

REGION FOCUS: WORLDWIDE

Executive Summary:

The Business Value of Adobe Experience Manager Guides



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Managing business content can be complicated, cumbersome, and expensive, especially for large or complex documents with government-regulated, corporate-regulated, or branded subject matter. Content must be securely delivered via multiple channels, both physical and virtual. It is also likely that the content creation and delivery process involves multiple individuals who are functionally and/or geographically distributed.

One way to effectively manage complex content is by adopting a component content management system (CCMS). Adobe Experience Manager (AEM) Guides is a comprehensive CCMS solution designed to optimize the management of digital content and assets. IDC conducted research that explored the value and benefits for organizations in using AEM Guides to streamline their approach to the creation, curation, reuse, management, and delivery of content. The project included six in-depth interviews with organizations that had experience with and knowledge about the benefits and costs of using AEM Guides. [Read on...](#)

Business Value Highlights


- ↑ **\$3.8M**
average annual benefit per organization
- ↑ **\$30,700**
average annual benefit per user
- ↑ **287%**
three-year ROI
- ↑ **13.9-month**
payback period
- ↑ **17%**
more effective technical writing teams
- ↑ **11%**
more effective creative teams
- ↑ **8%**
improvement for translation managers

On the basis of this interview data, IDC calculates that study participants will achieve average annual benefits of \$3.8 million per organization and a 287% three-year return on investment (ROI) by:

- Significantly enhancing business operations and customer satisfaction via improved quality, management, and timeliness for digital content, leading to better end-user productivity
- Boosting the overall performance and productivity of technical documentation and marketing teams through improved content management capability
- Similarly, improving the work of other teams directly or indirectly supporting these efforts, including translation management, Adobe Experience Manager administration, and IT infrastructure teams

 **17%**
improvement for
administration teams

 **\$875,675**
higher revenue from better
business enablement

 **4%**
more productive end
users

[Read the full white paper](#)



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