



The Business Value of Adobe Experience Manager Guides

Organizations interviewed by IDC were able to enhance the effectiveness of technical writers and creative teams, amongst others, by streamlining their approach to content creation and reuse with the Adobe Experience Manager Guides solution. Improvements recognized by organizations included staff productivity and business-related benefits, resulting in a 3-year ROI of 287% and an average annual benefit of \$3.8M per organization.

KEY RESULTS



\$30.7K
average annual benefit per active user



\$3.8M
average annual benefit per organization



287%
3-year ROI



13.9 months
payback period

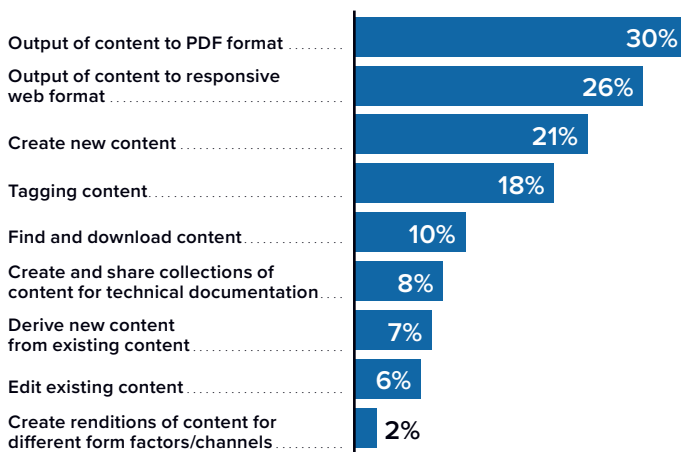
CUSTOMER QUOTE:

“Unequivocally, the number one benefit and advantage of Adobe Experience Manager Guides for my organization has been the level of control that it’s given us over our content and over our ability to directly deliver our content to not only our customers, but all groups, both internal and external, that rely on our documentation.”

CUSTOMER QUOTE:

“Customer satisfaction has increased, as has the satisfaction of how anybody accesses our content. We’re delivering a much better website while being more creative and responsive in how we deliver content. We can respond to the needs of the business more dynamically and the users benefit from this. We produce leaner, better documents.”

Impact of Adobe Experience Manager Guides



CUSTOMER QUOTE:

“Adobe Experience Manager Guides enables everything to be on a single platform, which has benefitted the staff. It’s easier to find content, especially for reuse, in one place, rather than across file servers where teams don’t understand what other teams are working on. It’s consolidated, easily searched and reused.”

Business Benefits

\$876K in higher revenue from business enablement

4% more productive end users

Staff Benefits

17% more effective technical writing team

11% more efficient creative team

8% benefit for translation managers

17% improvement for administration teams