, because it can offer stakeholders a whole new experience, and support upstream and downstream application users better. To build the appropriate migration strategy for your migration project, businesses will need to think about what they want to do with the data in the future and what they expect from their content management system.

LTI's Content Migration Utility called **iMigration** which comes as part of the famous **LTI's iDigitalization (iDz) solution helps** customer in all of the Phases of migration discussed here. The iMigration comes with powerful Analysis tools which helps customer to understand the current contents and helps to take quick business decisions on what to move first and what cannot be. It also helps identify the duplicates to ensure the organization has a single source of truth. Powerful automatic reconciliation and scheduled batch jobs which make the migration easier than ever. Using iMigration will help planning and executing migration with 50% lesser cost than any traditional approach.

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He is also leading Center of Excellence for Content Services in LTI focusing on developing new solutions, new skills to the content services practice. He has also managed multiple large projects in government sector and banking domains in content and process space.

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