



ARTICLE

Get your content up to speed.

How high tech is using content and work management to increase the velocity of experience creation.



High tech must put its muscle and might behind delivering innovative experiences that quickly respond to customer needs and behaviors. That's the key takeaway from Adobe's 2022 *Digital Trends Report* for the high-tech industry. To do so, leaders in high tech are prioritizing content and work management to help increase the velocity of experience creation.

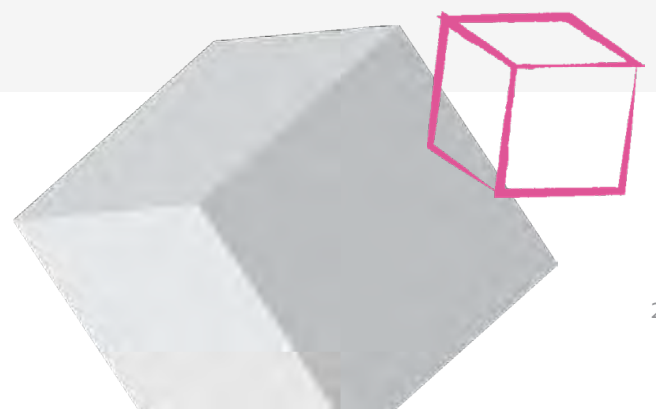
Simply delivering personalized content that's relevant to the customer won't quite cut it where experience creation is headed—into 3D metaverses and shared interactive experiences. Customers are being primed to prefer real, personal, interactive, and connected journeys. And companies need to be able to rapidly and dynamically assemble content to create these experiences.

It certainly raises the bar on customer experience. But it also unlocks a world of possibility for companies on the cutting edge of experience creation—as long as they're prepared with plenty of content that can be configured into personalized experiences that adapt to customers constantly on the move.

“ We're headed into a totally new kind of space. The convergence of physical and digital worlds will go even further. It includes outer space. It includes virtual worlds. It includes exploring our minds and our intelligence. The internet will break free from our devices and be all around us. It unlocks opportunity.

Cathy Hackl

Co-Founder & Chief Metaverse Officer, Journey



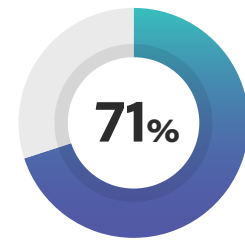
Go beyond personalization into the personal.

There's no question that customers want personalization. We've got lots of data on how they've come to expect it.

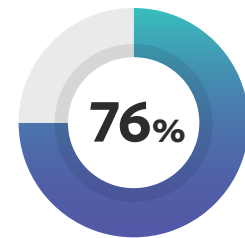
McKinsey also found that the fastest growing companies drive 40% more of their revenue from personalization than slower growing companies. The moral of the stats—the more personal you get with the content you present and the experiences you create, the better your performance and your outcomes.

Engage with empathy.

Companies in the lead understand each customer well enough to deliver what they want, almost before that customer knows they want it.



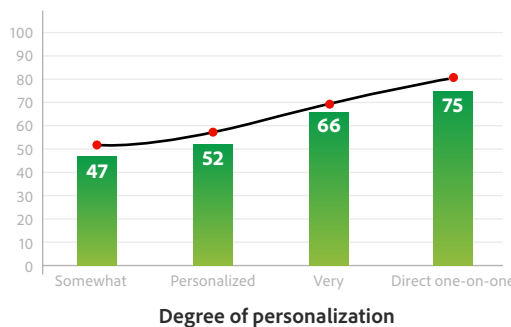
of consumers expect companies to deliver personalized interactions.



of consumers feel frustrated when these expectations aren't met.

Source: McKinsey & Company

B2B companies that personalize more closely to the individual are more likely to have gained market share.

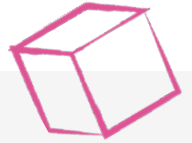


Percentage of respondents that indicate that market share in the last 12 months has increased more than 1% compared to their peers.

Source: McKinsey & Company



As we move toward a more immersive world, brands must innovate with empathy and show customers that they're in touch with what they as individuals value most. Your latest software solution might be the best thing since 5G, but not every customer is going to want it. You need to know that in advance so you can help them get the niche product or service they need and save the upsell package for your partners who really want it.



“ Increasingly, we're using the digital world to do things that we once only did in the physical world. The ongoing conversation on the metaverse reflects the fact that the distinction between what people do in the physical and virtual worlds is blurring.

Shantanu Narayen
CEO, Adobe

A grey geometric shape, possibly a stylized letter 'A' or a folded piece of paper, with an orange dot on its lower left side. A thin, dark curved line extends from the dot towards the bottom left corner of the page.

Make every experience friction free.

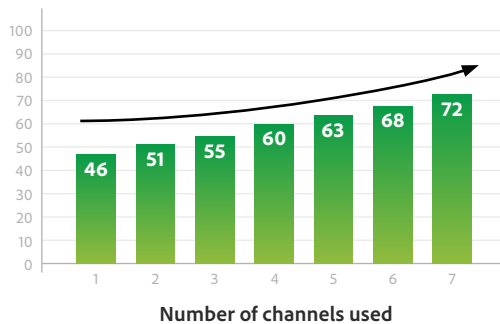
According to International Data Corporation (IDC), advances in content management technology in the coming years will focus not only on improving personalization but also on reducing friction between companies and customers. We're all too familiar with repeated requests for information we've already provided—with unclear directions and inconsistent messaging, non-targeted, irrelevant content, no option to select our preferred method of communication, and little-to-no self-service options. These friction points communicate to the customer that you don't value them enough to use their data to create the relevant, helpful experiences they've come to anticipate.

High tech must deepen relationships with customers by orchestrating fluid experiences so that every interaction feels connected, authentic, and free of friction.

Show up for everyone, everywhere.

Companies that are gaining market share are also able to sell and engage through more channels—and keep it up as they scale.

B2B companies that enabled purchase over more channels grew market share at a faster rate.

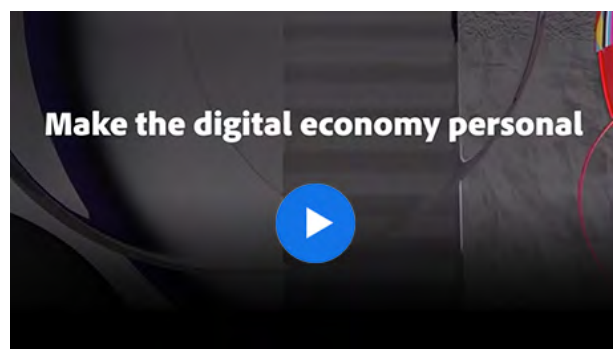


Percentage of respondents that indicate that market share in the last 12 months has increased more than 1% compared to their peers.

Source: McKinsey & Company

High tech caters to a broad ecosystem of players—customers, developers, partners, employees—all in different roles, across different regions, and with different content needs. And the number of buying channels is only increasing. Email, in-person, and mobile apps are now joined by supplier websites, procurement departments, e-procurement portals, video conferencing, web chat, and more. But if any industry can pull off real-time, empathetic responses across commerce channels, it's high tech.

Check out this short snippet from Adobe Summit 2022 as Adobe CEO Shantanu Narayen reveals more of what it takes to make the digital economy personal.



It takes content to make personalization go right.

To get the right experience to the right customer at the right time, you of course need to create those experiences. And you'll need a wide variety of experiences to meet the needs of your diverse audience, otherwise you run the risk of boring customers with generic exchanges that don't inspire confidence or loyalty. Factor in the rapidly changing world of high tech, and experiences can quickly become obsolete. This means high-tech brands need a way to quickly create and repurpose content—the building blocks of experiences—regardless of format or channel.

The top 5 content challenges.

IDC ranks keeping up with demand as the number one content management challenge. Research shows that more than half the workweek is dedicated to content creation and management in response to the increased demands of multichannel experiences. It's no wonder then that high-tech leaders are investing in content and work management solutions that automate, streamline, and accelerate their content creation and business processes.

29% Keeping up with the demand for new content

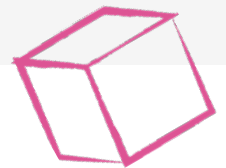
26% Understanding what resonates with audiences

25% Creating and managing metadata

24% Speed to publish content to channels and devices

24% Entering knowledge base items

Source: IDC



Create content faster with modern content management technologies.

High-tech businesses must increase the efficiency and sophistication of their content and work management to deliver the personalized experiences customers expect. Your content management technologies should be able to respond to first-party and second-party data collected in real time and rapidly adjust content with each new consumer interaction. The solution is a modern content management system (CMS) that can work in conjunction with a fully integrated work management system.

Content management built for scale.

Future-proofing your content management so it meets the experience expectations of today and the metaverses of tomorrow requires a flexible, cloud-friendly CMS. It should be able to integrate with multiple platforms, including commerce solutions, and work seamlessly with your data and insights system so you can adapt content easily and deliver remarkable digital experiences for any device and any channel—across websites, mobile sites, and on-site screens.

“Migrating to Adobe Experience Manager as a Cloud Service has allowed us to redesign and rethink end-to-end architecture and faster time to market in terms of releases—and power reimagined, connected customer experiences.

Shilpa Sardar

Director, Cisco.com Digital Experience, Cisco

The deeper we go into metaverses and immersive experiences, the higher the expectations are for companies to usher content through an ever-growing number of channels, even ones that don't exist yet. A centralized CMS sets companies up to scale with success.

The top CMS benefits.

34%	Improved response to changing market conditions	30%	Increased customer engagement
32%	Increased partner and supplier engagement	28%	Increased employee engagement
31%	New product or revenue opportunities	27%	Redirect resources to higher value tasks
30%	Improved responsiveness to customers		

Source: IDC



Keep content in one place.

A CMS enables experience creators to manage content across its lifecycle. Creating individualized messages for millions of users becomes far more manageable and safeguards against inconsistencies when content is contained in a single system rather than spread across multiple content repositories for email, website, campaigns, and more. You can store all assets in one place and repurpose them across various customer-facing channels when your CMS is integrated with a digital asset management platform (DAM). It's a much more efficient way to standardize content, accelerate content creation, and improve testing and measurement.

Break content down, piece by piece.

It's just not feasible to painstakingly create individual experiences for your numerous customers one by one. One-to-one personalization at the scale of millions—across different markets, geographies, languages, and channels—requires breaking your content down into manageable bits.

Working with modular content speeds up time to market, improves localization, ensures brand and regulatory compliance, and increases efficiency and productivity. Once you have your building blocks stored in a centralized location, you can assemble and reassemble them in many different ways in response to customer profiles that update in real time, customer actions that occur at multiple touchpoints, and current market conditions. Teams can spend more time on content strategy and development and less time on rote, administrative tasks.



IBM finds success by paring down its options.

With over 171,000 assets and 10,500 templates spread across thousands of different content locations, IBM's best content wasn't being seen by customers. Now that content is unified and organized with Adobe Experience Manager, IBM's marketing team can use a handful of reusable templates they created within Adobe Experience Manager Sites to build web pages and unify messaging across the company.

Ari Sheinkin, vice president of global experience engine at IBM, gave Adobe an update on progress. "Marketers who thought this change was going to be incredibly constraining to their creative process suddenly realized how unbelievably freeing it is. They don't have to worry about design and can stay consistent with the IBM brand."

Customers also see the benefits. IBM is better able to localize web content globally in seven languages, and cleaner, more consistent pages with faster load times allow for simpler navigation and an improved customer journey.

With Adobe Experience Manager Sites:

- Marketers can create pages in 45 minutes instead of 3 days.
- Translation happens in 3–5 days instead of 14 days.
- IBM has saved 72% of costs on web page globalization efforts.

Read the full story [here](#).





Go headless.

Having to manage multiple types of content across multiple platforms gave rise to the headless CMS. In a headless CMS, the presentation layer (the head) is decoupled from the content repository (the body). They communicate with each other through application programming interfaces (APIs).

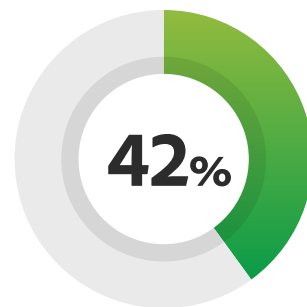
With a headless CMS, you can create content once and from that, you can spin off unlimited variations. It doesn't matter if the style and layout needs of your content vary across different pages of your website, in emails, or on social media platforms. Update the content with reusable content elements and it will adjust the experience to all your owned and unowned web properties, email, social, mobile, and IoT apps, and even digital signage. Plus, marketers and developers can work simultaneously so the right content never stops flowing to customers.

With the help of metadata and tags, you won't need to manually personalize the experience for your distinct audiences. You can program customized content based on metadata and performance metrics to respond to real-time behavioral data and events. And you can do it with the help of artificial intelligence (AI), which uses metadata to predict your customers' content preferences.

Put AI and machine learning to work.

The modern, headless CMS is flexible, cloud friendly, able to operate everywhere data is stored, and powered by intelligent content that is discoverable, reconfigurable, and adaptable.

To overcome content creation gridlock, the IDC recommends integrating automation and intelligence into the authoring process to make it easier and quicker for content contributors to create experiences. AI can automatically distill large blocks of text to fit smaller screens. It's always on the lookout, continuously learning the routes consumers take on their path to purchase and tailoring content accordingly. Gathering insights from analytics, AI determines the best performing combinations of content to support personalization and nudge customers to the next best action. And it measures the impact of your efforts in real time by detecting peaks in traffic and engagement.



of organizations will adopt AI-enabled solutions to improve response times and recommendations that enhance the customer experience.

Source: IDC

A platform for work management.

IDC asked business leaders what their top three priorities are for enhancing content management. Improving content publishing workflow came in at number one. But workflow isn't just managed by a CMS. A smooth, efficient workflow requires the support of work management technology.

A work management solution ensures no task gets missed, such as neglecting to add a digital signature or approve a document, and speeds up time to market with powerful templates, workflows, version control, real-time notifications, and approvals.

Automate workflows and processes in one application.

When work is managed from a centralized hub, teams can design content, respond to feedback, pivot priorities, and measure impact in record time. But perhaps the most important benefit of automating your workflows and processes within a single application is an improved employee experience.

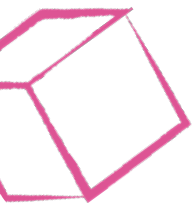
If work flows through multiple communication channels—email, text, video chat, and more—essential information falls through the cracks, priorities become mismanaged, time is wasted, and frustration grows. But when work is managed from a single platform, everyone—from executive leadership to project managers to creatives—stays connected to the overall strategy and can track progress, prioritize their efforts, and see how their work matters on macro and micro levels.

Establishing one place for all requests, standardizing creative briefs, building project templates, and automating the prioritization and assignment of work can help give employees back their time. Responsibilities are distributed more equitably, and that means less burnout. With a solid foundation in place and no blind spots, your team can create more strategically, eliminating restarts or extra revisions.

Allow teams to use the tools they love.

Creating engaging experiences is easier and quicker when your work management solution integrates with your headless CMS. Publishing goes off without a hitch, and metadata stays organized and in sync, as do approvals, assets, compliance, reporting, and visibility into the end-to-end content lifecycle.

A work management application that allows teams to use their tools of choice also increases productivity and employee satisfaction. Content creators can easily review, approve, and publish assets without having to jump from their favorite creative tool to a different application or communication channel.





Esri streamlines and standardizes its workflows.

Esri's marketing team was bogged down with request systems—74 to be exact—before streamlining their work intake process and consolidating them all into Adobe Workfront. Within this new marketing operational system of record, Esri created detailed workflows for email creation and project templates to minimize duplicative work and decrease time to market. Then it reverse-engineered all other marketing processes into automated workflows.

Christina Sullivan, marketing leader at Esri, gave Adobe an update on progress. "Our campaign teams now have full visibility into all aspects of their campaign, including the asset development and channel team's work, via Workfront. This allows campaign owners to focus on the strategic and creative aspects of their campaign to drive a bigger impact."

With Workfront, Esri:

- Consolidated 74 request systems down to 1.
- Reduced marketing collateral approval from 2 weeks to 1.5 hours.
- Saved 16 hours per week by standardizing legal review of localized assets.

Read the full story [here](#).

Adobe can help you turbocharge experience creation.

[Adobe Experience Manager Sites](#) is an AI-powered content management system that lets you create personalized content at scale using a headless approach—decoupling your content from your CMS and delivering it via API to any channel.

[Adobe Workfront](#) is enterprise work management software that connects work to strategy and drives better collaboration to deliver measurable business outcomes. It integrates people, data, processes, and technology across an organization, so you can manage the entire content lifecycle from start to finish.

With Adobe Experience Manager Sites and Workfront driving content management efforts, high-tech brands can build and deliver scalable experiences that wow—and get ready for the metaverse while they're at it.

Explore how Adobe is helping high-tech companies serve with higher value.

[Get details](#)



Sources

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