



Where Friction Shows Up in Your OnBase Environment

Hyland Content Innovation Cloud

Hyland's Content Innovation Cloud (CIC) introduces new ways to apply intelligence and automation to content. But before deciding what to modernize or where to start, it helps to understand **how work is really happening today**.

This guide is designed to help leaders recognize where friction exists in current content and process workflows, where operations are already holding up well, and where modern capabilities may eventually add value – without pressure to change anything immediately.



Everyday Realities Leaders Are Managing Today

- Teams spend time searching for information that already exists
- Approvals slow down because next steps aren't always clear
- Content lives across systems, folders, and formats
- A few people hold critical knowledge, and key information processes
- Audit and compliance responsibilities add urgency and complexity
- Intake requires manual review before work can begin

These realities don't indicate failure—they reflect the complexity of operating mature systems under real pressure. Friction most often appears in how information is found, trusted, and moved from intake to decision, which is why the questions below surface as scale increases.

Common Operational Friction

| Operational Friction | Questions that Surface the Issue | How CIC Can Support |
|--|--|---|
| Information is hard to find | "Where is the most current policy?" "Who decided this last time?" | Content Intelligence surfaces clear, traceable answers from existing content |
| Content can't be trusted | "Which version is approved?" "What content should we rely on?" | Knowledge Enrichment adds consistency, context, and confidence to content |
| Work slows down or stalls | "What happens next?" "Who needs to approve this?" | Process Automation keeps work moving with visibility and routing |
| Intake is manual and inconsistent | "Why does this need rework?" "Why do we keep correcting data?" | Intelligent Processing improves accuracy before work begins |
| Work depends on a few experts | "Who knows how to handle this?" "What's the right next step?" | Agent-Based Guidance supports users in the moment of work |
| Content lives in multiple systems | "Why is content hard to find?" "Do we need to move this content?" | Federation applies intelligence across content where it already lives |

These questions reveal a pattern:

Work slows when information can't be trusted or acted on. Identifying where this friction exists comes before change.

What CIC Can Support

When and Where It Makes Sense



Content Intelligence

Can help surface answers faster when information is hard to find.



Knowledge Enrichment

Can improve consistency when content can't be trusted.



Process Automation

Can help work move forward when approvals stall.



Intelligent Processing

Can reduce manual effort when intake is slow.



Agent-based Guidance

Can support when work depends on a few experts.

CIC is a set of capabilities applied selectively over time—no single approach fits every team.

How Organizations Begin Using CIC

Many leaders often start to utilize CIC for:

Early Visibility

Improve visibility without changing workflows

Selective Friction

Reduce friction in one key process while leaving others untouched

Informed Support

Support staff with better information before introducing automation

Gradual Extension

Extend existing OnBase environments gradually