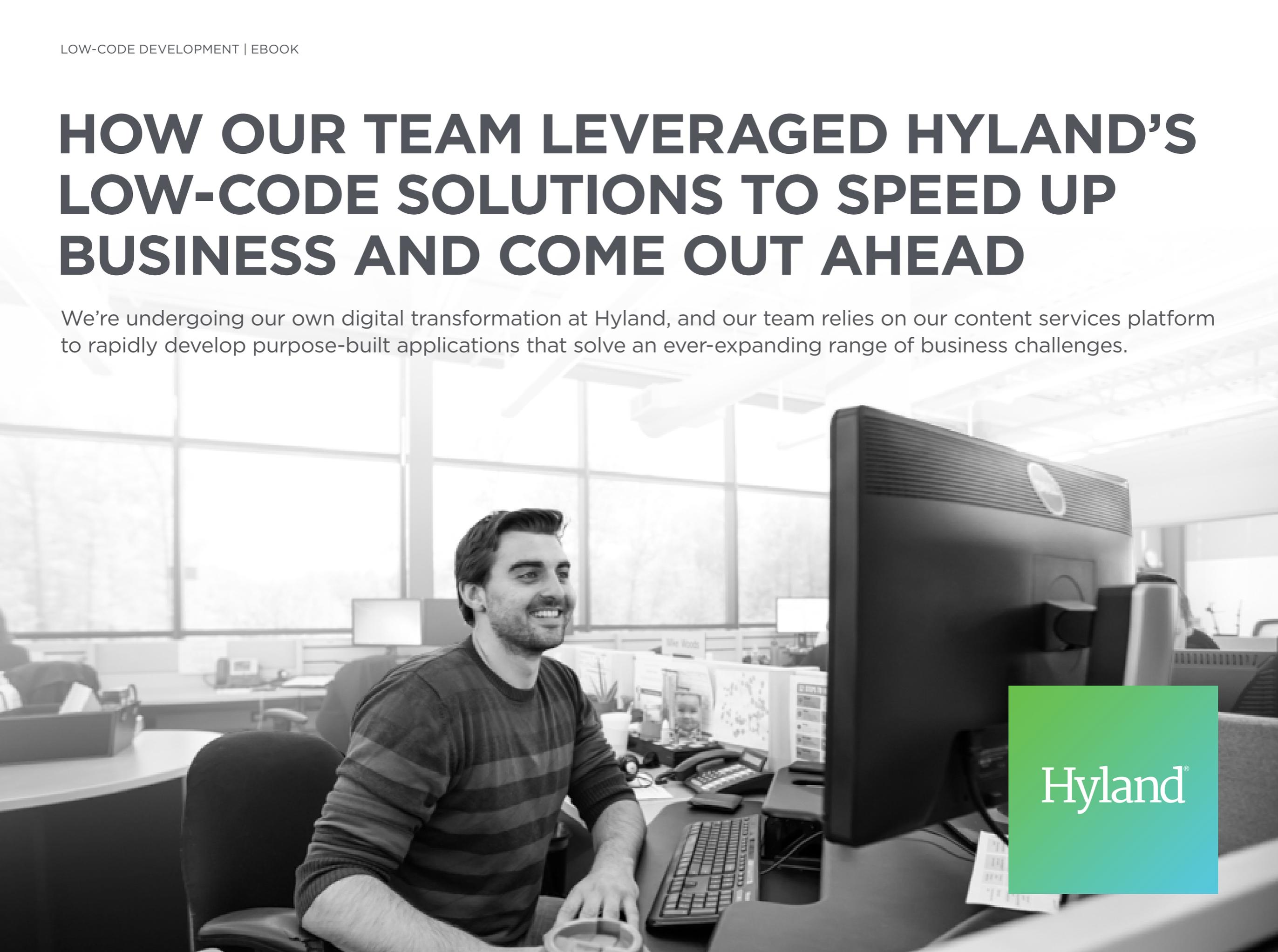


# HOW OUR TEAM LEVERAGED HYLAND'S LOW-CODE SOLUTIONS TO SPEED UP BUSINESS AND COME OUT AHEAD

We're undergoing our own digital transformation at Hyland, and our team relies on our content services platform to rapidly develop purpose-built applications that solve an ever-expanding range of business challenges.



Hyland®

# Introduction

Like so many customers we serve, Hyland is constantly evolving as a business. We're broadening our product portfolio, expanding our offices, developing our customer base and reorganizing our teams to improve the way we work.

With all of that comes the need to make sure Hyland is optimizing internal technology to keep our competitive edge sharp and our team members innovating. A big part of that is evolving our systems and processes to support Hyland's business plan — finding the right solutions to match the scope of the problems we're addressing while making smart use of resources and keeping costs in check.

We've found that, whatever issue we're tackling, the more malleable the solution — the more flexible and configurable it is — the more agile and adaptable it enables Hyland to be as a business. That's why we've come to rely on our content services platform for low-code, rapid application development.

We use it to create purpose-built solutions that fill the gaps between our core systems (i.e. Salesforce for customer relationship management, Workday Financials for accounting, UltiPro for human resources). It equips us to handle the endless variety of business needs that come our way, especially as it relates to quickly integrating newly acquired organizations, which bring their own set of systems, processes and challenges.

## ABOUT THE HYLAND PLATFORM

Hyland's content services platform can help you manage your content throughout its lifecycle — from capture through records retention. A platform for low code configuration platform with unlimited case uses, it centralizes important content in a secure location, delivers it when and where you need it, and can deploy in the cloud, extend to mobile devices and integrate with existing applications.

Learn more at [Hyland.com](https://www.hyland.com) »

## Time-to-value and low-code strategy

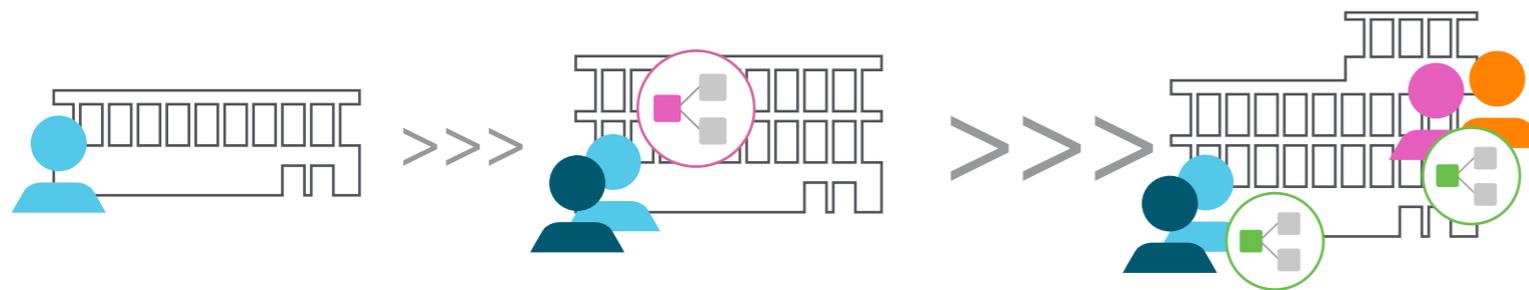
Organizations want to invest in solutions that drive maximum value in minimal amounts of time — the optimal time-to-value scenario. A pre-built application does this, but where it shines in time-to-value, it loses luster when creative, customized solutions are needed. Applications with built-in low-code configurations reveal infinite potential for problem-solving, including entirely custom solutions that don't require complex development methods.

## ESCALATING DEMANDS FOR TECHNOLOGY

Back when we first started and had a smaller customer base, our sales team didn't need an order processing solution. When we only dealt with a few vendors, we didn't need a contract management solution. But as we've expanded — in terms of the customers, employees, products, industries and geographies we serve — we've needed more robust technology solutions to help us lead the way both internally and beyond the walls of Hyland.

Whether it's our accounting department processing purchase orders, our facilities team preparing workspaces for new employees, or even our onsite daycare center managing teacher certifications, our growing business constantly encounters new challenges that demand specific solutions. Often, the requirements of these solutions fall outside the practical capabilities of our core systems.

### How can we expand responsibly?



Low-code platforms enable us to quickly put solutions into production and then grow, expand and change them as needed, incorporating new technologies and responding to the latest privacy and compliance regulations.



Bill Priemer, President and CEO, Hyland

## THE BUILD VS. BUY DILEMMA IS A FALSE CHOICE, AND WORSE — IT'S OLD-FASHIONED

When faced with exponential technology needs, stakeholders used to have to make a choice: Should we build, or should we buy?

### To build?

For Hyland to create from scratch all the purpose-built solutions it needed would require a massive and time-consuming undertaking. Our team would have spent much of our development time building the foundational elements of each solution, such as:

- Robust security features
- Administrative tools
- Import and export functionality
- Tight integrations with applications like Outlook

And then we'd need to support and maintain a growing list of custom-coded applications.

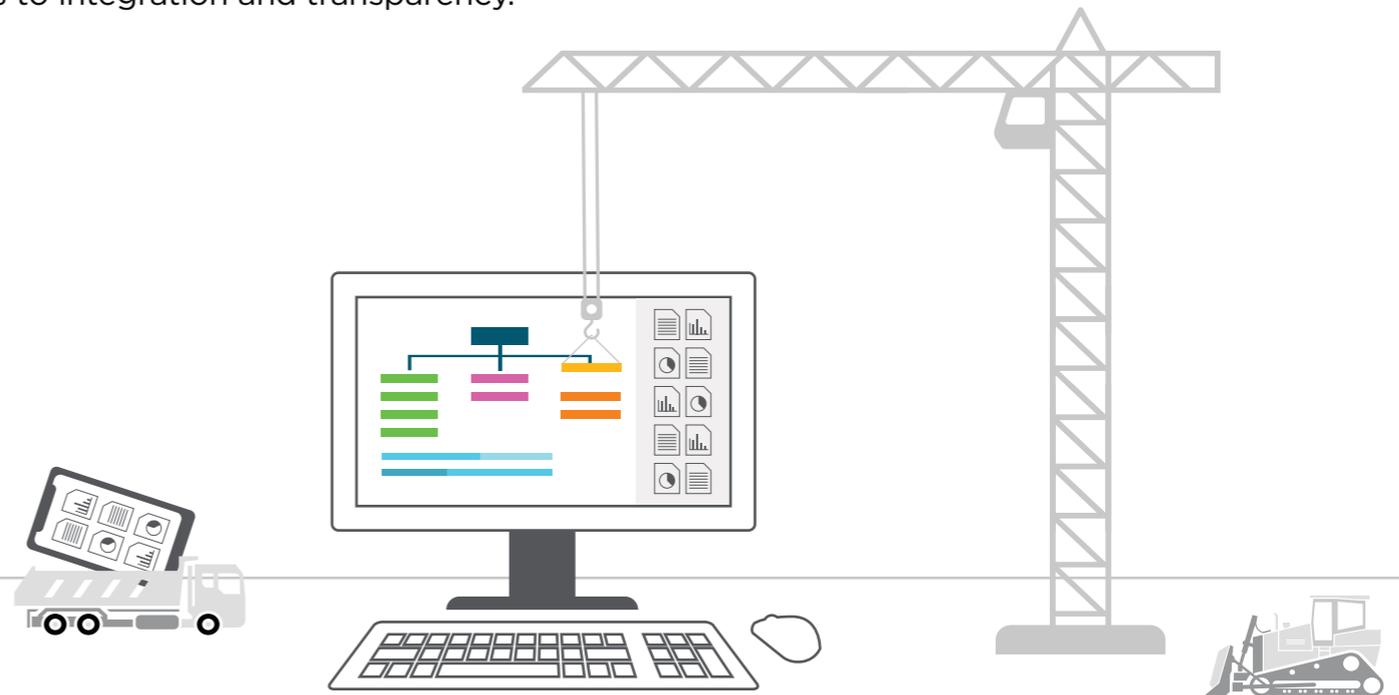
### To buy?

On the other hand, if we went out and procured pre-built, vendor-supplied applications to serve these specific departmental needs, we'd still face difficulties:

- If the functionality failed or something in our business process changed, we'd be out of luck
- Lack of ability to customize the solution
- Dozens of disparate applications that don't talk to each other would create more headaches when it comes to integration and transparency.

### Or to innovate?

With our platform's low-code, rapid application development capabilities, Hyland could quickly create solutions to address our business needs — from accounting to the childcare center, and everywhere along the way. Then, we could continue to evolve and efficiently maintain the customized processes, all with less time, resources and tech expertise. It was a win-win.



## HOW HYLAND USES ITS CONTENT SERVICES PLATFORM

At Hyland, we run more than 175 solutions using our software to address everything from invoice approvals to office supply requests, with another 25 projects in the pipeline.

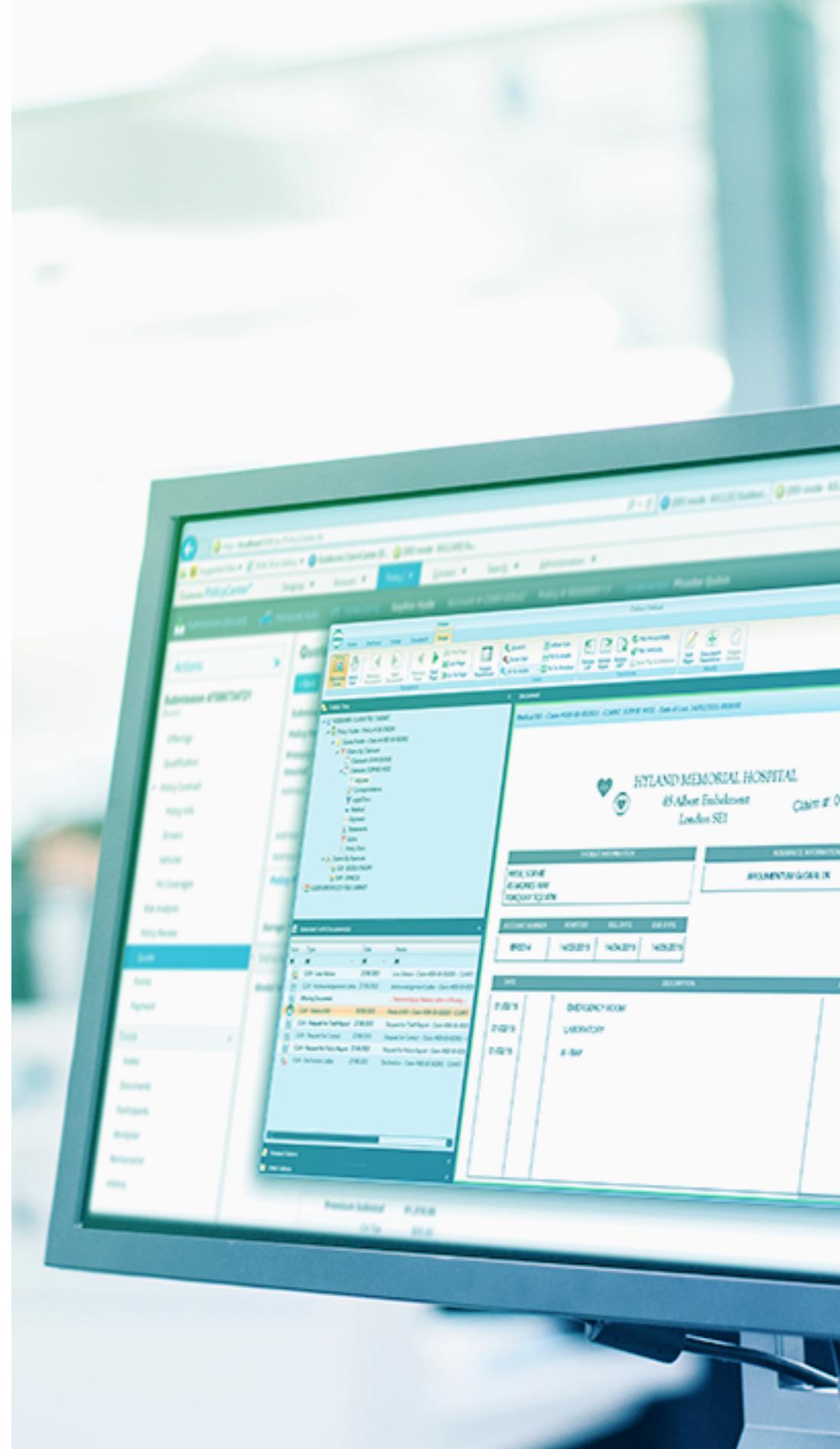
Through those applications, we've deployed:

- A document management system to keep track of critical financial and HR records
- A solution for highly structured processes like order processing
- The centerpiece of our rapid application development strategy
- 65 new solutions that lean on our case management functionality
- Frequently used tools like import processors and the Outlook integration



LEARN MORE:

[43 ways to leverage Hyland's low-code applications across your enterprise »](#)





## WORKFLOWS: OUR “AHA” MOMENT

Many of our low-code needs were easily tackled with two Hyland offerings: Workflow and WorkView. The two modules solve similar problems but are applied to different scenarios.

### Workflow

Workflow is a business application workhorse. It allows you to design and execute predictable, repetitive processes through a rich set of point-and-click configurable rules and actions. Perfect for traditional workflows such as AP invoice processing, Workflow is a foundational offering that launches organizations into digital transformation.

### WorkView

WorkView is a next-level workflow creator, a more dynamic, data-driven approach to solution building that is typically used for more complex processes. Often deployed in case management situations, WorkView shines when processes are unpredictable and have inputs from diverse sources.

### Hyland + WorkView: a love affair

Hyland’s love affair with WorkView resulted from an epiphany. Some of the Workflow solutions we were building had large data components, collected via electronic forms, that mimicked the functionality of what WorkView natively does.

After our internal applications team went through WorkView training, they had an “aha” moment — some of the complex solutions they were pushing through using Workflow could be developed easier and faster with WorkView. Eureka!

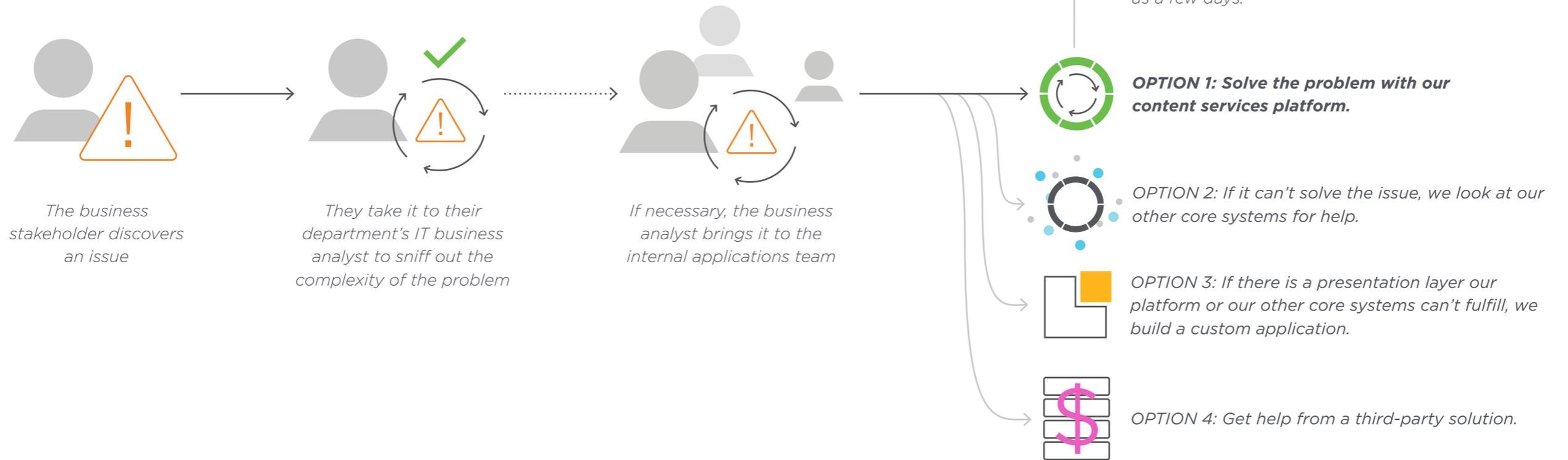
In a few inspired whiteboard sessions, we sketched out dozens of ideas for using the tool’s flexibility to tackle less-structured processes. Without having to define routing for each step, we could quickly roll out a minimum viable product and, with user input, refine the solution over time.

**It was a win-win. We found success with Workflow and rolled it into more dynamic solutions in WorkView.**

## HOW WE TRIAGE TECHNOLOGY NEEDS

The possibilities for leveraging our content services platform for low-code, rapid application development are truly endless. But that doesn't mean we use it to tackle every technology need that arises.

We triage every situation to determine whether to solve it using our platform or another one of our core systems versus developing a totally custom application or purchasing a third-party solution.



A more complex project can take a few months, typically involving a solution engineer, an IT business analyst and a project manager. And then, once we've built the solution, we regularly check in with the people who use them to ensure they're working properly and to make any necessary tweaks.

## UNLOCK PRODUCTIVITY AND IMPROVE CUSTOMER EXPERIENCE WITH LOW-CODE DEVELOPMENT

Biased as we may be, we are proud not only that Hyland developed its content services platform but that we can say without reserve that using for a low-code, rapid application development is vital to our ongoing digital transformation. It's a product that we stand by, use and would personally recommend to our peers.

The Hyland platform allows us to digitize more and more areas of our business without the burdens of maintaining custom code or constantly procuring niche solutions. It makes us more efficient as a team, more responsive to our customers and ready to adapt to business conditions as they evolve — no matter how quickly or dramatically.

In other words, using our platform makes us a better business.

Learn more at [Hyland.com/LowCode](https://hyland.com/LowCode) »

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