



# How a CCMS enables personalized, consistent, and scalable content experiences



Q&A with **Nick Barber**  
Senior Analyst, **FORRESTER**

We recently hosted a webinar with guest speaker Nick Barber, Senior Analyst at Forrester Research, to explore a Forrester thought leadership study, commissioned by Adobe, titled [Component Content Management Systems: Supercharge Long-form Content for Personalized and Consistent Experiences](#). The on-demand webinar saw an overwhelming response with questions on content creation, management and delivery challenges organizations face, and how a CCMS can alleviate them. Here are Nick's insights on some of those questions.

**Q: How critical do you feel a CCMS is for powering content management? Where does it fit into an organization's content stack amongst DAM, WCM etc., and what benefits does it provide over traditional methods of content management?**

**A:** Content management continues to be a big challenge for organizations, and there are no signs that content demands are going to let up. Businesses need to step up to this challenge and manage content in new ways. Smart organizations have adopted a CCMS as a way to manage their technical documentation for a start. Organizations have an appetite for structured/XML-based authoring. In fact, most of the respondents in our survey (69%) reported that having content in a flexible format like XML enables easy reuse or syndication. In order for a CCMS to be successful, it must be integrated with a traditional CMS and DAM system to pull in relevant content and assets.

**Q: Can a CCMS be leveraged to good effect for both internal employee content and external user-facing content? More particularly, can it serve broader use cases beyond technical content?**

**A:** Technical content is a great place to start, but the capabilities of a CCMS make it relevant to all kinds of content. The top challenges for our survey respondents across the content lifecycle included review and collaboration for content creators and contributors, a lack of a unified content strategy across the organization, and the ability to produce and distribute personalized content. A CCMS can help alleviate all of these challenges. And by taking a CCMS approach to other kinds of content—building it in a structured, modular, and reusable way—it will help organizations unlock speed and scale.

**Q: The research highlights that organizations are expanding adoption of structured XML-based authoring and CCMS solutions. Why is that, and how can these solutions improve ROI of content strategy as well as lower content related risks?**

**A:** Most organizations we surveyed (64%) said that meeting modern content creation demands is a challenge. One of the ways that they can drive content scale is by using content models and embracing structured content. These content chunks can be easily delivered into new formats or assembled in new ways to create new content experiences. Additionally, this approach reduces content related risks. Most of the respondents we surveyed (80%) whose organizations have deployed a CCMS said it eliminates regulatory compliance, reputational, financial, and workforce risks.

**Q: What roles do various functional teams (documentation, marketing, content strategy, CX and IT professionals) play in implementation and usage of a CCMS?**

**A:** Creating engaging content experiences is the responsibility of the entire organization. In our study, we found that there was shared interest and ownership across marketing, CX, IT and documentation teams for a CCMS. Documentation and marketing teams handle the creation and optimization of the content. IT professionals support the implementation and ongoing support of the CCMS, the content modeling, and the XML creation. CX professionals in service and support use the documentation to assist end-user clients. Ultimately, everyone in the organization has a responsibility to deliver better customer experiences and a CCMS helps enable that.

**Q: What role do you see a CCMS playing in content automation and personalization?**

**A:** Content automation enables personalization at scale. When we look at the pathway to personalization, it consists of three key steps. The first is centralizing content into a main repository to establish a single source of truth. The next step is to enrich that content with relevant metadata, often assisted by AI auto-tagging. Finally, the content models can be built and populated with the content fragments that will deliver on scalable personalization goals. Better personalization means better customer experiences, which drive bottom line revenue. In fact, in our survey, 56% of respondents reported improved customer acquisition after implementing a CCMS.

## Adobe Experience Manager Guides

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