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**iGOV** SURVEY

# Content Management Study – Public Sector Priorities for 2020 and beyond

Survey Report



# Acknowledgements

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**iGOV** survey

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# Introduction

In an age of digitisation and strict data regulations, keeping track of content and stored data is one of the most important issues facing the public sector. Organisations have been encouraged to migrate more and more content from the physical to the cloud over the past few years, thanks to the government's paperless initiatives. And, while the move does present challenges, by finding new, more efficient ways to manage content, organisations can unlock significant opportunities to promote mobile working, improve public services and increase collaboration.

The year since the introduction of GDPR has seen high-profile cases, such as that of British Airways, who were fined more than €204 million for insufficient technical and organisational measures to ensure information security. Cases such as this should be a wake-up call for organisations on the fence about how best to manage their data going forward that they should put a clear content management strategy in place.

Back in 2017, the Government Transformation Strategy was published, outlining plans to harness digital to build and deliver services. A large part of this is making better use of data. The strategy recognises the need to move away from siloed data and improve the ease with which data can be shared between organisations.

Priorities for 2020 set out in the Strategy include making better use of data as an enabler for public services,

particularly where those services cross organisational boundaries; managing and using data securely and appropriately, ensuring that public sector workers understand the ethics of data sharing – including what is and is not permissible; and transforming the way that government's major repositories of data are stored and managed.

For this research project, iGov Survey has partnered with information management software experts OpenText to gain insight into current approaches to content management in organisations across the public sector.

## Specifically, our study focused on:

- The ease with which staff are able to access important data
- Approaches to data management and the impact of new technologies
- How organisations are managing the need for greater content visibility and collaboration and the barriers hindering this
- SharePoint adoption and its uptake in organisations across the wider public sector

# Survey Methodologies and Respondents' Profile

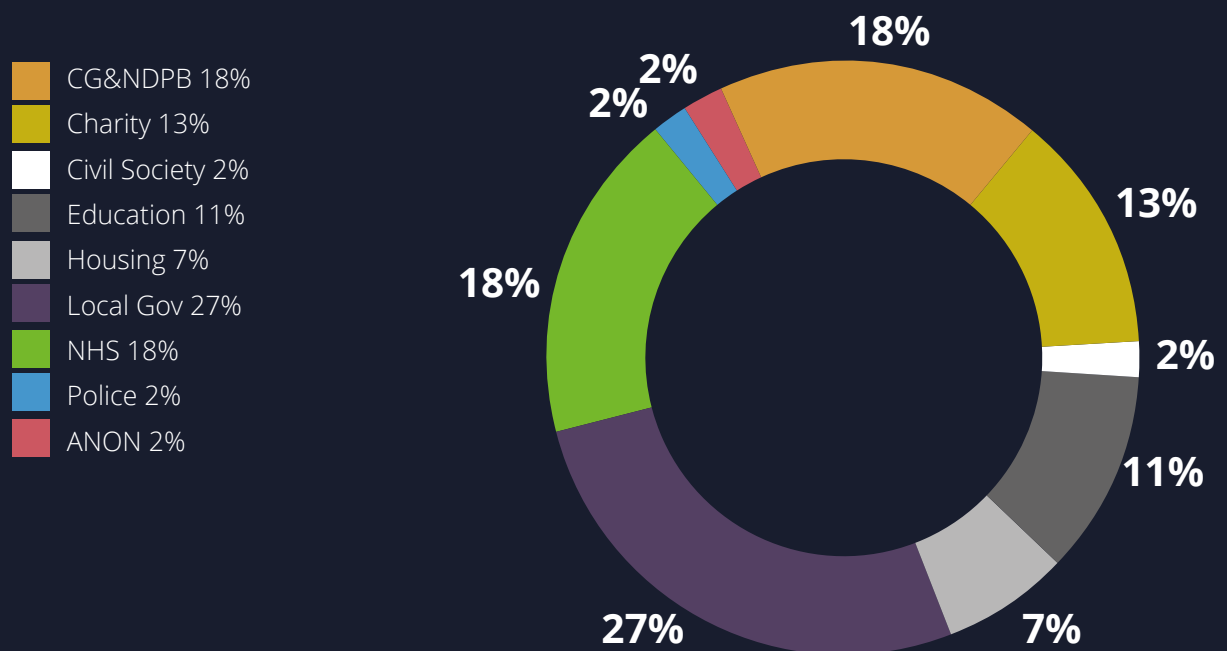
The survey was conducted by iGov Survey in partnership with OpenText.

Survey respondents represented a broad cross-section of roles across the public sector. These included: Administration, Asset Management, Business Development, Commissioning, Computer Security, Corporate Services, Digital, E-Government, Events, Finance Management, Information, IT Management, IT Technical Lead, Marketing Communications, Operations, Partnerships, Performance, Programme Management,

Project, Records Management, Research, Senior Manager, Service Delivery, Strategy and Transformation/ Change Management.

45 individuals took part in our survey, representing 43 unique organisations across the public sector. There was no inducement to take part in the survey. The results displayed throughout this report are based on those who fully completed the questionnaire and are displayed as a percentage of this group, unless explicitly stated otherwise.

**FIGURE 1: In your opinion, what do you believe are your organisation's biggest challenges when it comes to data management? Please tick all that apply.**



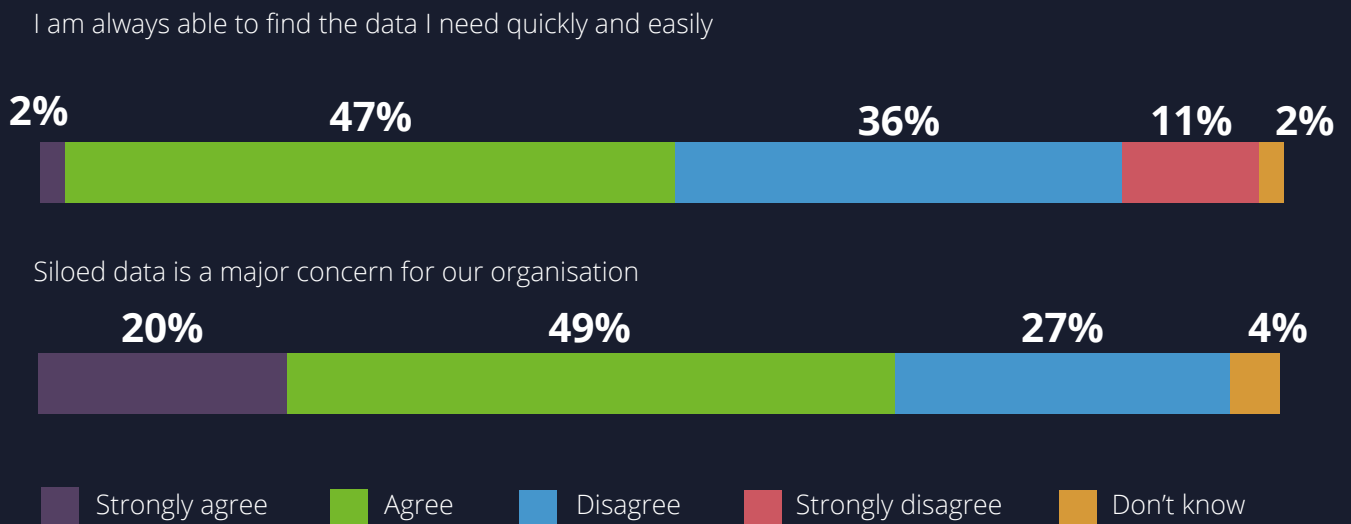
# Key Findings

## 1. Data accessibility is still a big issue for many organisations across the public sector

Nearly half (47%) of respondents do not feel they are easily able to find the data they need, with only 2% strongly agreeing that they are able to do so. This indicates a lack of integration of data sources within the public sector and issues around the accessibility of data.

69% of respondents believe that siloed data is a major concern for their organisation. This is consistent with the response to the first question about the accessibility of data. Siloed data has a significant impact on digital transformation and cloud adoption.

**FIGURE 2: Thinking about how your organisation approaches data management, to what extent do you agree with the following statements?**



When asked about their organisation's approach to data management, 71% say their organisation uses a hybrid approach, combining a centralised and distributed approach. 18% say they use a centralised approach where all content is managed centrally following a single set of guidelines. This approach is becoming increasingly

challenging as more focus is placed on mobile workforces, meaning content and data needs to be available in the cloud or across multiple sites. Employees need to be able to access files from different devices wherever they are.

**FIGURE 3: Which of the following best describes your organisation's method of data management?**

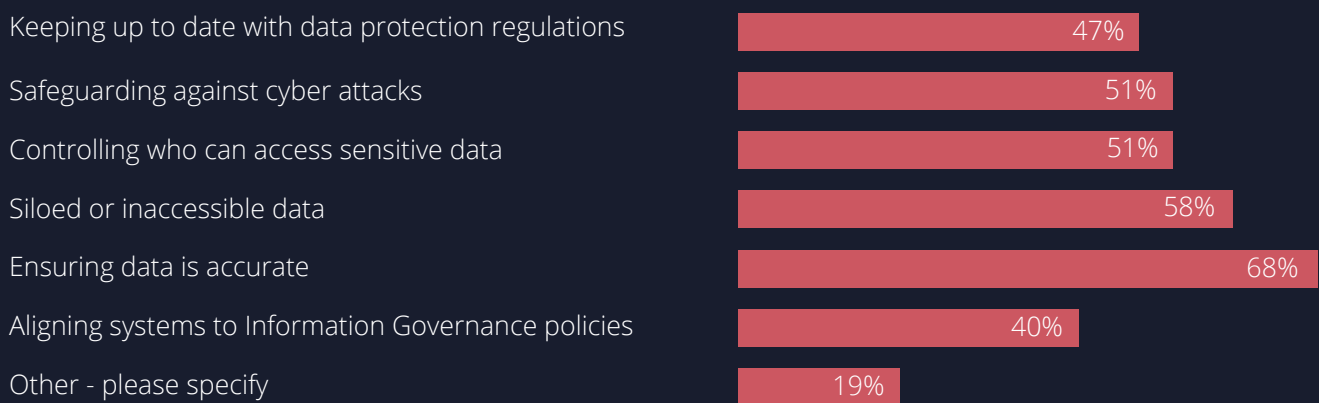


## 2. Many organisations are also unsure about the accuracy of their data

Thinking about the biggest challenges in the area of data management, 68% say ensuring the accuracy of data is a major challenge, suggesting that there may be incorrect or duplicated data across siloed applications. This potentially flags a significant issue, given the emphasis in the recent GDPR regulations on ensuring that data is

relevant, up to date and accurate. Siloed or inaccessible data (58%) is also seen as a major challenge, as is keeping up to date with data protection regulations (47%). Controlling who can access sensitive data and safeguarding against cyber attacks are also cited as major concerns (51%).

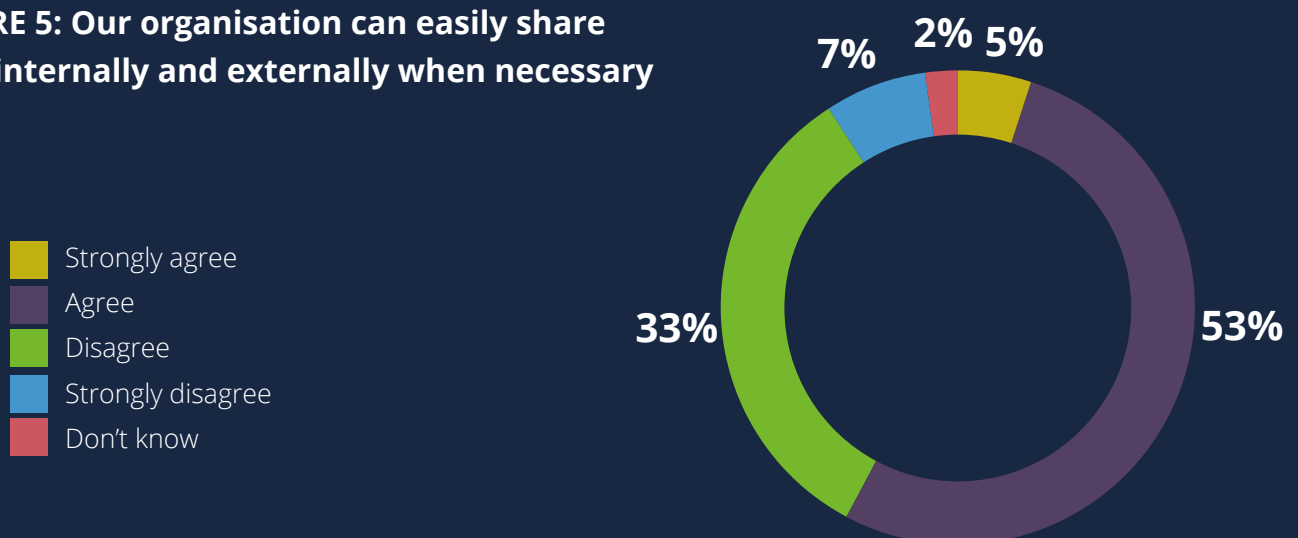
**FIGURE 4: In your opinion, what do you believe are your organisation’s biggest challenges when it comes to data management? Please tick all that apply.**



Only 5% strongly agree that their organisation can easily share data internally and externally when necessary. 40% either disagree or strongly disagree with the statement, which indicates there are major

concerns around securely sharing data. It could be that organisations are not permitted to share their data or there is a lack of confidence in existing data accuracy or processes.

**FIGURE 5: Our organisation can easily share data internally and externally when necessary**

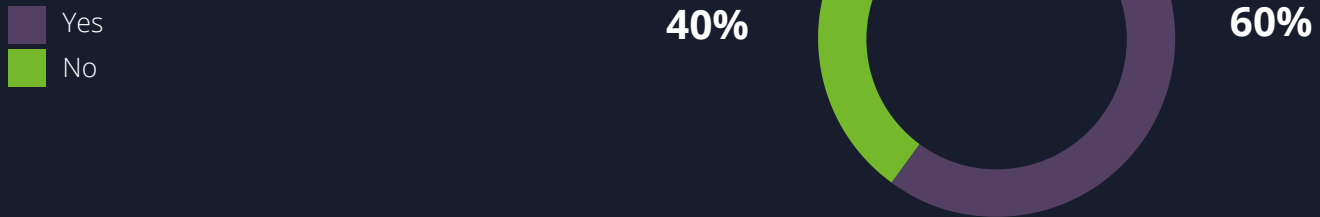


### 3. 60% of respondents say their organisation currently uses SharePoint

Considering the difficulty often faced by public sector organisations in adopting new systems, this is an encouraging level of uptake. Of those that do

not currently use SharePoint, 67% have no plans to implement it, suggesting a significant proportion of organisations may be hesitant about change.

**FIGURE 6: Does your organisation currently use SharePoint?**



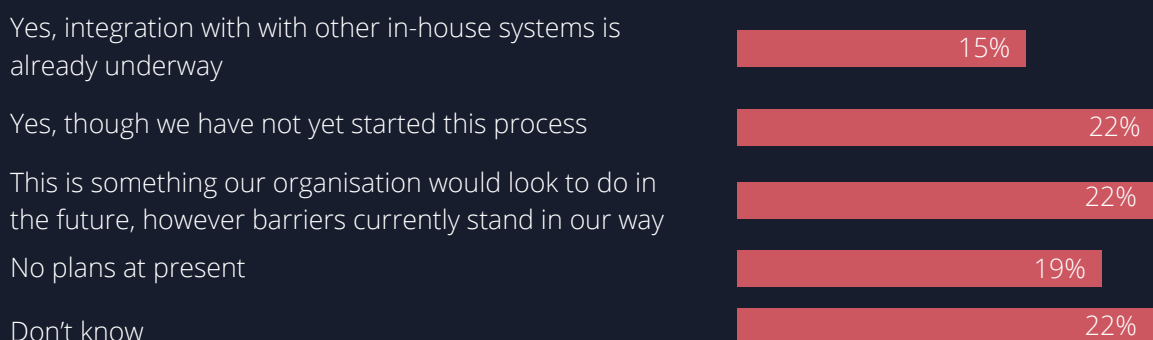
The fact that 38% don't know what the main drivers for SharePoint would be is an indication that people are not fully aware of SharePoint's functionality. However, most (59%) are at least looking to integrate their existing SharePoint solution with their other in-house systems

and 22% tell us that this is something their organisation would look to do in the future, though there are barriers currently preventing this. Meanwhile, only 13% said they weren't planning to migrate SharePoint to the cloud.

**FIGURE 7: What do you think the main drivers for using SharePoint will be? Please tick all that apply.**



**FIGURE 8: Do you have any plans in place to integrate your SharePoint solution with other in-house systems?**



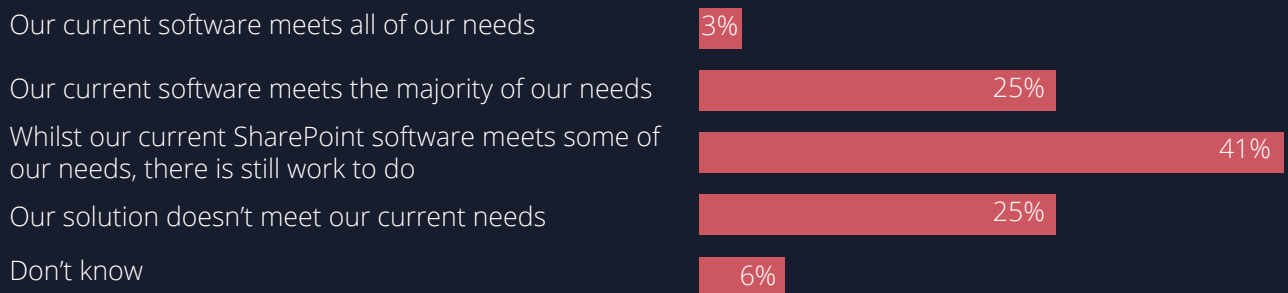


## 4. Organisations using SharePoint seem to be unable to unlock its full capabilities

This is reflected by the fact that only 3% of respondents using SharePoint said that their current software meets all their needs, with 66% saying that their solution either only meets some of their needs or does not meet any

of their needs. This shows us that support is needed to help organisations with their use of SharePoint and that there are organisations using SharePoint who are perhaps unaware of its full usability.

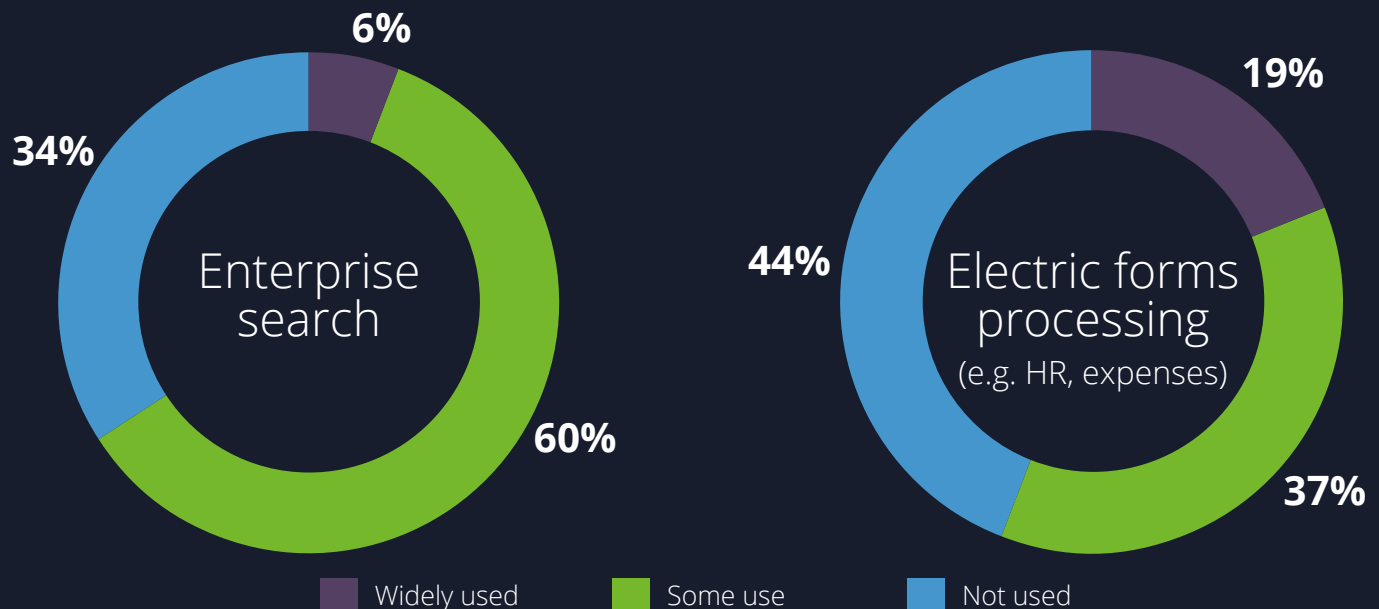
**FIGURE 9: In your opinion, does your current SharePoint software meet your organisation's needs?**



The need for support and education around SharePoint is also apparent when we consider how widely SharePoint is being used in various process management areas. Only 6% say that SharePoint is widely used for enterprise search, with 34% not using this function at all. This trend continues in other areas,

showing that those who are using SharePoint are not using its full functionality. Interestingly, less than 20% say that they use SharePoint for electric forms processing. This is perhaps surprising given the many recent paperless initiatives throughout the public sector.

**FIGURE 10: How would you describe your organisation's use of SharePoint in the following process management areas?**



## 5. Organisations are reluctant to use external expertise to customise SharePoint

Of those using SharePoint, none of the respondents currently implement customisation using external expertise. SharePoint apps (which 25% already use and a further 28% are looking to implement) and customisation using in-house expertise (28% already use with another 34% looking to implement) have significantly more widespread use than widgets and web parts (25% looking to implement), third-party add-on applications (19% looking to implement) and customisation using external expertise (19% looking to implement). This suggests that organisations are customising in-house rather than turning to third-party apps, web parts or widgets to fill the functionality gaps.

**FIGURE 11: Which of the following do you currently use or are looking to implement with regard to SharePoint?**

Widgets and web parts



SharePoint apps



Customisation using in-house expertise



Customisation using external expertise



Third-party add-on applications



Legend: ■ Already use ■ Looking to implement ■ No plans to implement



# Conclusion from our survey partner, OpenText

## For the Public Sector, Data Management is a Litmus Test of Progress

Almost a decade of austerity, combined with the ever-accelerating pace of digitisation and a compliance landscape of strict data regulations (with hefty fines for data breaches), have put enormous pressure on the public sector to make better use and management of its data. Arguably, some areas of the public sector have been more responsive and proactive to these changes than others. But nothing focuses attention more than the threat of an expensive fine and the reputational damage resulting from mismanagement of data.

Once accused of being a toothless tiger, The Office of the Information Commissioner quickly grew its teeth with the arrival of GDPR legislation, making headlines with high-profile cases and eye-watering fines, serving as a warning to organisations about safeguarding the access, management and security of the precious personal data of citizens and consumers.

And rightly so. Against the backdrop of 2019's Facebook and Cambridge Analytica scandals, citizens and consumers alike began asking louder and louder questions about what personal data is held on them by organisations and how they intend to use all that information. There is an upside of these scandals, however. Coinciding with the arrival of GDPR, they have resulted in the public sector's recognition of its duty of

care to use and manage data safely.

As we enter the third decade of the 21st century, there's enormous potential – and evidence – of local leaders proactively shaping data management strategies and fueling internal transformation. The shift from on-premise to the cloud, fueled by paperless initiatives, is helping to unlock significant opportunities around mobility, collaboration and public services delivery. While these digital makeovers are taking place across the country, they are moving at different speeds across the public sector.

By the end of this decade, a host of factors including the ageing population, longer life expectancy, climate change, health and energy conservation will have reshaped the way we work, travel, experience local services and approach town planning and citizen engagement.

But the key to today's – and tomorrow's – progress is rooted in strong data management, from ease of access to data management approaches, collaboration, visibility and technology adoption across the wider public sector. The ability to effectively and efficiently harness data has become a litmus test for public sector progress in 21st century Britain.

# Conclusion continued

## The Survey

This study highlights four key concerns of public sector organisations, including accessibility, accuracy, adoption of technology solutions, such as SharePoint, and resistance to using external consultants for any SharePoint customisations.

A key area of concern is around the ability to gain access to the right information at the right time. Typical access challenges include not only finding and accessing the information itself, but also duplication and problems with data accuracy.

Once accessed, the secure sharing, especially of sensitive data, is still a cause for concern for a majority of those surveyed. In the past, this may just have been considered an internal issue around productivity, but since the onset of GDPR it has the potential to unleash substantial financial implications.

It's encouraging that SharePoint and Office 365 platforms are being rolled out across the public sector just as much as the private sector. Although several organisations surveyed are embracing the SharePoint solution, many are still getting to grips with it. Some may feel as if it's being forced upon the business as they don't understand the underlying drivers for adoption.

The study highlights concerns that SharePoint (and Office 365) has the potential to become another silo, and may exacerbate the duplication and accuracy issues many organisations have already outlined. As such, more thought needs to be taken about how best to integrate with existing systems or business processes.

For most organisations, this is their goal. However, a lack of understanding remains on how this can best be achieved, with a tendency to use in-house staff to build integrations rather than use outside expertise or "off the shelf" pre-built third-party solutions to fill the gaps of SharePoint and Office 365.

Many organisations are just starting the SharePoint and Office 365 journey, and as such should consider these implications early, rather than waiting for issues to arise in the future which by then may become more costly to resolve.

While every organisation should move forward at its own speed, its ability to access, manage, secure and harness data is critical to success or failure.

# Appendix 1: Participating Organisations

Action on Addiction  
Antrim and Newtownabbey Borough Council  
British Parking Association  
Bury Council  
Cambridgeshire and Peterborough NHS Foundation Trust  
Carlisle City Council  
Companies House  
Cornwall Partnership NHS Foundation Trust  
Department for Work and Pensions  
Department of Health and Social Care  
Dudley Metropolitan Borough Council  
Engineering Construction Industry Training Board  
Epsom and Ewell Borough Council  
Folkestone & Hythe District Council  
Gwent Wildlife Trust  
Homes for Haringey  
Human Tissue Authority  
Institute for Fiscal Studies  
Lancashire Police and Crime Commissioner  
London Borough of Hounslow  
Merseytravel  
Millbank Housing Association  
Ministry of Defence  
Myerscough College  
NHS England  
NHS Wales Shared Services Partnership  
Osprey Housing Moray  
Premier Christian Radio  
Scottish Funding Council  
Social Care Wales  
South London and Maudsley NHS Foundation Trust  
The Education Authority  
The Fremantle Trust  
The Theatres Trust  
The University of Edinburgh  
The University of Nottingham  
University Hospitals Bristol NHS Foundation Trust  
University of South Wales  
Visit Britain  
West Lothian Council  
Whittington Health NHS Trust  
Wychavon District Council  
Wycombe District Council

# Appendix 2: Survey Questions



**Grid:** Thinking about how your organisation approaches data management, to what extent do you agree with the following statements?

**Question:** I am always able to quickly and easily find the data I need

| Answer            | Percent |
|-------------------|---------|
| Strongly agree    | 2%      |
| Agree             | 49%     |
| Disagree          | 36%     |
| Strongly disagree | 11%     |
| Don't know        | 2%      |

**Question:** I am confident that all sensitive data at my organisation is stored securely

| Answer            | Percent |
|-------------------|---------|
| Strongly agree    | 24%     |
| Agree             | 65%     |
| Disagree          | 7%      |
| Strongly disagree | 0%      |
| Don't know        | 4%      |

**Question:** The data our organisation stores is accurate and up to date

| Answer            | Percent |
|-------------------|---------|
| Strongly agree    | 7%      |
| Agree             | 57%     |
| Disagree          | 29%     |
| Strongly disagree | 0%      |
| Don't know        | 7%      |

**Question:** Siloed data is a major concern for our organisation

| Answer            | Percent |
|-------------------|---------|
| Strongly agree    | 20%     |
| Agree             | 49%     |
| Disagree          | 27%     |
| Strongly disagree | 0%      |
| Don't know        | 4%      |

**Question:** Our organisation can easily share data internally and externally when necessary

| Answer            | Percent |
|-------------------|---------|
| Strongly agree    | 5%      |
| Agree             | 53%     |
| Disagree          | 33%     |
| Strongly disagree | 7%      |
| Don't know        | 2%      |

**Question:** How important do you consider the role of digital to be in relation to data management?

| Answer               | Percent |
|----------------------|---------|
| Very important       | 89%     |
| Fairly important     | 11%     |
| Somewhat important   | 0%      |
| Not at all important | 0%      |



**Question:** Which of the following best describes your organisation's method of data management?

| Answer  | Percent |
|---|---------|
| Centralised approach - All of our content is managed centrally following a single set of guidelines           | 18%     |
| Distributed approach - Different areas within our organisation are responsible for managing their own content | 11%     |
| Hybrid approach - A combination of the centralised and distributed approaches                                 | 71%     |
| Other - Please specify  | 0%      |
| Don't know  | 0%      |

**Question:** In your opinion, what do you believe are your organisation's biggest challenges when it comes to data management? Please tick all that apply.

| Answer  | Percent |
|---|---------|
| Keeping up to date with data protection regulations | 47%     |
| Safeguarding against cyber attacks                  | 51%     |
| Controlling who can access sensitive data           | 51%     |
| Siloed or inaccessible data                         | 58%     |
| Ensuring data is accurate                           | 68%     |
| Aligning systems to Information Governance policies | 40%     |
| Other - please specify                              | 19%     |
| Don't know  | 0%      |

**Question:** Does your organisation currently use SharePoint?

| Answer | Percent |
|--------|---------|
| Yes    | 60%     |
| No     | 40%     |

**Question:** If so, are you currently using SharePoint online, on premise or as part of Office 365 (online)?

| Answer                 | Percent |
|------------------------|---------|
| Online                 | 3%      |
| On premise             | 22%     |
| Part of Office 365     | 60%     |
| Other - please specify | 9%      |
| Don't know             | 6%      |

**Question:** If not, is this something you are considering implementing?

| Answer                    | Percent |
|---------------------------|---------|
| Yes, within three months  | 9%      |
| Yes, within six months    | 5%      |
| Yes, within twelve months | 5%      |
| Yes, beyond twelve months | 14%     |
| No                        | 67%     |

**Question:** What do you think the main drivers for using SharePoint will be? Please tick all that apply.

| Answer                              | Percent |
|-------------------------------------|---------|
| Simplifying current processes       | 14%     |
| Providing a better user experience  | 14%     |
| Managing content effectively        | 29%     |
| Providing a single, secure platform | 19%     |
| Other - please specify              | 0%      |
| Don't know                          | 38%     |

**Question:** In which of the following ways is SharePoint used in your organisation? Please tick all that apply.

| Answer                                  | Percent |
|---|---------|
| Enterprise Content Management (ECM)     | 25%     |
| Securely storing and managing documents | 66%     |
| Collaborating with members of the team  | 75%     |
| Controlling staff workloads             | 6%      |
| Project management                      | 47%     |
| Creating websites                       | 28%     |
| Other - please specify                  | 15%     |
| Don't know                              | 0%      |

**Grid:** How would you describe your organisation's use of SharePoint in the following process management areas?

**Question:** Enterprise search

| Answer      | Percent |
|-------------|---------|
| Widely used | 6%      |
| Some use    | 60%     |
| Not used    | 34%     |

**Question:** Document approvals

| Answer      | Percent |
|-------------|---------|
| Widely used | 22%     |
| Some use    | 37%     |
| Not used    | 41%     |

**Question:** Electric forms processing (e.g. HR, expenses)

| Answer      | Percent |
|-------------|---------|
| Widely used | 19%     |
| Some use    | 37%     |
| Not used    | 44%     |

**Question:** Business process management

| Answer      | Percent |
|-------------|---------|
| Widely used | 13%     |
| Some use    | 59%     |
| Not used    | 28%     |

**Question:** Support for/connection to mobile devices

| Answer      | Percent |
|-------------|---------|
| Widely used | 13%     |
| Some use    | 34%     |
| Not used    | 53%     |

**Question:** Business intelligence/reporting

| Answer      | Percent |
|-------------|---------|
| Widely used | 9%      |
| Some use    | 44%     |
| Not used    | 47%     |

**Question:** In your opinion, does your current SharePoint software meet your organisation's needs?

| Answer  | Percent |
|---|---------|
| Our current software meets all of our needs   | 3%      |
| Our current software meets the majority of our needs                                      | 25%     |
| Whilst our current SharePoint software meets some of our needs, there is still work to do | 41%     |
| Our solution doesn't meet our current needs   | 25%     |
| Don't know  | 6%      |

**Question:** In which of the following ways are staff able to access SharePoint at your organisation?  
Please tick all that apply.

| Answer                                 | Percent |
|--|---------|
| Through Outlook                        | 53%     |
| Whilst within other enterprise systems | 28%     |
| On-the-go using VPN access             | 41%     |
| Via dedicated mobile application       | 28%     |
| OneDrive                               | 50%     |
| Other - please specify                 | 16%     |
| Don't know                             | 6%      |

**Grid:** Which of the following do you currently use or are looking to implement with regard to SharePoint?

**Question:** Widgets and web parts

| Answer                | Percent |
|-----------------------|---------|
| Already use           | 12%     |
| Looking to implement  | 25%     |
| No plans to implement | 63%     |

**Question:** SharePoint apps

| Answer                | Percent |
|-----------------------|---------|
| Already use           | 25%     |
| Looking to implement  | 28%     |
| No plans to implement | 47%     |

**Question:** Customisation using in-house expertise

| Answer                | Percent |
|-----------------------|---------|
| Already use           | 28%     |
| Looking to implement  | 34%     |
| No plans to implement | 38%     |

**Question:** Customisation using external expertise

| Answer                | Percent |
|-----------------------|---------|
| Already use           | 0%      |
| Looking to implement  | 19%     |
| No plans to implement | 81%     |

**Question:** Third-party add-on applications

| Answer                | Percent |
|-----------------------|---------|
| Already use           | 3%      |
| Looking to implement  | 19%     |
| No plans to implement | 78%     |

**Question:** Do you have any plans in place to integrate your SharePoint solution with other inhouse systems?

| Answer   | Percent |
|--|---------|
| Yes, integration with other in-house systems is already underway   | 15%     |
| Yes, though we have not yet started this process   | 22%     |
| This is something our organisation would look to do in the future, however barriers currently stand in our way | 22%     |
| No plans at present  | 19%     |
| Don't know   | 22%     |

**Question:** Does your organisation plan to migrate SharePoint to the cloud?

| Answer     | Percent |
|------------|---------|
| Yes        | 50%     |
| No         | 13%     |
| Don't know | 37%     |

**Question:** If yes, what are the main drivers for this? Please tick all that apply.

| Answer                               | Percent |
|--------------------------------------|---------|
| IT cost savings                      | 56%     |
| Improved access to external partners | 31%     |
| Strategic cloud platform vision      | 75%     |
| Take advantage of the latest updates | 38%     |
| Content security                     | 56%     |
| Other - please specify               | 6%      |
| Don't know                           | 0%      |

**Question:** If no, what barriers are preventing cloud migration? Please tick all that apply.

| Answer                          | Percent |
|---------------------------------|---------|
| Lack of available resources     | 0%      |
| Lack of management buy-in       | 75%     |
| Cultural resistance to change   | 0%      |
| Security concerns               | 50%     |
| Regulatory restrictions         | 50%     |
| Incompatible or legacy software | 0%      |
| Cost of migration               | 25%     |
| Other - please specify          | 0%      |
| Don't know                      | 0%      |





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