

# WHY ORGANIZE WITH METADATA?



CONTEXT



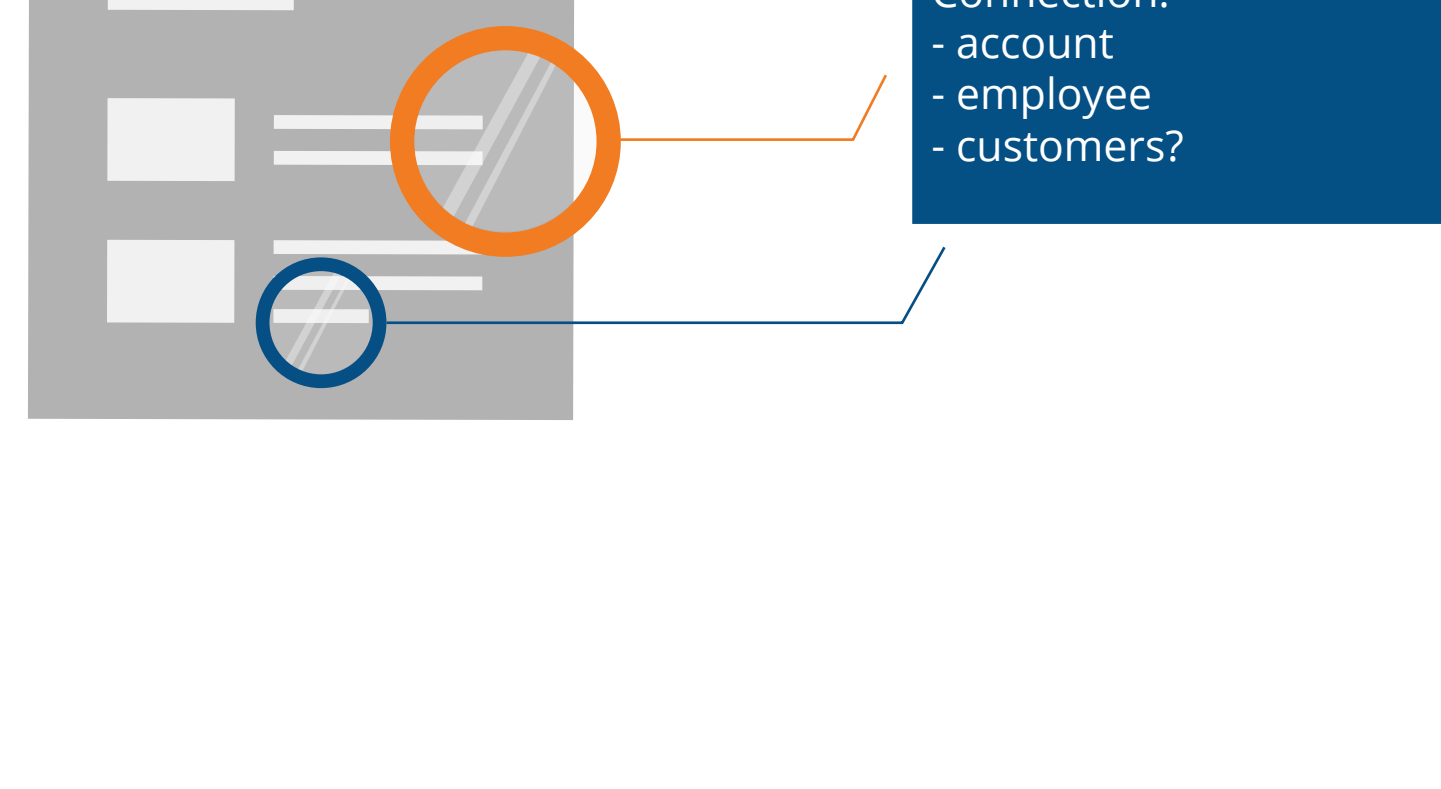
BIG PICTURE



DYNAMIC SEARCH

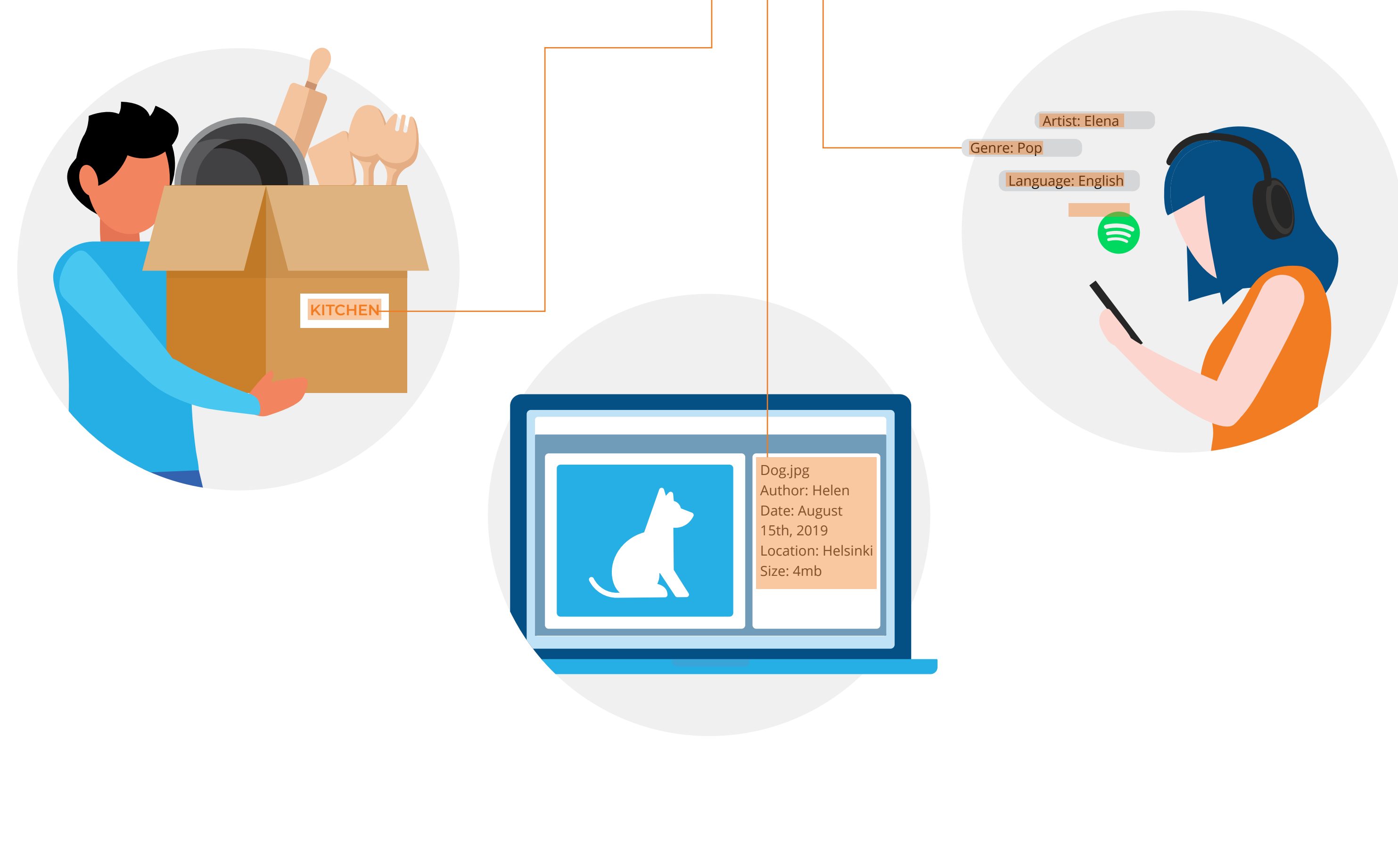
## METADATA, WHAT IS IT?

Metadata is descriptive data that labels a piece of information and provides meaning to what that piece of information is.



## METADATA IS NOTHING NEW

In case you think metadata is for technically oriented people only, you might be surprised to know that you use something like **metadata** every day.



## TAKE BACK CONTROL

With a metadata-driven system, there's no need to wonder about these questions:

- What's the latest version? And where is it?
- Where to put this? In which folder?
- Who has made these changes to this documents?



## BENEFITS OF USING METADATA

### METADATA IS ALL ABOUT PROVIDING CONTEXT

Organizations have pushed us to think about folders and tree structures when organizing content. However, **metadata** is a very natural way to organize and find content if we think outside the typical structures we have been taught

Metadata places content in the right context as everyone can use the same data in their own use cases. Metadata helps create associations and relationships between items and users across one or more repositories (network folders, Sharepoint, etc), or related applications, such as an ERP or CRM system.



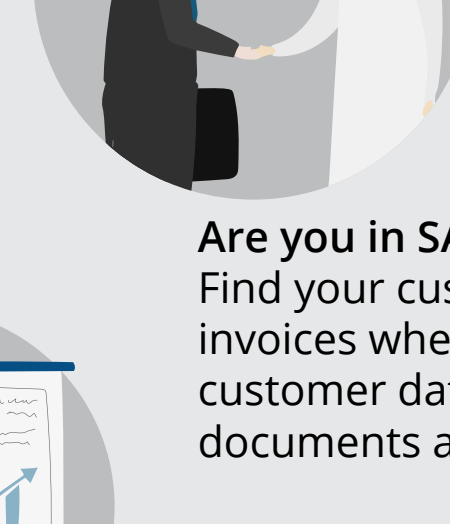
### NO MORE DUPLICATES

As the same content can be found in the right context, there's no longer the need to create and store duplicates in different folders.

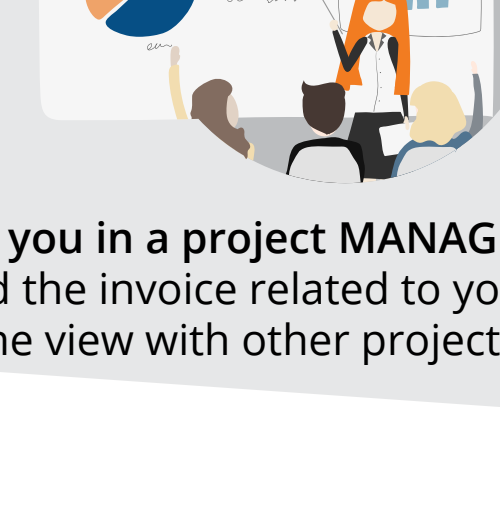
Metadata enables users to search the information in a manner that is most logical to them.



Are you in ACCOUNTS PAYABLE?  
Find all open invoices in one view.



Are you in SALES?  
Find your customers' invoices where other customer data and documents are.



Are you in a project MANAGEMENT TEAM?  
Find the invoice related to your project in the same view with other project documents.

### IT'S DYNAMIC AND EFFICIENT

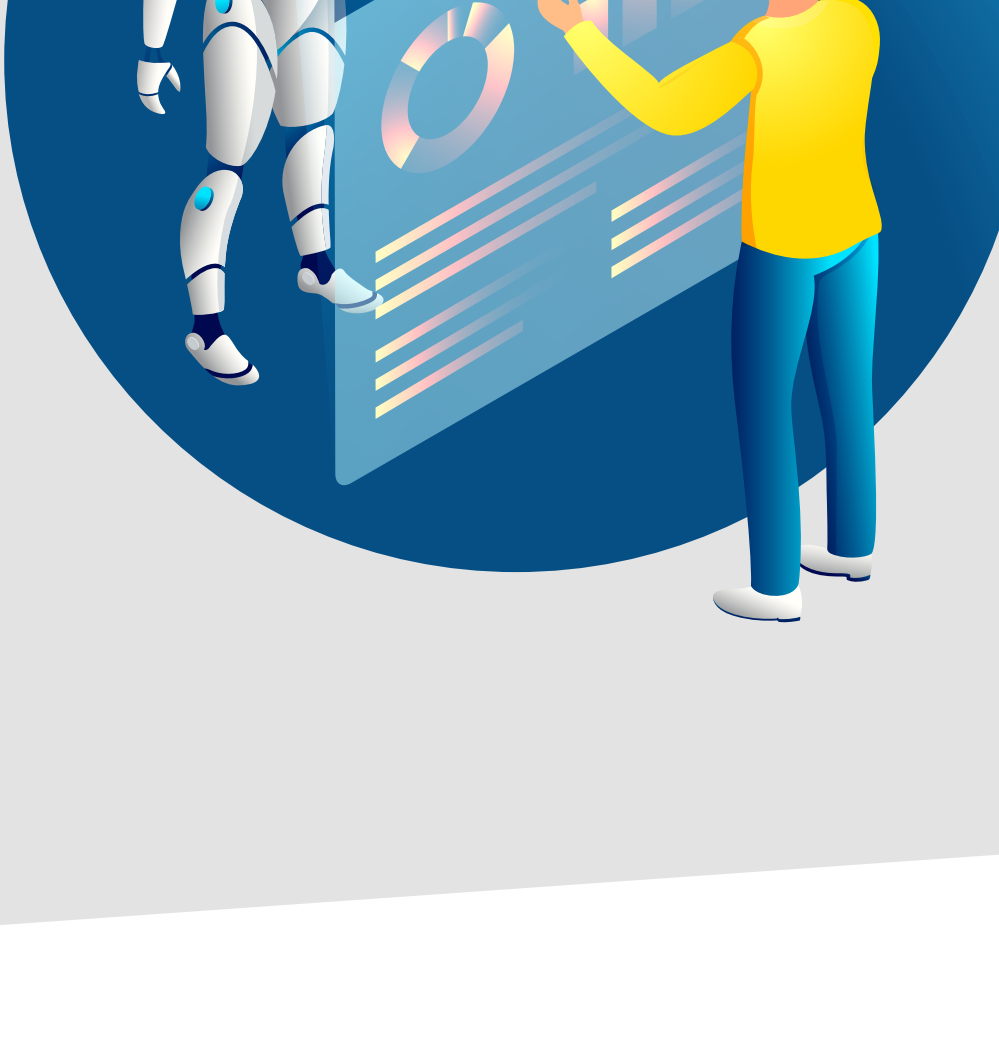
Looking for information with metadata gives you a dynamic view where you easily discover related information assets, making it easier to get the "big picture". In the traditional folder structure, your view is limited by what you can find in that particular folder



### LET AUTOMATIC METADATA MAKE YOUR WORK SMOOTHER

Tagging metadata to your content can be tedious work. However, you can let Artificial Intelligence take care of the strenuous manual tagging and instead, concentrate on your core business.

AI can recognize the class, subject and content of a piece of information and the great part is, the more it is used, the more accurate it will become.



### METADATA CAN BE USED FOR MORE

In addition to giving context and defining tags on content, metadata can be used for other purposes as well.

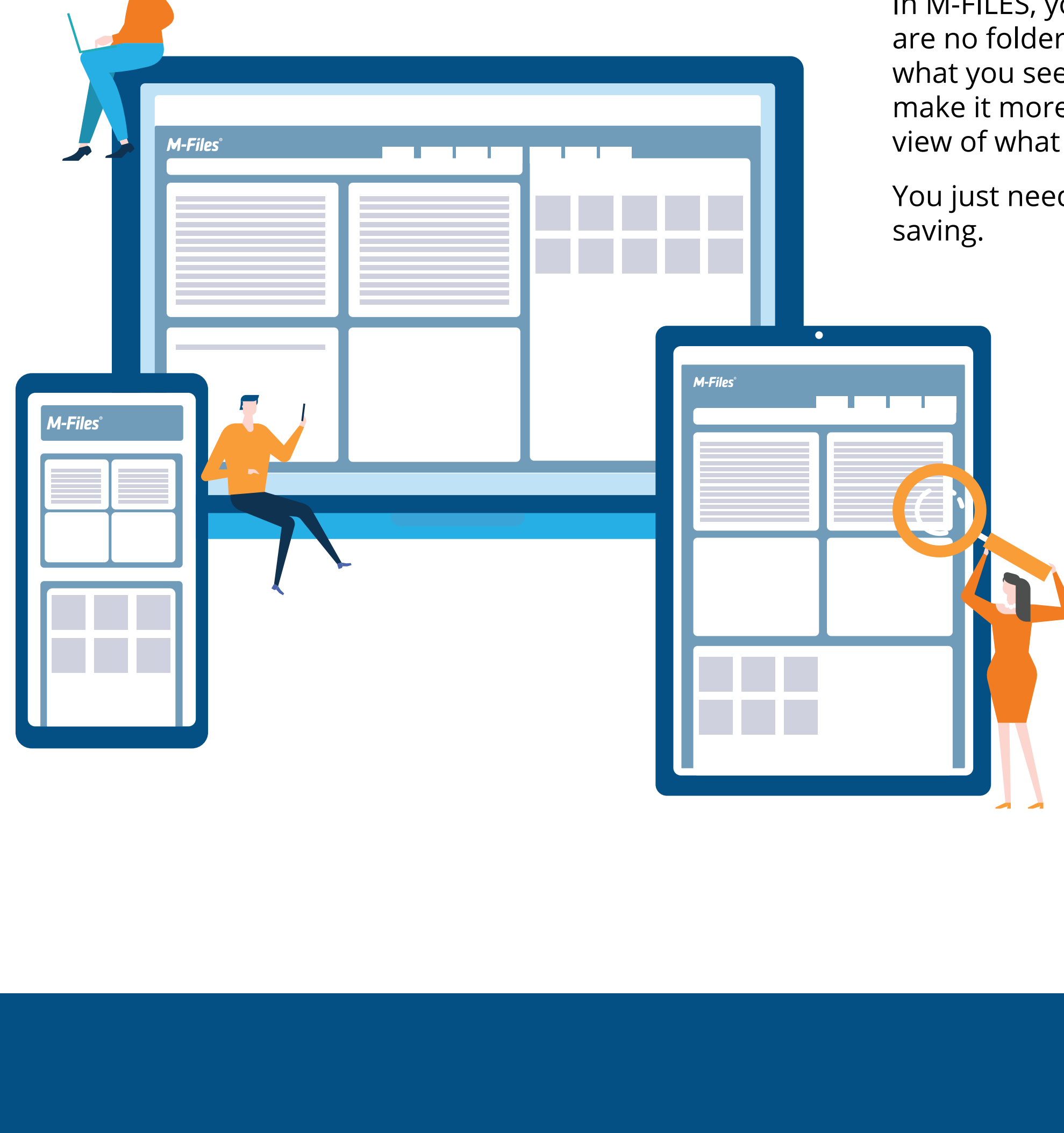
Metadata also provides clarity about the data origins and data histories and ensures workflows and and business processes are properly followed and administered.

For example, archiving with metadata-driven workflows can be automated easily. Additionally, advancing approval processes automatically makes sure deadlines and guidelines are followed.

Metadata makes user and access management much smoother. No more folder-based user rights that keep on requiring manual updates whenever the organization changes. Just use "role-based" rights built on metadata.



# THE M-FILES APPROACH TO METADATA



In M-Files, you can forget all about folders as there are no folders. Everything is based on metadata, and what you see as folders, are actually virtual folders to make it more familiar, and to provide you a dynamic view of what you need

You just need to specify WHAT it is that you are saving.

## AI IN M-FILES

The thing that differentiates M-Files AI from others is the usage of machine learning behind the scenes which means users do not need to change how they do things or take extra steps to train the system.

The Artificial Intelligence and machine learning in M-Files are so intuitive and easy to use that you don't need to be an AI expert to take benefit of them.

AI and machine learning have the ability to reason and discover meaning, as well as learn from past experience.

Moreover, Artificial Intelligence systems can easily churn through large amounts of information to recognize patterns and categories in the data. In M-Files, that ability is put to work to enable new ways to search, find, use and manage information, and add automated workflows to document management processes as well as free up time and resources.