

# Content Virtualization: Going from Information Chaos to Productivity

## Introduction

Digital business is changing the way people work. Cloud, social collaboration, and mobile technologies have transformed the demands and expectations for managing content in the era of digital business. Despite organizations' best efforts to manage all their enterprise content, the volume and diversity of the content continues to grow. Content is being generated on more devices with more places to store it, both inside and outside the enterprise. Multiple versions of documents and files proliferate throughout an organization, often without means of tracking them, resulting in redundant and outdated information. E-mail messages are sent with file attachments that are also not tracked and sometimes not properly saved on employees' devices. Content is increasingly in motion, flowing through processes, from person to person, and from device to device. As enterprises undergo digital transformation, they need a simpler, smarter and virtualized approach to managing their content regardless of where it is stored.

## Information Chaos

How organizations create, manage, disseminate and exploit their enterprise content has changed in response to external forces (e.g., emergence of cloud, mobile and social technologies) and internal business drivers (e.g., influence of business, compressed timeframes, increased regulations). The volume of data that organizations create, process and store continues to increase in the era of digital business, with more information being created and disseminated using mobile devices or cloud applications. A survey conducted by the Association for Intelligent Information Management (AIIM) showed, "35% of organizations believe the volume of information and data coming into their organizations will grow *more than 5-fold* in just the next two years; on average, organizations believe the volume of information will grow by 317%." Much of that data is contained in unstructured content.

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*According to AIIM, 75% of organizations see information chaos as a major problem for their organization." AIIM Survey: Automating Governance and Compliance*

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While many organizations have implemented multiple content management solutions, those systems have yet to win over the business users. Enterprise content management has failed to live up to its promise. It has typically been an IT driven, top down, strategy and solution that failed to take into consideration the user experience and user behavior. Specifically, solutions

- Force users to use proprietary interfaces that are often cumbersome and disconnected from the business applications they use every day.
- Depend on users to tag and classify content.
- Rely on users to save content into a specific repository and in the appropriate folder or location.

Many users continue to rely on e-mail for sharing documents and their personal hard drives or file shares for storing them. Content management applications are often isolated silos — and the chaos is only getting worse as application-specific tools and cloud-based repositories and collaboration applications become more serious alternatives driven by the business buyer. As content becomes more fluid and temporal, CIOs and executives must focus more on understanding how and where content is used and by whom to improve information productivity. In the digital business era, it is imperative that organizations understand the lifecycle and value of digital content as well as the privacy and security risks that mismanagement of the content may present.

This information chaos means increased risk from a security and governance perspective.

- Redundant, obsolete, and trivial (ROT) data is not handled
- Difficult to prevent exposing sensitive data like Personally Identifiable Information (PII)
- No single definitive and unaltered final document or record

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*“The problem goes beyond ROT to the basic management of document metadata. 2 out of 3 organizations cannot even easily identify basic metadata like the owner and version for over 50% of their documents.” AIIM Survey: Automating Governance and Compliance*

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## Moving from Chaos to Productivity Requires a New Approach

The distributed (web and mobile access) and diverse (e.g., documents, photographs, video, audio clips, social media threads, etc.) nature of content and its use for multiple purposes means IT leaders can no longer meet enterprise needs with a single monolithic content solution. Content is

being generated on more devices and there are more places to store it, both inside and outside the enterprise. Content is increasingly in motion, flowing through business processes and from device to device.

A new kind of solution, one that is simpler and smarter, is required to address the challenges of managing content in the digital business era and moving your organization from chaos to productivity. This new kind of solution should embrace content virtualization, meaning it can manage and protect content as it flows from person to person, device to device or server to server, without requiring it to be locked down in a proprietary repository. The content itself carries all the necessary information for findability, version history, and security as it flows through processes. Capabilities to consider if this is your first content management solution include:

- Easy content access and search
- Enabling users to work with content anywhere, on any device
- Automatically synchronizing content to ensure that users always have the latest version.
- Management of content from incoming and outgoing email
- Mobile viewing and access of content
- Integration with business applications
- Secure content sharing as well as long-term archiving

## Fasoo Wrapsody: A New Approach that Embraces Content Virtualization

Wrapsody from Fasoo represents this new type of solution to combat information chaos through content virtualization. Taking a file-centric approach rather than one tied to a specific repository, Wrapsody allows users to be more productive while minimizing security and privacy risks associated with unstructured content (see Figure 1. Wrapsody Benefits).

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*Wrapsody manages content virtually and protects content in motion.*

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Wrapsody automates the check-in/-out process and automatically tracks versions. It makes content smarter by embedding information about the content, such as versions, tags, and rights, within the file so that it flows with it as the content moves through its life cycle. More importantly, Wrapsody allows content to be managed virtually (i.e., where it lives), as opposed to being locked down in a proprietary repository. For CIO's and LOB leaders, today's reality is a multirepository, multiapplication world; content management solutions must address this. Wrapsody ensures that content is secure while being worked on locally or when in motion.

The Wrapsody platform consists of a server and an agent that sits on desktop devices. With Wrapsody, files contain their own intelligence about versioning, user access, and access to metadata. Each file is given its own unique, persistent ID. It automates content synchronization, version management and back up so that users always work with the latest version of a file and can easily restore versions. The files are stored on the server and synced automatically. Users can work with the file locally, on their desktop PC or mobile device, rather than in a proprietary interface. They can access their document workspace via Safari, Chrome, Internet Explorer or Firefox browsers. A document owner or creator determines who has access to a specific file, putting control back into the user's hands.

Figure 1. Wrapsody Benefits



*Source: Fasoo*

As a productivity tool, Wrapsody enables efficient sharing of documents for individuals as well as teams and departments. For individuals, Wrapsody gives controls to the user over how a content gets tagged and who can see it. It reduces the reliance on and chaos of that person's e-mail inbox. Team members get access to critical documents and are assured that they are working on the latest version of a file and that the information remains secure throughout the approval process. Changes made to documents are synced automatically to the Wrapsody server. Wrapsody also supports executives whose needs involve ad hoc workflow around sensitive documents. Line of business (LOB) managers can obtain document usage stats and analytics that visually depict usage patterns. Uses for which a solution like Wrapsody is beneficial include the following:

- Board of Directors: preparing and disseminating meeting content and minutes, often sensitive in nature
- Financial applications: budgeting process, weekly sales reports
- Proposals: bids, sales data

Wrapsody can serve as a virtual repository to manage and protect content regardless of where it is stored. Wrapsody provides APIs to connect to existing collaboration and content management

systems. With its unique persistent file ID and standard encryption capabilities, Wrapsody securely protects a file as it flows through the organization and moves through its life cycle. While Wrapsody can be an enterprise's content platform or content collaboration tool, it can also augment existing tools. Its unique ability to protect content as it flows from person to person, from application to application and from device to device sets it apart.

## Conclusion

With a new kind of solution like Fasoo Wrapsody, that is simpler and smarter and provides a content virtualization approach, and a strategy that encompasses the following, your organization can move from chaos to productivity.

1. Prioritize the user experience. Think about what users are asked to do and how to improve the way they share and interact with documents. Simplify the process users follow for tagging, sharing and storing documents.
2. Enable user access and work with and securely share content in real time, regardless of where it is physically stored.
3. Consider the degree of sensitive data risk your organization faces. Look to reduce the volume of unstructured information that is no longer needed. Use a tool like Wrapsody to automatically version and back up files.

About Fasoo:

Fasoo provides unstructured data security and enterprise content platforms that enable our customers to protect, control, trace and analyze critical business information while enhancing productivity. Fasoo has successfully retained our leadership in the unstructured data security market by deploying enterprise-wide solutions for more than 1,500 organizations globally, securing a million+ users. Fasoo is experiencing continuous improvement in its global market position, based on our unique technology, ongoing R&D and strategic approach to comprehensive product capabilities by extending our core security capabilities into content-centric collaboration, behavioral analytics and information security consulting services. [www.fasoo.com](http://www.fasoo.com)

About Digital Strategists Group:

Digital Strategists Group was founded with a single mission: to be the most successful, creative, ground-breaking strategy and advisory service. We work with business organizations, technology providers, and

investment firms to understand the technology solutions and markets whether it is developing digital transformation strategies, go-to market strategies, or assessing technology investments.