

OpenText AI Content Management

Reach new levels of AI productivity with improved content understanding, insight, and control



Benefits

- Improve content control and security
- Expand the value of business content
- Confidently put AI into the hands of users
- Activate AI-powered answers and insights

Digital friction within organizations continues to hinder productivity, with employees burdened by information overload, content silos, and a multitude of business tools and applications needed to complete tasks at hand. Employees are eager for improvements, with 96 percent of employees asking for more AI-powered solutions to help them in their daily work. Yet only one-third (32 percent) of organizations believe their current technology enables them to provide a foundation for trustworthy, safe GenAI.¹

How do businesses tap into the information, knowledge, and insights buried within the content chaos that is waiting to be discovered? The answer: using AI as a productivity advantage. [AI content management solutions](#) create a path to widespread efficiency gains, using data analytics, chat-based search, and an [AI content assistant](#) to better control, analyze, and understand information. As a result, organizations modernize content experiences and elevate content services investments to deliver information value at scale.

Maximize the effectiveness of AI content management

Using AI brings opportunities for speed and improved efficiency and decision-making, but also introduces risk if information is not properly managed.

Resources

[AI Content Management](#) ›

[Knowledge Discovery](#) ›

[Enterprise AI Search](#) ›

Solutions like [OpenText™ Knowledge Discovery](#), allow organizations to organize, classify, and categorize content wherever it is stored to make information GenAI-ready and optimize search results. By bringing order to content with identification, tagging, and monitoring, content queries deliver responses based only on permissible content to prevent over-sharing, inaccurate responses, or disclosure of sensitive data—honoring security, privacy, and governance controls.

Reach new levels of productivity with an AI content assistant

In most organizations, structured and unstructured data lives in disparate networks and repositories, comprised of hundreds of file formats. With AI content management, business users leverage conversational chat-based search and natural language questions to find content faster across all locations and data types, seeing information based on their tasks, roles, and permissions. [OpenText Content Aviator](#), an AI content assistant, offers new ways to interact with content within OpenText content services platforms, including [OpenText Core Content Management](#), [OpenText Content Management \(Extended ECM\)](#), and [OpenText™ Documentum™ Content Management \(CM\)](#). Users can extract concepts and insights, and more quickly understand and use content with automated analysis and easy-to-digest summaries. Plus, with an AI model that continuously learns from user interactions, content experiences become more accurate and personalized over time, leading to wide-scale jumps in productivity.

Create a culture of knowing

Using an AI content assistant allows organizations to broaden the reach of GenAI and content intelligence, with users able to search data outside of content services platforms and create a culture of knowing. For example, with [OpenText Aviator Search](#), users can tap into insights within Microsoft 365®, accessing and leveraging data within Microsoft Teams® and Microsoft® SharePoint® with AI-based search. By layering in generative AI and large language models (LLMs) into AI content management, organizations enhance the way people work, broadening information reuse across projects and initiatives.

Find hidden insights within a greater variety of data

Key insights may be hidden deep within unstructured data, such as text, audio, video, and image files. By combining advanced search, knowledge discovery, and analytics powered by AI content management, users can better understand data and extract maximum value. Solutions like OpenText Knowledge Discovery use AI and machine learning to tap into insights, such as tone and sentiment in text; identifying key objects, such as people, in images; and understanding the context of audio and video files. Plus, visual insights and knowledge graphics are accessible to better identify trends, patterns, and relationships. AI also helps enrich existing metadata and organize content as it flows into content management, improving the OpenText Content Aviator experience and protecting sensitive and private information along the way.

1 Foundry Research, MarketPulse Survey for OpenText, Digital Friction, September 2024