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The Forrester Wave™: Enterprise Content Management — Transactional Content Services, Q2 2017

Our Evaluation Of 13 Vendors In A Market In Transition

by Cheryl McKinnon

April 5, 2017

Why Read This Report

In our 28-criteria evaluation of enterprise content management (ECM) transactional content services (TCS) providers, we identified the 13 most significant ones — Alfresco Software, Everteam, Hewlett Packard Enterprise (HPE), Hyland, IBM, Kofax, Laserfiche, M-Files, Newgen Software, OpenText Content Suite, OpenText Documentum, SER Group, and Upland Software — and researched, analyzed, and scored them. This report shows how each provider measures up and helps enterprise architecture (EA) professionals make the right choice when requirements are skewed to capturing, analyzing, processing, and managing large volumes of content to support customer and operational transactions.

Key Takeaways

OpenText, Hyland, IBM, Newgen, And Kofax Lead The TCS Segment Of ECM

Forrester's research uncovered a market in which vendors OpenText Content Suite, OpenText Documentum, Hyland, IBM, Newgen, and Kofax lead the pack. Alfresco, M-Files, Laserfiche, SER Group, Everteam, Upland Software, and HPE offer strong, competitive options.

EA Pros Can Accelerate Digital Business With Investments In ECM

The ECM market is one in significant transition. The TCS segment of ECM, however, demonstrates that digitization, process automation, and paper elimination are core objectives that still drive technology investments. Enterprises that invest in this acceleration of digital business continue to recognize significant business benefits.

Multichannel Capture, E-Forms, Analytics, And Packaged Solutions Drive Differentiation

Core library services are table stakes for the ECM market. Vendors focused on helping frontline and operational workers serve their own customers faster, more accurately, and via automation and integration are investing more deeply in intelligent capture and forms (including mobile support), analytics for continuous optimization, and solution templates or accelerators to fast-track deployments.

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The Forrester Wave™: Enterprise Content Management — Business Content Services, Q2 2017

Prepare For The Post-Repository World Of Intelligent Content Services: ECM In 2021

Solve Your Top Content Challenges With Modern, Agile ECM Architectures

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ECM Use Cases Evolve, Forcing Both Fragmentation And Consolidation

Forrester forecasts enterprise content management to be a global market worth $8 billion in 2017, rising to $9 billion in 2018.[1] Deployment plans remain healthy, with nearly 90% of current ECM decision makers planning to expand their rollouts over the next year.[2] Longtime leading vendors are on the defensive — consolidating, merging, and divesting. New competitors are winning deals with cloud-native content platforms or modern architectures that support the delivery of flexible, granular, purposeful applications. For 2017, Forrester has continued the practice, begun in 2015, of formally splitting the ECM market into two submarkets: transactional content services and business content services.[3]

- **Business content drives the day-to-day workplace experience.** Business content typically originates inside the enterprise, but the growing need to work with external stakeholders — customers, partners, regulators, and citizens — is changing how EA professionals assess vendors and prioritize requirements. Business content includes familiar formats, such as office documents, spreadsheets, email, and multimedia. The content may be formal (with structured templates or forms) or informal (created ad hoc). Key capabilities include flexible user interfaces, document management, team collaboration, and secure file sharing.
- **Transactional content drives high-volume customer-focused processes.** Transactional content often originates outside of the enterprise from third parties such as customers and partners. Highly structured processes support these high-volume activities, such as accounts payable or customer claims processing. Transactional content includes scanned documents or print streams generated from back-office applications. Many companies mine these customer interactions to find patterns and trends to help predict how they might behave in the future. Key capabilities include multichannel capture, e-forms, and business process management (BPM).
- **Foundational repository services are table stakes for both ECM categories.** Core library services such as version and access controls, life-cycle management, metadata, and search continue to be essential capabilities for ECM in both the business and transactional content services submarkets. Increasingly, analytics, mobile app toolkits, and flexible interface design tools are highly desirable components. These core capabilities, expressed as APIs and services, are also fundamental to the emerging content platform market.[4]

Transactional Content Services Deliver Tangible Business Benefits

Forrester's data reveals that the top three areas of measurable return on investment (ROI) for ECM deployments are process automation, increased productivity of knowledge workers, and paper savings — all use cases directly supported by TCS.[5] Companies in early phases of digital transformation efforts tackle paper reduction and elimination of manual activities, while those in later stages focus on the extraction of data from digital documents to drive automation and enable analytics.

TCS Vendors Extend Core ECM Capabilities With Process, Forms, And Capture Capabilities

Vendors in this market segment have strength in handling large-volume document workflows, often with highly structured process requirements. Strong foundational repository services are required, with the ability to scale even well beyond the billion-item mark. Integration capabilities for essential enterprise applications — on-premises or, increasingly, in cloud services — are core to the TCS market segment. EA pros can look to the TCS solutions to:

› **Digitize core processes that drive customer experience and revenue.** Paper-based processes frequently lead to customer exasperation, delay revenue recognition, and contribute to poor experiences when documents are lost or misfiled. EA pros can help map business processes and target ripe opportunities to automate customer workflows, deliver online forms, and support digital signatures. Loans can be originated from the beach instead of the branch. Intelligent capture and recognition services can be used to detect missing form data in seconds rather than days.

› **Automate back-office operations.** Packaged solutions to automate operational processes such as invoice processing, new employee onboarding, or correspondence management are frequently provided by TCS vendors or their partners. Preconfigured templates, forms, processes, and integration to key line-of-business applications (such as enterprise resource planning, customer relationship management, HR, or accounting systems) can help EA pros jump-start a digitization effort.

› **Support the field, deskless, or remote workforce with mobility.** Mobile capture and forms is an area of innovation among TCS vendors. Smart mobile capture apps are increasingly infused with data extraction and intelligent recognition capabilities to convert static digital snapshots into data-rich documents that can then be used to kick off a workflow (such as an inspection request or lease application). Mobile app frameworks or low-code/no-code design tools help EA pros extend core TCS capabilities and deliver purposeful, granular apps to their remote workforce.

Explore Alternative ECM Vendors — Or Vendors In Adjacent Markets

Several vendors with solid capabilities in the TCS segment of ECM did not meet all inclusion criteria but can offer credible alternatives to those assessed in this report. Also, look at adjacent markets such as case management, BPM, and multichannel capture for vendors to short-list. Examples include:

› **Business content services specialists.** Vendors with market strength in the more collaborative, document-management-focused segment of ECM can be credible alternatives, particularly when supplemented with extended capabilities from their partners. Microsoft SharePoint provides integration to enterprise transactional services using Microsoft Flow and has often been extended with workflow by partners such as K2 or Nintex. Box has simple capture support with its Capture app and plans to formally launch a workflow tool, Relay, jointly developed with partner IBM, in 2017.

- **European vendors with global expansion plans.** Vendors such as Fabasoft have been a strong provider of document and records management, along with workflow, secure deal rooms, and search, in the German-speaking market. Italian provider Siav is investing in a modern content platform and serving markets in central Europe as well as India. Polish-headquartered Comarch now has a presence in 60 countries and offers a number of content- and process-centric applications in both regulated and unregulated industries. European providers with in-country data centers provide cloud alternatives when sensitive content must be stored in-region due to data sovereignty requirements.
- **Open source content platforms.** Content and digital asset platform provider Nuxeo has expanded into the North American market in recent years but fell just short of this Forrester Wave's revenue cutoff. Nuxeo is architected as a highly scalable content platform for a broad range of content types, addressing use cases for ECM, digital asset management, and case management. A new workflow engine was introduced in 2016, and Nuxeo partners with capture providers such as Ephesoft. Nuxeo will appeal to enterprise architects and accompanying technical teams that value open APIs, open standards, and technology innovation fueled by open source development practices.
- **Vendors in adjacent markets: BPM, case management, and multichannel capture.** For TCS requirements that skew to these three core capabilities, EA pros should also explore the vendors and use cases in these related Forrester Wave evaluations.[6] Several of the vendors assessed in this report offer their BPM engines as standalone products as well as packaged frameworks for case management.

ECM Transactional Content Services Evaluation Overview

To assess the state of ECM for the transactional content services segment and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of the top 13 vendors. After examining past research, user needs, customer inquiry trends, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We grouped these 28 criteria into three high-level buckets:

- **Current offering.** We assessed the technologies based on the breadth of the tool set, with particular emphasis on library services, usability and adoption, life-cycle management, business process management, electronic forms, multichannel capture, and packaged solutions. We surveyed customers to get firsthand observations on the strength — as well as weaknesses — of particular capabilities.
- **Strategy.** ECM vendors must show coherent technology, go-to-market, and partner strategies to help their customers be successful and manage their transactional content within a broad information ecosystem. This ecosystem includes on-premises and cloud-based enterprise applications, mobile use cases, and interoperability with other content management systems, as well as a focus on the needs of key vertical industries.

- **Market presence.** We evaluated each vendor based on its current customer base, the size of its ECM product revenue (licensing or subscription), geographic presence, and focus on vertical markets.

Evaluated Vendors And Inclusion Criteria

Forrester included 13 vendors in the assessment: Alfresco Software, Everteam, Hewlett Packard Enterprise, Hyland, IBM, Kofax, Laserfiche, M-Files, Newgen Software, OpenText Content Suite, OpenText Documentum, SER Group, and Upland Software. Each of these vendors has (see Figure 1):

- **Breadth of functionality.** Each vendor must have specific functionality to support the capture, creation, digitization, and distribution of a broad set of transactional content types. Key offerings include core foundational library services, tools and programs to encourage user adoption, and the ability to process large volumes of documents and related metadata from a broad set of sources.
- **A proven track record with enterprise customers.** Vendors that are included have a solid customer base among enterprise customers (those with revenues over $1 billion) and can integrate to the other enterprise applications that these companies rely upon. Vendors included have a minimum of approximately $15 million in annual revenues related to ECM or at least 500 enterprise customers.
- **Global presence.** Vendors included have a direct market presence in a minimum of two major global regions, such as North America and Europe, and the ability to support deployments of global firms, supplemented by partners or channel.
- **Leadership in the TCS segment of ECM.** Selected vendors demonstrate the ability to shape the direction of the market, either through innovative delivery models, noteworthy thought leadership, dominant market presence, or pioneering use of new technologies.

FIGURE 1 Evaluated Vendors: Product Information And Selection Criteria

Vendor	Product evaluated	Product version evaluated
Alfresco Software	Alfresco Content Services (formerly Alfresco One)	
Everteam	Everteam ECM, which encompasses the following components either as standalone applications, extentions, or aggregations: • everteam.archive • everteam.records • everteam.document • everteam.analytics • everteam.correspondence • everteam.tender	
Hewlett Packard Enterprise	Secure Content Management Suite	
Hyland	OnBase, ShareBase	
IBM	FileNet Content Manager	5.2.1
	Content Foundation and Content Foundation on Cloud Production Imaging Edition	5.2
	Content Navigator (included in all IBM ECM products at no charge)	3.0
	Daeja ViewONE Virtual	5.0.5
	Case Manager and Case Manager on Cloud	5.3
	Datacap and Datacap on Cloud	9.1
	Datacap Insight Edition and Datacap Insight Edition on Cloud	9.1
	DataCap Accounts Payable	9
	Content Manager on Demand and CM OnDemand on Cloud	9.5
	Watson Explorer Enterprise Edition	11.0.2
	Connections Enterprise Content Edition	5.2
	Enterprise Records and Enterprise Records on Cloud	5.2
	StoredIQ	7.5
	Content Collector for Files	4.0.1
	Content Collector for SharePoint	4.0.1
	Content Collector for eMail	4.0.1
	Content Collector for SAP	4
	Content Classification	8.8
	eDiscovery Manager and Analyzer	2.2
	Atlas eDiscovery Process Management	6.0

FIGURE 1 Evaluated Vendors: Product Information And Selection Criteria (Cont.)

Vendor	Product evaluated	Product version evaluated
Kofax	Perceptive Content	
Laserfiche	Laserfiche Enterprise Content Management	
M-Files	M-Files	
Newgen Software	Newgen OmniDocs ECM Suite	9.0
OpenText Content Suite	OpenText Content Suite OpenText Process Suite OpenText Discovery Suite	16 16 16
OpenText Documentum	Documentum Platform	
SER Group	Doxis4	
Upland Software	FileBound	

Vendor inclusion criteria

The vendors chosen for this Forrester Wave must meet the following inclusion criteria:

- A minimum of $15 million in annual revenues.
- A minimum of 500 current maintenance/subscription customers.
- Products are actively sold and marketed in more than one geographic region (for example, North America and Europe).

Vendor Profiles

This evaluation of the TCS segment of the ECM market is intended to be a starting point only. We encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool (see Figure 2).

FIGURE 2 Forrester Wave™: Enterprise Content Management — Transactional Content Services, Q2 '17

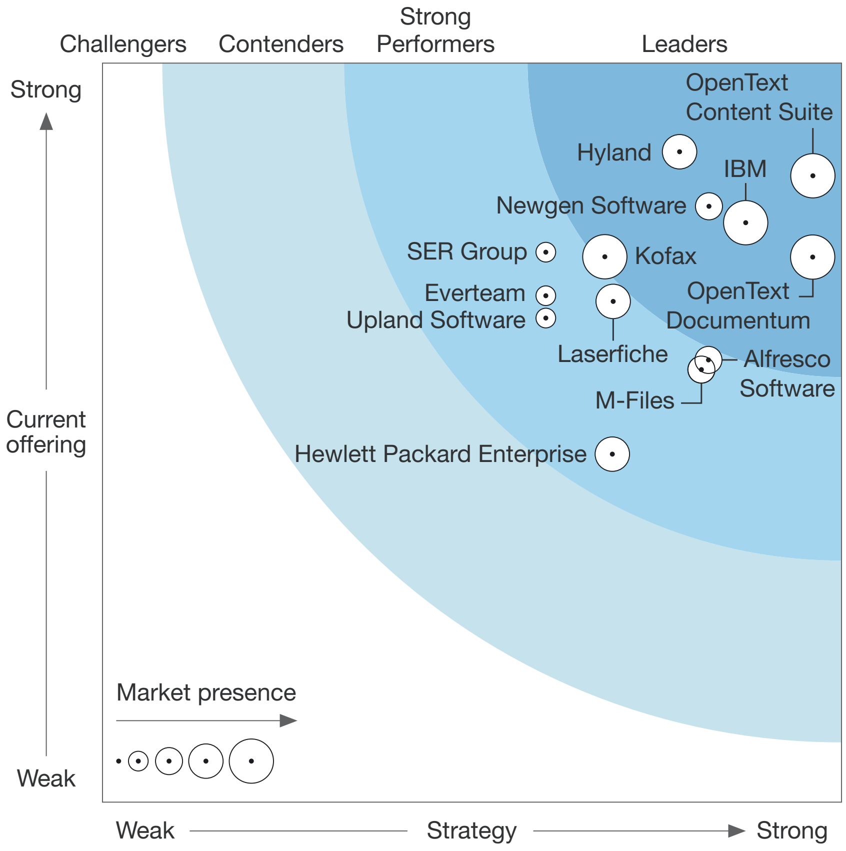

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FIGURE 2 Forrester Wave™: Enterprise Content Management — Transactional Content Services, Q2 '17 (Cont.)

	Forrester's weighting	Alfresco Software	Everteam	Hewlett Packard Enterprise	Hyland	IBM	Kofax	Laserfiche	M-Files	Newgen Software	OpenText Content Suite	OpenText Documentum	SER Group	Upland Software
Current Offering	50%	2.98	3.42	2.35	4.39	3.91	3.68	3.38	2.92	4.02	4.23	3.68	3.71	3.27
Foundational content services	15%	3.35	3.65	3.70	3.95	4.15	4.00	3.15	3.15	4.45	4.55	4.20	3.75	2.60
User adoption	15%	4.60	3.00	2.40	4.40	3.60	4.00	5.00	4.00	4.00	4.00	3.00	4.00	4.00
Transactional content services	60%	2.65	3.70	2.05	4.65	3.75	3.55	2.85	2.75	3.75	4.25	3.75	3.75	3.55
Vertical and horizontal applications	10%	2.00	2.00	2.00	3.50	5.00	3.50	4.50	2.00	5.00	4.00	3.50	3.00	1.50
Strategy	50%	4.10	3.00	3.45	3.90	4.35	3.40	3.45	4.05	4.10	4.80	4.80	3.00	3.00
Strategy	100%	4.10	3.00	3.45	3.90	4.35	3.40	3.45	4.05	4.10	4.80	4.80	3.00	3.00
Market Presence	0%	2.50	1.80	3.15	3.75	5.00	4.50	3.50	2.05	2.30	4.50	4.55	1.80	1.80
Revenue	50%	2.00	1.10	2.30	3.00	5.00	4.00	3.00	1.10	1.10	4.00	4.10	1.10	1.10
Customers and markets	50%	3.00	2.50	4.00	4.50	5.00	5.00	4.00	3.00	3.50	5.00	5.00	2.50	2.50

All scores are based on a scale of 0 (weak) to 5 (strong).

Leaders

- **OpenText Content Suite augments its ECM with robust process services.** With the exception of some administrative modules, including records management, OpenText has modernized its user experience with its major 2016 release. OpenText continues with its hybrid approach, with both Content Suite and Process Suite available in the OpenText Cloud. Customers' preferred public cloud services, such as Azure or Amazon, are also supported. OpenText continues to execute on its strategy to embed content and process services into core business systems, including Salesforce, SAP, and other cloud and on-premises enterprise applications. Its application data archiving, BPM, life-cycle management, and foundational content services all support this extended ECM market position.

Customers rate capabilities such as BPM, multichannel capture, search, and life-cycle management particularly highly. Customers expressed lower levels of satisfaction with the vendor's packaged vertical solutions. Since the launch of this Forrester Wave research, OpenText has closed the acquisition of the Enterprise Content Division product portfolio from Dell EMC, including Documentum.

› **OpenText Documentum takes a leap into the future but must hold on to customers.** During this Forrester Wave evaluation process, OpenText finalized its acquisition of the former Dell EMC Enterprise Content Division. That portfolio, comprised of Documentum, InfoArchive, Leap, Application Xtender, and vertical solutions, is now part of OpenText. OpenText Documentum continues to be a solid offering, particularly for security-conscious regulated industries with rigorous compliance, governance, and retention requirements. Integration with portfolio tools such as InfoArchive provide a compelling application data archiving option, and the Captiva multichannel capture tools offer a broad set of imaging, optical character recognition (OCR), and data extraction tools. The Snap app, part of the 2016-launched Leap platform, brings secure mobile capture to a broad set of users — including external participants.

Customers have high levels of satisfaction for its low- and no-code application development and e-forms capabilities. Customers report lower levels of satisfaction with e-signature support and the ability to use analytics for ongoing improvement of capture processes.

› **IBM explores the intersection of content and cognitive services for its ECM future.** IBM's vision is to embed cognitive services (via technologies under its Watson umbrella brand) into its content, capture, and case management offerings and to enhance its ability to deploy its content services into different cloud models. IBM has adapted its core offerings to run in IBM's own cloud data centers, with pricing and packaging models refined to reflect the application's unit of value (for example, number of documents per day, number of case artifacts, etc.). IBM addresses a broad set of transactional content services use cases with a rich portfolio of proven products, including IBM Content Manager OnDemand for application data archiving (including print stream and advanced function presentation), BPM, and intelligent capture services with the Datacap portfolio. Customers report high levels of satisfaction with partners and professional services, in addition to metadata and life-cycle management capabilities. Customers report relatively low levels of satisfaction with e-forms.

› **Hyland remains a solid workhorse for transactional content services.** Hyland has long been known for its line-of-business application integrations and support for high-volume transactional content use cases. High levels of customer loyalty reflect the vendor's commitment to their success. Hyland offers robust and advanced capabilities across core TCS capabilities, including print stream and application data archiving, BPM, e-forms, and multichannel capture. Packaged solutions for a number of back-office horizontal solutions, as well as industry solutions for healthcare, insurance, education, financial services, and government, are augmented by partners' services and packaged applications. Hyland provides strong integration with core applications used widely in its verticals, such as Epic for healthcare records and Guidewire for insurance. Customers rate numerous core foundational library services and transactional content services highly, most notably application integrations, metadata, e-forms, and support for low-code/no-code app development. Customer concerns include support for global deployments and documentation improvement.

- **Newgen grows globally, with enhanced focus on analytics, scale, and mobility.** Newgen Software has demonstrated solid market expansion, with direct teams and partners serving customers in over 60 countries. Newgen has a strong heritage of R&D investment and has developed a platform that scales into the billions of managed documents. Content, process, and case management services are delivered in a cohesive platform, allowing Newgen and its customer and partner base to deliver dozens of specific applications across a number of verticals. The OmniApp solution design tool is an example of this capability.

  Analytics is a major area of ongoing innovation and investment, supporting use cases ranging from financial services investigations and compliance to sentiment analysis for incoming content (including social media) to more intelligent data extraction in applications such as invoice processing. Newgen's default user interfaces can appear out of date, but mobile frameworks and form design tools can be used to provide modern, responsive interfaces. Customers rate capabilities such as BPM, metadata, and multichannel capture particularly highly. Areas rated lower in satisfaction include mobile forms and the ability to use analytics to streamline or optimize processes.

- **Kofax provides rich transactional content services, enhanced by acquired products.** The core ECM offering under the Kofax brand amalgamates TCS capabilities from Lexmark Perceptive, ReadSoft, and other integrated products. Formerly branded Lexmark Enterprise Software, the products now under the Kofax portfolio allow customers to address a broad set of process- and content-rich applications, including those with high-volume capture requirements. Vertical expertise allows Kofax to deliver a number of packaged solutions for complex industry requirements in the public sector, healthcare, higher education, and insurance, among others. Integration between the Kofax TotalAgility process and case management product and the content management stack allows clients to adapt and refine processes, including those that extend to their own external participants, such as customers or partners.

  Kofax customers report a high level of satisfaction with professional services, BPM, and capture. Customers report lowest levels of satisfaction with the company's cloud strategy, as well as support for e-forms.

Strong Performers

- **Alfresco Software enters the TCS segment with new BPM capabilities.** Alfresco continues to lure customers away from incumbent ECM providers in both the public and private sector. Ongoing investments in its BPM portfolio, with its recent enterprise editions of its Activiti business process services offering, open up a new set of opportunities for the open source, open standards-based platform. While Alfresco's BPM capabilities are robust and user-friendly, multichannel capture capabilities rely on partner technologies such as Ephesoft. Recent benchmarks show Alfresco's capacity to scale to over a billion documents, though most production customers are still well below this threshold. Look to Alfresco's partners for a growing set of packaged solutions for vertical or horizontal transactional use cases. Clients report a high level of satisfaction with its APIs, life-cycle management, metadata, and BPM integration capabilities. Lowest areas of satisfaction include e-forms, BPM simulations, and mobile capture.

› **M-Files takes a metadata-centric approach to content and process services.** M-Files brings a focused metadata-centric architecture to the ECM market, eschewing the folder-based navigation and organizational scheme that has dominated the industry. Bidirectional integration with other key enterprise applications, such as Salesforce or SAP, is eased with frameworks that leverage structured data across systems. M-Files has a well-integrated set of process, capture, and forms management capabilities but lacks the application data archiving capabilities of many of the longer-established vendors. The vendor continues to grow its global partner program, investing in this channel to deliver a broader set of vertical and horizontal packaged applications. M-Files customers rate capabilities such as metadata, search, and e-forms highly but name customer communities and communication as areas of desired improvement.

› **SER offers a well-balanced content and process platform, serving large deployments.** SER Group has a strong footprint in Europe with a growing presence globally as it invests in localization efforts and building partner channels. Its flagship Doxis4 platform provides a solid set of foundational library and process services and can scale to meet the needs of clients with several billion managed documents. The Doxis4 platform delivers content, process, and case management services in a unified approach, augmented by multichannel capture and e-signature.

Ongoing investments into analytics, entity extraction, and automated categorization are a focus for SER as it leverages cutting-edge open source machine learning technologies to enhance its stack. Application data archiving is a core capability, with integrations to enterprise applications such as SAP. SER delivers a range of vertical and horizontal solution packages for use cases such as invoice processing and claims processing. Customers report high satisfaction levels with search and BPM but lower levels of satisfaction with its e-forms capabilities.

› **Laserfiche delivers a rich set of solution templates to kick-start customer productivity.** Laserfiche has been delivering ECM technologies to midmarket and enterprise customers for almost three decades and continues to adapt and refresh its offerings to meet the needs of firms seeking content and process services delivered as software-as-a-service (SaaS). Laserfiche puts a strong emphasis on templates and solution accelerators to help clients deliver specific applications quickly and cost-effectively. A robust customer community is often the inspiration for new solution templates, with over 200 available on its exchange site. A business process library also provides more than 100 industry-specific templates to fast-track application design. Customers rate features such as metadata, search, and BPM most highly. Capabilities such as OCR and support for no-code design are rated less favorably.

- **Everteam builds on newly acquired technology and expertise to serve TCS use cases.** Everteam acquired BPM vendor Intalio in 2016, jump-starting its North American presence and bringing process services capabilities into its ECM and analytics portfolio. A strong commitment to research and development is evident, with customers solving complex content management challenges in markets such as government, defense, media, insurance, and energy. Strong capture and analytics capabilities for print stream, COLD, or enterprise report management tools are a differentiator.[7] Everteam has also invested in improved usability, with customers reporting high degrees of satisfaction with its approach to metadata and document and records management. Customers also report a need for better documentation and developer support.

- **Upland invests in user experience, e-forms, and templating tools to drive adoption.** Upland Software's FileBound ECM offering is well suited for midsized enterprises that need to deliver a range of content and lightweight process apps quickly and efficiently, without needing extensive development resources. E-forms are optimized for responsive design for mobile support, including touch user interfaces such as tablets. Partnership with Dell's Boomi integration platform allows FileBound clients to leverage packaged integrations to several hundred common business applications. Upland overall has a clear cloud-first strategy and has invested to offer FileBound as a multitenant SaaS offering while still supporting customers with hybrid, private cloud, or on-premises deployments.

  Dashboards provide visually compelling, modern reports, aggregating data from across processes, including records management. The workflow admin tool, designed for non-developers, provides process integrity checks and validation through the design process. Customers report highest satisfaction with low- or no-code design capabilities, metadata, and e-forms. Customers report the least satisfaction with FileBound's ability to use analytics for ongoing process improvement.

- **HPE focuses on governance and compliance with its SCM platform.** Hewlett Packard Enterprise's Secure Content Management (SCM) platform builds on a foundation of the formerly branded HP RM (Records Management) offering and is positioned to meet the needs of large regulated businesses with stringent compliance and investigative requirements. HPE is reliant on partner solutions for multichannel capture, e-forms, and for delivery of many vertical solutions. HPE SCM has robust data archiving capabilities to meet the needs of clients retiring legacy applications. Overall, customers report high levels of satisfaction with most foundational content services, such as life-cycle management, security, and metadata, as well as TCS capabilities such as BPM modeling. Customers report lowest levels of satisfaction with OCR, including mobile capture and data extraction.

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Supplemental Material

Online Resource

The online version of Figure 2 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution. We evaluated the vendors participating in this Forrester Wave in part using materials that they provided to us by December 9, 2016.

- **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor briefing calls to gather details of vendor qualifications.

- **Product demos.** We asked vendors to conduct demonstrations of their products' functionality. We used findings from these product demos to validate details of each vendor's product capabilities.
- **Customer reference surveys.** To validate product and vendor qualifications, Forrester also conducted reference surveys with a minimum of three of each vendor's current customers.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria for evaluation in this market. From that initial pool of vendors, we narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave evaluation — and then score the vendors based on a clearly defined scale. We intend these default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. For more information on the methodology that every Forrester Wave follows, go to http://www.forrester.com/marketing/policies/forrester-wave-methodology.html.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with our Integrity Policy. For more information, go to http://www.forrester.com/marketing/policies/integrity-policy.html.

Endnotes

[1] See the downloadable Excel spreadsheet with detailed market forecasts, including ECM, for 2017 to 2018, in Figure 10 of the following report. See the Forrester report "The Global Tech Market Outlook for 2017 To 2018."

[2] Eighty-seven percent of surveyed ECM decision makers planned to continue their deployments into 2017. This includes 45% who expect to increase their deployments or usage somewhat and 42% who plan to increase significantly. Source: Forrester's August 2016 Global Enterprise Content Management Online Survey.

[3] To learn more about the evolution of the Forrester Wave evaluations for ECM and the rationale for the market segmentation, see the Forrester report "Brief: ECM Divides Into Transactional And Business Content Segments."

[4] To learn more about software platforms, see the Forrester report "The Platform Explosion: Harness It Or Lose Agility."

[5] Source: Forrester's August 2016 Global Enterprise Content Management Online Survey.

[6] To learn more about key vendors in the BPM and case management markets, see the Forrester report "The Forrester Wave™: BPM Platforms For Digital Business, Q4 2015" and see the Forrester report "The Forrester Wave™: Dynamic Case Management, Q1 2016."

To learn more about capture trends, see the Forrester report "Capture-As-A-Service (CaaS), Cognitive, And Six Other Trends Shape The Future Of Capture."

[7] COLD: computer output to laser disc.

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