

A component content management system must be an important consideration for any organization's digital business strategy.

From Siloed Content to Streamlined Workflows: How a CCMS Powers Digital Transformation

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Introduction: The Case for a Component Content Management System

Content is the lifeblood of a business, and the technology and systems that increase the efficiency of content-centric business processes are a critical component of business transformation strategies. However, according to recent IDC research in North America, 14% of organizations report that content-centric workflows are still paper based and manual, or simply digital versions of those paper workflows, with interrupted, manual steps that are highly inefficient. Less than one-third (29%) have at least partly reengineered content-centric workflows. Less than half of organizations have an enterprisewide strategy and the funding to reengineer content workflows supported by a broad portfolio of relevant technologies, fully backed by leadership and IT (source: IDC's *State of Content Services Survey*, June 2023).

In fact, IT decision-makers note that 40% of content is at least somewhat siloed, and it is stored, managed, and accessed through each individual enterprise tool or application. On average, they use seven different vendors' solutions to provide content services to their organizations. On average, 53% of content is unnecessarily replicated (i.e., copies are made by multiple people for various purposes).

A critical technology to alleviate these concerns is a component content management system (CCMS). A CCMS centralizes content and provides a single platform for managing business documents, especially those that are long, complex, frequently updated, translated, and highly regulated. A CCMS enables greater control and reuse. In the survey mentioned previously, 49% of IT decision-makers reported investing in a CCMS in the past year and another 36% have investments planned in the next 12–18 months.

AT A GLANCE

KEY STATS

- » 40% of content is at least somewhat siloed, and it is stored, managed, and accessed through each individual enterprise tool or application.
- » On average, 53% of content is unnecessarily replicated (i.e., copies are made by multiple people for various purposes).

Organizations that have adopted a modern CCMS have experienced improved business outcomes, improved customer and employee experiences, increased employee productivity, and reduced regulatory risk. A CCMS can drive operational efficiency and competitive differentiation and must be viewed in the broader context of an organization's overall transformation to a digital business.

What Is a CCMS?

- » **Content** — Content is unstructured data. It can be text, images, audio, or video.
- » **Document** — A document is a container to deliver content to an information consumer. It can be physical (e.g., paper) or electronic. It can serve various purposes, such as communication, instruction, information storage, or legal purposes.
- » **Documentation** — This is a type of document that explains, instructs, or records something, such as user manuals, standard operating procedures, or financial statements.
- » **A component content management system** — This system manages content at a granular level that is modular, structured, reusable, and format free, enabling users to build new content assets quickly and with a high degree of control. A CCMS comprises several elements:
 - **Content authoring:** A user-friendly interface enables the creation of content components and the assignment of metadata and keywords.
 - **Content management:** A central repository for content components and workflow capabilities guide content through the various stages of its life cycle, including component search and discovery.
 - **Content assembly:** Users assemble content with relevant components. This is often supported by a hierarchy/tree/map structure in which content chunks, sometimes called topics, roll up to a structure to form a document, including those used for documentation.
 - **Content delivery:** It is an omni-channel delivery of documents and documentation.
 - **Reporting and analytics:** Content usage and performance are tracked. Detailed analytics are often provided by integration into a dedicated analytics solution.
 - **Componentized — or intelligent — content:** This type of content can be more easily adjusted for different audiences, media, formats, and devices. Content can be made more current, compliant, and personalized, as well as easier to translate into other languages.
- » **Omni-channel delivery** — This is a content production process in which content is created once and can then be adapted and delivered to any (or multiple) output channels concurrently.

Content Challenges

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, including PDFs, web pages, chat streams, and SMS messages (to name a few), in addition to print.

On the receiving end, expectations for timely (or even immediate) and accurate information have increased significantly. Digital transformation has accelerated the pace of business by streamlining processes, improving efficiency, and enabling up-to-the-minute communication and decision-making. Content consumers expect accurate, relevant, and often personalized information in real or near real time. With the rapid advent of generative AI (GenAI), the pace of business will continue to accelerate, meaning that organizations must be nimble — and smart — to keep up and remain competitive.

These challenges become even more problematic for businesses that create, publish, and depend on large, complex documents or documentation with reusable components, all of which they must keep current. It is often imperative for a company to effectively manage its brand across multiple assets, languages, and delivery channels. Content must reach customers, partners, and employees in the right format, at the right time, and in the right place for the organization's specific corporate and industry requirements. Exacerbating these challenges is the fact that subject matter experts, authors, editors, translators, and IT and production staff are often geographically distributed.

CCMS Benefits

The solution for organizations is componentized content and structured authoring facilitated by a CCMS. In a recent survey, IDC asked respondents about the top 3 drivers for adoption of their organization's CCMS. The most important drivers were increased compliance with industry and government regulations; the creation of relevant, up-to-date, and/or personalized content; and the delivery of content through multiple channels (see Figure 1).

The top benefits of CCMS are better business outcomes (i.e., reduced cost and increased revenue), improved customer and employee experiences, increased employee productivity, and reduced regulatory risk.

FIGURE 1: **Drivers for CCMS Adoption**

Q What were the top 3 drivers for adoption of your organization's CCMS?



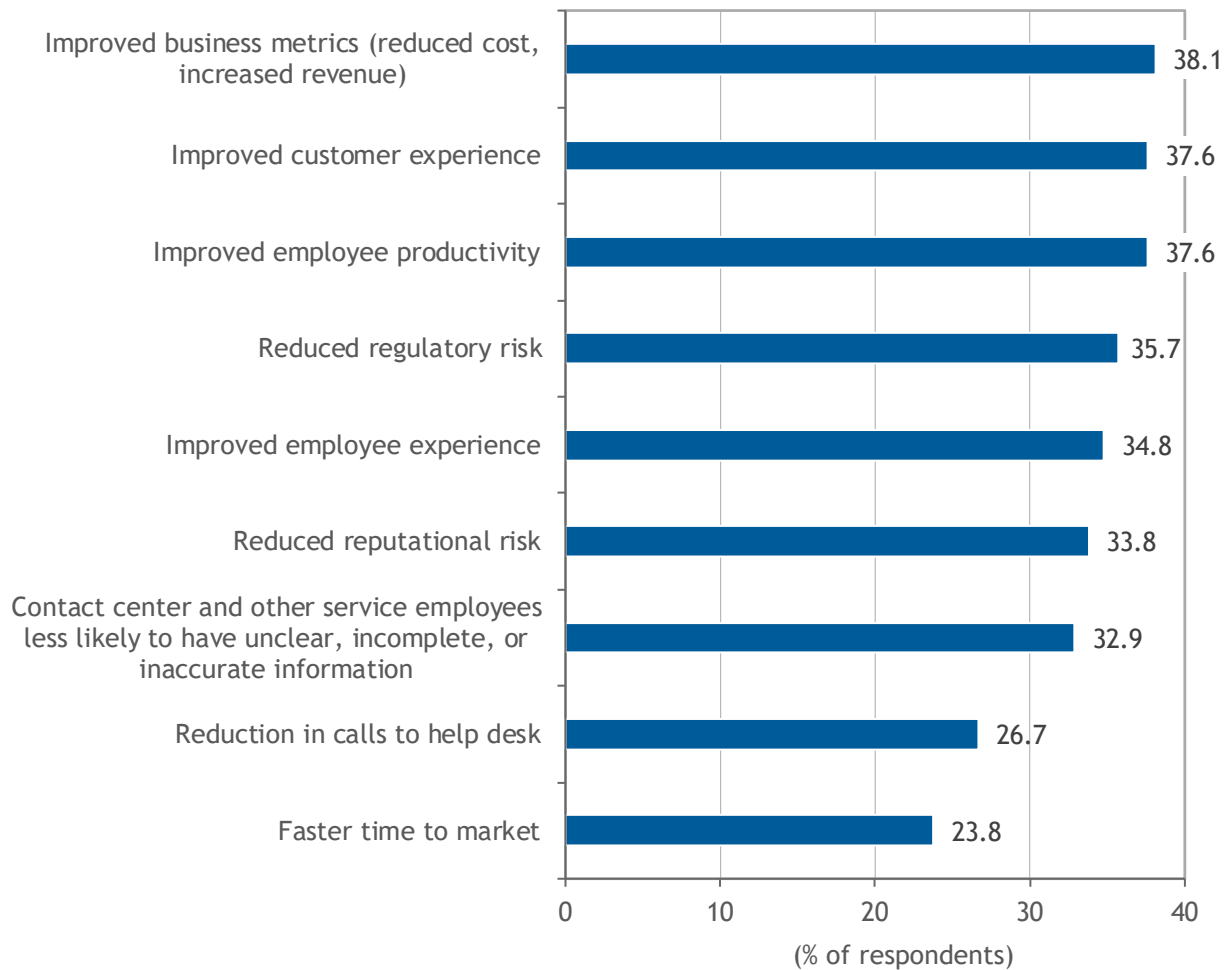
n = 210

Source: IDC's State of Content Services Survey, June 2023

IDC also queried IT decision-makers about the benefits their organization experienced after adopting a CCMS. The top benefits were better business outcomes (i.e., reduced cost and increased revenue), improved customer and employee experiences, increased employee productivity, and reduced regulatory risk (see Figure 2).

FIGURE 2: **Benefits of CCMS Adoption**

Q Which of the following benefits has your organization experienced by adopting a CCMS?



n = 210

Source: IDC's State of Content Services Survey, June 2023

CCMS and Knowledge Management

An additional important use case for a CCMS is knowledge discovery and knowledge sharing. When asked which document types their CCMSs create and manage, 42% of respondents cited knowledge bases and support content. Furthermore, 61% of respondents said that internal knowledge management systems were primary consumers of the content that those systems produced or managed.

A CCMS can significantly improve knowledge management in organizations by offering several advantages:

- » Modular content makes it easier to find, share, and reuse existing knowledge across the organization.
- » Tagging and metadata enable efficient searching and filtering.
- » Knowledge experiences can be personalized by delivering only relevant content.

GenAI will further enable knowledge management using a CCMS by delivering more automated tagging and metadata generation as well as enhanced search capabilities.

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Considering Adobe Experience Manager Guides

Adobe Experience Manager (AEM) Guides is a cloud-native CCMS designed to help documentation and content management professionals create, manage, and deliver long-form content such as knowledge bases, product documentation, self-service help, user guides, and support content.

The main capabilities of AEM Guides include:

- » **Web-based content creation:** A built-in web editor creates granular, presentation-agnostic, and variant-free content.
- » **Structured content management:** This includes capabilities such as content reuse, version management, reference management, search and metadata tags management, translation workflows, and content health reports.
- » **Web-based review and collaboration:** A built-in web-based review and approval workflow allows authors and reviewers to collaborate simultaneously in real time.
- » **Omni-channel delivery:** This facilitates native publishing to AEM Sites and PDFs and content delivery to other touch points such as HTML websites, knowledge bases, chatbots, Internet of Things apps, and customer relationship management platforms.

Native Integration with Adobe Experience Cloud Products

AEM Guides augments the value of Adobe Experience Manager by extending it for managing documentation, support, and knowledge base content. This helps users leverage AEM for end-to-end content management needs across presales and post-sales content. Native capabilities to publish structured content (XML/DITA, topic, or article based) to AEM Sites (Sites page, content fragments, or experience fragments) help users deliver a consistent experience across customer

touch points. Native integration with Adobe Creative Cloud and Adobe Experience Cloud provides access to digital assets within AEM Assets.

In addition, AEM Guides offers integration with Adobe Workfront for content life-cycle management and work automation.

Later this year, Adobe plans to release an integration with Adobe Analytics that will offer comprehensive content consumption reports for AEM Sites output, thus providing actionable insights to authors for improving content quality.

AI

AEM Guides uses AI to provide smart content reuse suggestions during the authoring process. Use cases using GenAI are on Adobe's road map, including an AI-powered authoring copilot and AI-enabled conversational search for AEM Sites output.

Return on Investment

In late 2022, IDC conducted an in-depth study on behalf of Adobe to evaluate the business value of AEM Guides (see *The Business Value of Adobe Experience Manager Guides*, IDC #US49789922, November 2022). The project included in-depth interviews with organizations that had experience with and knowledge about the benefits and costs of using AEM Guides. IDC explored the value and benefits for these organizations when using AEM Guides to streamline their approach to the creation, curation, reuse, management, and delivery of content. By adopting AEM Guides, the interviewed companies observed:

- » 17% more effective technical writing teams
- » 11% more effective creative teams
- » 8% improvement for translation managers
- » 17% improvement for administration teams

Based on this study, IDC calculated 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
- » Improving the work of other teams directly or indirectly supporting these efforts, including translation management, AEM administration, and IT infrastructure teams

Organizations that adopted Adobe AEM Guides achieved a 287% three-year ROI.

Challenges

Despite being a mature technology, the advantages of CCMS have gained minimal visibility beyond the technical documentation teams within many organizations. CCMS offers potential value to other functional areas, including finance, marketing, and customer service. Adobe must continue to educate decision-makers about the benefits of a CCMS, particularly for long, complex, and/or highly regulated documents.

Conclusion

IDC defines a digital business as one in which value creation is based upon and dependent on the use of digital technologies. This definition emphasizes the core principle that digital technologies are not just tools but fundamental drivers of how businesses operate and deliver value. One way to create value in a digital business is by enhancing internal and external processes. This includes streamlining workflows and improving efficiency through digital tools and offering current, easy-to-access information via updated documentation and knowledge bases. A CCMS must be an important consideration for any organization's digital business strategy.

About the Analyst



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Holly Muscolino is the group vice president of IDC's Workplace Solutions, responsible for research related to innovation and transformation in content solutions including intelligent document processing, esignature, imaging and printing, and other content workflow services. Ms. Muscolino's core coverage also includes work transformation, technology and digital skills research, and the role of technology in driving the Future of Work.

MESSAGE FROM THE SPONSOR

Digital transformation is the process to transform an organization with digital technology by building future-ready business processes which thrive on efficiency and agility. In this journey, a CCMS can be a secret weapon for an organization. It acts as a central nervous system centralizing and streamlining content creation, management, and delivery workflows. It saves valuable time and resources freeing them up for other strategic projects, empowers rapid adaptation and accelerates the pace of an organization's digital transformation journey.

Adobe Experience Manager Guides is a cloud-native CCMS which extends the market leading Adobe Experience Manager platform to product documentation, user guides, self-service help, support content and knowledgebases. This allows documentation and marketing teams to manage all digital content pre-sale and post-sale on one platform, i.e., Adobe Experience Manager. It also helps IT leaders reduce total cost of operation (TCO) by optimizing costs associated with managing CMS solutions from different vendors.

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