Hot Vendors in Content Intelligence, 2025

Leveraging AI to Gain Better Actionable Intelligence from Agreements

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SUMMARY

The Enterprise Content Management (ECM) market is undergoing a fundamental transformation driven by Artificial Intelligence, shifting from passive content storage to active Content Intelligence. This evolution is compelling enterprises to modernize legacy systems to unlock the strategic value hidden within their vast, unstructured data repositories. The vendors leading this charge are differentiating themselves through the integration of generative AI, intelligent assistants, and robust security, creating a new competitive landscape.

Definitions:

Digital labor refers to the AI-enabled computer systems (assistants, agents, agentic systems) that are used to support automation of tasks that were formerly performed by humans. Digital labor may emerge in the form of logical entities; embedded in software applications and systems. Digital labor may also take a physical form as robotics.

Hybrid workforce refers to the combined workforce that includes human labor and digital labor.

Autonomous agents are sophisticated software entities designed to perceive their environment, make decisions, and act independently to achieve specific goals without direct human intervention.

Agentic systems are comprised of multiple autonomous agents working in a coordinated fashion to achieve a common objective. Agentic systems will work with other agents, applications, humans, websites, data, etc. to accomplish their goals and tasks.

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Introduction

For decades, enterprise content has been accumulating in digital archives, often treated as a necessary but inert byproduct of business operations. While records management and archiving remain essential functions, a significant market shift is underway. The proliferation of Artificial Intelligence, particularly Generative AI and Large Language Models (LLMs), has imbued enterprise content with unprecedented strategic value. Content is no longer just a record to be stored; it is the fuel for AI engines that can drive revenue, mitigate risk, and dramatically improve operational efficiency.

This shift marks the emergence of Content Intelligence, a discipline focused on using AI to understand and act upon the information in documents, images, and videos. This note will examine the current state of this evolving market, identify the key trends shaping its future, and analyze how enterprises can leverage Content Intelligence to gain a competitive advantage. We will also highlight the characteristics of the providers at the forefront of this transformation, who are redefining what is possible in enterprise content management.

The Current State of Content Intelligence

The Content Intelligence market is at a pivotal moment, defined by a significant gap between opportunity and capability within many organizations. The "age of AI is here," presenting enterprises with both a challenge and an opportunity.

The challenge is the persistence of legacy content repositories. A substantial portion of valuable enterprise content, including contracts, customer communications, and proprietary research, remains locked in aging, siloed systems. These platforms were designed for storage and retrieval, not for the dynamic analysis required by modern AI. Their rigid architectures hinder the application of Content AI, rendering the information within them "dark"—indexed, perhaps, but not truly understood. Organizations continuing to pay maintenance for these stagnant platforms are incurring a significant opportunity cost by failing to leverage the intelligence within their content.

The opportunity lies with a new generation of modern, AI-ready content platforms. A growing number of providers have re-architected their offerings to be cloud-native, open, and deeply integrated with AI. These platforms are designed not just to store content, but to make it accessible for analysis by LLMs and other machine learning models. This

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creates a day of reckoning for legacy providers; those who have not modernized their offerings with robust AI capabilities and enhanced security face replacement.

Market leaders are actively integrating powerful AI tools, transforming their platforms into hubs of enterprise intelligence. Consequently, the real bottleneck is no longer just the technology itself, but the willingness of internal IT and business teams to migrate away from outdated systems and embrace a new, intelligence-based approach to content.

The Proliferation of Intelligent Content Assistants and Agents

A primary driver of the Content Intelligence market is the rapid maturation of Intelligent Content Assistants (ICAs) and the emergence of specialized Content Agents. These tools are moving from novel features to fundamental components of the modern content platform.

Intelligent Content Assistants are AI-powered tools designed to help users interact with, summarize, and generate content. Foundational capabilities like document summarization and generation are becoming standard, addressing information overload and accelerating decision-making. Leading providers have integrated ICAs into their platforms, allowing users to distill lengthy reports into concise summaries or easily draft effective communications. Looking ahead, the key differentiator will be the ability for enterprises to create custom generative models by training them on their own unique, proprietary data, a "bring-your-own-data" paradigm that major AI platforms are enabling.

Beyond assistants, the market is now seeing the arrival of Content Agents. While assistants help humans, agents are designed to perform specific, autonomous tasks within a document lifecycle. An agent might be tasked with automatically generating an invoice, routing it for payment, and archiving it in the ECM system. When multiple agents work in concert—for example, one agent drafts a contract, a second sends it for review, and a third monitors for signatures: they form an Agentic System. This represents a significant leap in automation, moving beyond simple, linear workflows to complex, dynamic, and intelligent processes. This trend is poised to revolutionize how forms are automated, shifting from manual data entry to conversational interviews where an agent generates the required form on demand.

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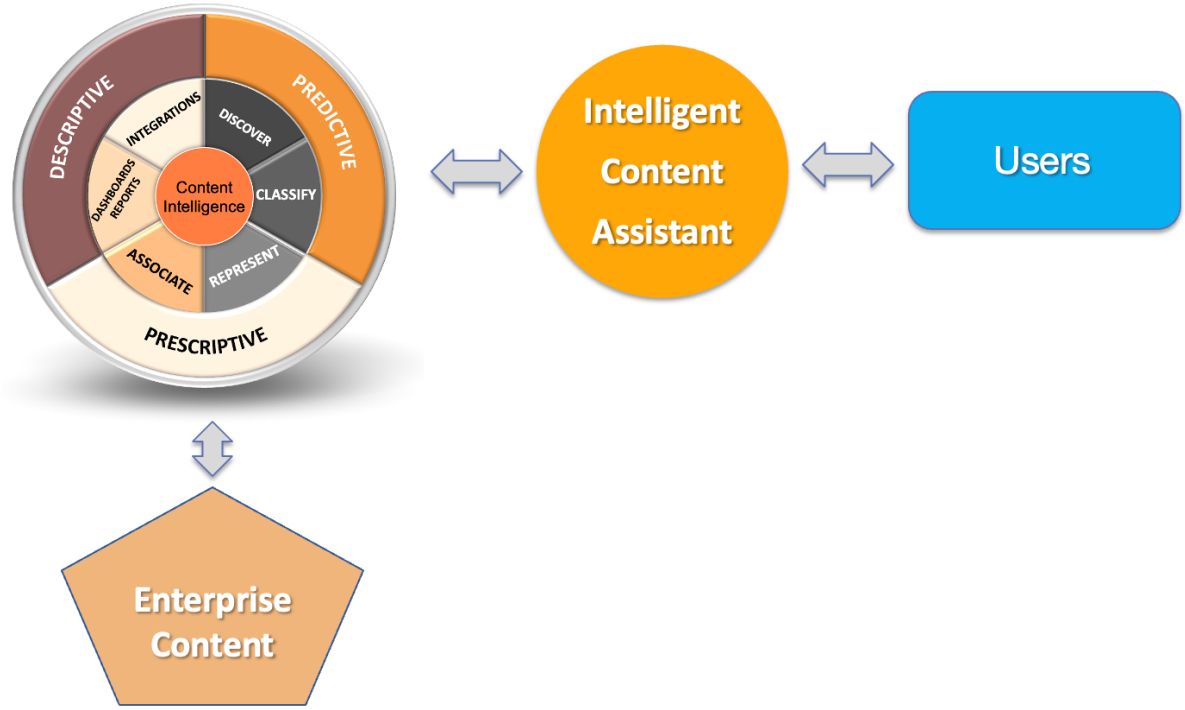

Figure 1: An example of how Content Intelligence works with legacy Content repositories and Intelligent Content Assistants.

The Evolution of Search to Conversational and Reasoning-Based Interfaces

The integration of Generative AI is fundamentally reinventing one of the most basic functions of content management: search. The market is rapidly moving from traditional keyword-based queries toward conversational interfaces that can understand user intent and perform deep reasoning.

Historically, finding information required users to understand Boolean logic and specific query languages. The new paradigm, powered by Conversational Search, allows a user to ask for what they need in natural language. For example, instead of searching for keywords, a user can ask an Intelligent Content Assistant, "Find all contracts signed with Acme Corp in the last quarter that contain a non-standard liability clause." The assistant can understand the request, locate the relevant documents, and present the information.

The next evolution, which is expected to become prevalent by 2026, is search powered by deep reasoning. This capability allows the AI to perform complex, multi-step analysis based on a user's prompt. A search could be as complex as, "Analyze all customer feedback from the past six months and identify the top three complaints related to product delivery, then summarize the findings in a memo." This moves search from a simple retrieval function to a powerful analytical tool. This trend places significant pressure on iECM providers to invest heavily in all aspects of AI to enable these modern

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search capabilities. Providers who fail to offer a modern, Generative AI-based approach to search risk being replaced by those who do.

The Convergence of Content Security and AI

As content becomes more valuable and AI makes it more accessible, security has emerged as a critical, non-negotiable requirement. Traditional, perimeter-based security like firewalls is no longer sufficient in a world of sophisticated cyberattacks, insider threats, and ransomware. Attackers are now targeting the content itself, exploiting vulnerabilities in documents and file-sharing platforms.

The new imperative is for AI-enhanced content security. This involves a modern approach where AI models learn to identify risks and AI agents actively protect content. For example, an agent could detect anomalous access patterns—such as a user suddenly downloading an unusual volume of sensitive documents—and automatically block access or alert an administrator. Another application is securing content "in-flight" during a transaction or workflow process.

Certain providers are heavily focused on this area, offering capabilities that transform documents into rights-protected files where the sender can control viewing access, duration, and sharing even after delivery. Their AI-infused frameworks can even forensically identify attempts to view content on compromised devices and preemptively lock the content before it is exposed, effectively "killing leaks before they become breaches." This fusion of AI and security is becoming so critical that it is predicted by year-end 2026, legacy ECP providers who have not modernized their security offerings will likely be replaced. Key security features that enterprises must evaluate include robust encryption, digital identity verification, watermarking, content wiping, and detailed audit trails.

What Are the Key Elements of this Market?

Intelligent Enterprise Content Management, the market that houses Content Intelligence, is defined by its capacity to make the entire document lifecycle more intelligent and automated. This is achieved through a combination of core capabilities and emerging AI-powered features. The key elements include:

- **Content Management:** The foundational layer for storing and organizing documents, video, and images. This includes traditional functions like records management and version control, now enhanced for accessibility by AI.
- **Workflow Automation:** The ability to automate content-centric business processes. Modern platforms are shifting from complex coding to low-code or no-code interfaces, allowing business users to design and manage workflows more easily.

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- **Content Analytics and Intelligence:** This is the core of Content Intelligence. It represents the move from simple keyword tagging to true **document understanding**. Powered by Content AI, systems can now read and comprehend entire documents, extract key information, and identify patterns or risks without relying on metadata. This also extends to computer vision for analyzing images and video.
- **Intelligent Content Assistants:** As discussed, these are generative AI tools that help users summarize existing content and generate new content, all through a conversational interface.
- **Content Agents:** These are autonomous or semi-autonomous AI programs designed to execute specific, role-based tasks within a workflow, such as extraction, routing, or archiving.
- **Content Services and Integrations:** A modern platform must be open and extensible, offering robust APIs and connectors. This allows it to federate content from multiple repositories and integrate seamlessly with other line-of-business applications and major productivity suites.

How Is the Market Evolving?

The Content Intelligence market is evolving along several key architectural and strategic dimensions, moving far beyond the on-premise, monolithic systems of the past.

First, there is a clear architectural shift toward **hybrid and edge computing**. While the cloud offers scalability, it is not always the optimal location for all content or AI operations, especially given the cost of moving massive data volumes. Enterprises are adopting hybrid strategies that keep extensive archives in local data centers while using the cloud for active content and applications. More critically, for AI to be effective—particularly with rich media like video—the processing often needs to happen closer to where the content is created, at the "edge". This reduces latency and bandwidth costs, enabling real-time analysis for applications like intelligent document capture in a branch office. Modern ECM solutions must therefore support distributed processing across a hybrid environment.

Second, the market is moving from a focus on individual features to integrated, intelligence-based platforms. The old analog process of manual signing and keyword searching is replaced by a new architecture where Content Assistants, conversational search, and security agents work together holistically.

Finally, the vendor landscape is evolving through both consolidation and innovation. While established players have expanded through acquisition, the true battleground is now centered on AI innovation. The most effective way for providers to advance is by partnering with leading AI platforms, embedding their powerful AI models directly into core content offerings. This evolution is forcing a reduction in the number of vendors

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within an enterprise, as organizations consolidate on platforms that offer a clear and comprehensive AI roadmap.

What Is the Role of AI in this Market?

AI is the central, transformative force in the Content Intelligence market. Its role is to elevate enterprise content from a static, passive archive into a dynamic, strategic asset that actively contributes to business outcomes.

The primary role of AI is to enable document understanding. In the past, computer systems could index content based on keywords but could not comprehend its meaning, context, or nuance. With deep learning and Generative AI, algorithms can now read and understand documents. This unlocks immense value by making previously "dark" content discoverable and actionable. For example, AI can analyze thousands of legacy contracts to identify non-compliant clauses or scan customer service emails to detect churn risk.

Furthermore, AI automates and accelerates knowledge work through Content Assistants and Agents. By summarizing information, generating draft documents, and executing routine tasks, AI frees human workers to focus on higher-value strategic activities. The ability to create custom AI models trained on an organization's specific data enables highly specialized and accurate content automation, a profound shift from generic AI applications to deeply integrated, enterprise-specific intelligence.

Finally, AI is redefining user interaction through conversational interfaces and reasoning. It removes the friction of complex search queries. It empowers users to analyze vast content libraries through natural language, making insights accessible to a broader range of business users, not just data scientists.

How Can Enterprises Gain a Competitive Advantage?

Enterprises that proactively embrace Content Intelligence can establish a significant and sustainable competitive advantage. The path to achieving this involves a strategic approach to technology, process, and architecture.

The foundational step is to modernize content infrastructure. The full potential of AI cannot be realized if valuable enterprise content remains trapped in legacy repositories. Organizations must develop a strategy to migrate from these outdated systems to modern, AI-ready platforms. This is no longer a marginal IT decision; it is a business mandate driven by the need to apply Content AI to drive growth and mitigate risk.

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Once content is accessible, enterprises can gain an advantage by leveraging Content Intelligence to:

1. **Uncover Revenue Opportunities:** By applying AI to analyze client communications, past contracts, and support interactions, businesses can proactively identify account upsell opportunities that would otherwise go unnoticed. This transforms the content archive from a cost center into a revenue-generation engine.
2. **Mitigate Hidden Risks:** AI can scan millions of documents to find hidden risks, such as problematic clauses in decades-old contracts or sensitive data that violates compliance regulations. This proactive risk management is impossible to achieve at scale with manual effort.
3. **Enhance Operational Efficiency:** Through workflow automation powered by Content Agents, enterprises can streamline and accelerate countless content-centric processes, from employee onboarding to accounts payable. This reduces manual intervention, minimizes errors, and lowers operational costs.

To achieve this, content architects must collaborate with modern ECM providers to design a future-state architecture that supports AI workloads across a hybrid environment, including the deployment of agents at the edge.

Hot Vendors in AI Agents

There are many technology providers; there are a few that stand out. While not inclusive, this year's Hot Vendors in AI Agents include:

- **Iron Mountain**

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Iron Mountain

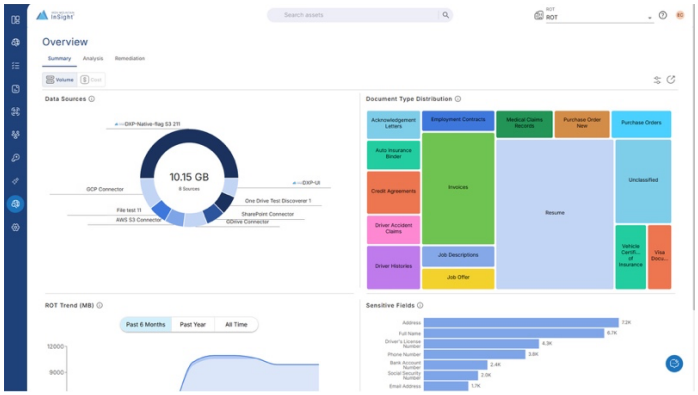

Figure 2: Iron Mountain offers its Digital Experience Platform.

Note 1: Iron Mountain at a Glance

Iron Mountain helps enterprises to transform information into intelligence. Its InSight DXP platform uses a suite of intelligent content and automation tools to turn unstructured data into actionable insights, driving efficiency and compliance.

Location: Boston, MA

CEO: William L. Meaney

Key Offerings: Iron Mountain InSight® Digital Experience Platform (DXP), Intelligent Document Processing (IDP), Content Management, Information Governance

Availability: Available Now
Website: https://www.ironmountain.com/

Iron Mountain, headquartered in Boston, MA, and led by CEO William L. Meaney, is a global leader in information and asset lifecycle management (see Note 1 and Figure 2). Long known for its physical records management, the company has evolved to address modern enterprise needs with its Iron Mountain InSight® Digital Experience Platform (DXP). This offering helps large-scale, heavily-regulated enterprises transform digital and physical data from passive assets to active intelligence.

The InSight DXP is an end-to-end platform that combines Intelligent Document Processing (IDP), Content Management, and Information Governance capabilities. It is designed to automate manual processes using AI-powered technologies for data extraction and classification from unstructured information. Recently, the platform has been enhanced with advanced AI, including generative and agentic AI, to power more sophisticated functions. These new capabilities enable specialized AI agents for HR and invoice processing, such as for recruitment screening and automated three-way matching, as well as a "Chat with Doc" feature that allows users to interact with documents through natural language Q&A.

Iron Mountain's unique ability to bridge the critical gap between physical and digital information management at a massive global scale makes it hot. While many providers focus exclusively on born-digital content, Iron Mountain leverages its extensive experience and footprint in physical asset management to offer an accurate "single-pane-of-glass" view of a company's entire information portfolio. By integrating advanced AI into its InSight DXP, Iron Mountain transforms its role from a custodian of records into an active intelligence partner, helping clients unlock actionable insights from unstructured data and make it "AI-ready" for future initiatives.

Who Should Evaluate Iron Mountain?

Enterprises with complex, hybrid information environments with significant volumes of physical and digital records should evaluate Iron Mountain. Organizations struggling with disparate systems and paper-based manual processes will find InSight DXP's automation and governance capabilities compelling for improving efficiency and ensuring compliance. Furthermore, any company looking to launch a generative or agentic AI strategy should consider the platform as a foundational tool to unify, classify, and govern the vast amounts of unstructured data needed for successful AI implementation.

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Aragon Advisory

- **Treat Enterprise Content as a Strategic Asset.** Conduct a thorough strategic and tactical review of all current Enterprise Content Platform (ECP) providers. This audit should go beyond simple cost and feature comparisons to assess each provider's AI, automation, and security roadmap and capabilities.
- **Prioritize AI Capabilities in Vendor Evaluation.** When selecting a new platform or evaluating an incumbent, place the highest priority on AI functionality. A provider with a minimal or non-existent roadmap for AI, particularly for robust content assistants and a path toward agentic systems, should be considered a candidate for replacement.
- **Make Modernization an Enterprise-Wide Priority.** The modernization of content management repositories is not solely an IT project. Finance, Legal, and all central business units that rely on content should be a significant priority, as they are the ultimate beneficiaries of the unlocked intelligence. Frame the initiative around business outcomes like revenue growth and risk reduction, not just infrastructure upgrades.

Bottom Line

The Enterprise Content Management market has reached an inflection point. Powered by AI, modern ECM is no longer a non-strategic IT function but an essential enabler of the intelligent enterprise. The ability to leverage AI to understand existing content and automate complex processes allows organizations to transform their enterprise content into a strategic advantage. The challenges of accessing critical information locked in legacy document and media repositories are being overcome, paving the way for a more agile and data-driven future. Enterprises that fail to act now will find themselves at a significant competitive disadvantage, unable to harness the transformative power of the intelligence locked within their own information assets.

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