

# Intelligent Information Management is Ready for AI, Blockchain

A panel discussion at AIIM 2018 looked at how AI, cloud and blockchain will disrupt the intelligent information management space.



**Jesse Scardina**  
News Writer, Business Applications  
13 Apr 2018

The influx of new technologies can have subtle changes on industries, or it can have massive implications. When it comes to AI, machine learning and the effect on content and information management, it falls in the latter camp.

This is why, on the eve of its 75th anniversary, the Association of Information and Image Management dropped image from its name, adopting the modern moniker of Association of Intelligent Information Management.

"It's pretty handy the acronym still works," said Peggy Winton, president of AIIM, based in Silver Spring, Md. Winton spoke at AIIM Conference 2018, with roughly 800 professionals in attendance. After the opening keynote on Wednesday afternoon, some of the conference's first sessions were dedicated to these new technologies and how they are drastically changing the content management industry.

"The question isn't about where are we going as an industry; it's about where are we at," said Alan Pelz-Sharpe, founder and principal analyst at Deep Analysis, based in Boston.

Pelz-Sharpe acted as the moderator for a session on moving from legacy enterprise content management

(ECM) tools to modern intelligent information management and how AI, cloud and blockchain all play a role.

#### Shift in Mindset Regarding the Cloud

Initially, there was widespread hesitation for moving to the cloud in the intelligent information management space. However, attitudes changed as other businesses began adopting the cloud and security concerns weren't as apparent.

"Five years ago, the cloud would have been a no-go," said Andrea Chiappe, strategic consultant at Broadridge Financial Solutions, based in Lake Success, N.Y., who was on the panel.

Kashyap Kompella, CEO and principal analyst for rpa2ai, an automation and AI consultancy in Bangalore, India, added that, "initially, the cloud wasn't as secure -- and we've seen that change over the years. There's been a shift in mindset, but there was truth to the notion of the ECM industry being cloud-reluctant."

As use cases grew and more vendors developed products built for the complexities of ECM and intelligent information management, cloud adoption in the content management space grew. And now, sectors that were concerned are becoming enthusiasts.

"We're seeing some financial services becoming early adopters of the cloud," Chiappe said as an example.

#### What to do About Blockchain

