

Europe, Middle East and Africa Content and Knowledge Management Strategies

Content drives business, and the shift to a digital-first business requires companies to transform both their back-office and front-office content-centric business processes — from employee onboarding and customer service to regulatory compliance and accounting functions. IDC's *Europe, Middle East and Africa Content and Knowledge Management Strategies* augments the *Enterprise Content and Knowledge Management Strategies CIS* with region-specific research and insights. This advisory program examines the fundamental redesign of content services in Europe, the Middle East and Africa (EMEA), as well as related use cases that are transformed by digitization and the application of innovative technologies. Furthermore, it provides crucial insight on the complex regulatory landscape related to knowledge management in the region.

MARKETS AND SUBJECTS ANALYZED

- The shift from classic architectures to a unified content model
- The disruptive influence of generative AI and other AI capabilities on the content supply chain and organizational knowledge sharing
- Technologies that make up the content services ecosystem, including analytics, component content management systems, task and process automation, intelligent document processing, automated document generation, collaborative solutions, e-signatures, and e-forms
- The transition of undefined and unstructured data into insights/action
- The evolution of capture applications into intelligent document processing
- Content-centric intelligent digital workspaces
- Document accessibility
- Electronic and digital signature expansion across agreements and contracts
- Remote online notary software
- Regulatory challenges for content and knowledge management service providers in the EMEA region

CORE RESEARCH

- EMEA Content and Knowledge Management Services Forecast, 2024–2028
- IDC Innovators: Knowledge Management Technologies EMEA
- IDC FutureScape: EMEA Intelligent Content Services and Knowledge Management
- Intelligent Document Processing Trends in EMEA

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Europe, Middle East and Africa Content and Knowledge Management Strategies](#).

KEY QUESTIONS ANSWERED

1. What are the various technologies transforming content-centric business processes in the EMEA region?
2. How will a unified content model support the next generation of content-centric use cases and processes in the EMEA region?
3. How is the role of information capture changing? How do analytics, generative AI, and other AI technologies impact traditional capture solutions and enterprise content services?
4. How is a new generation of artificial intelligence, content analytics, and search powering enterprise knowledge sharing?
5. How can content services vendors address growing customer expectations of more convenience, customization, personalization, and operational efficiency?

COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of several providers in the Europe, Middle East and Africa content and knowledge management strategies market, including:

ABBYY, Adobe, airSlate, Box, Canon, Cloud Software Group (ShareFile), Conga, DocuSign, DocuWare, Doxim, Dropbox, Foxit, Google, HCL, HP Inc., Hyland Software, IBM, iManage, ISIS Papyrus, Kodak Alaris, Kofax, Konica Minolta, KYOCERA, Laserfiche, M-Files, Messagepoint, Microsoft, Nintex, Nitro, OneSpan, OpenText, Oracle, Precisely, Quadient, Ricoh, Rocket Software, Xerox, XMPie