

Executive Summary:

The Business Value of Adobe Experience Manager Assets



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IDC spoke with organizations about the impact of using Adobe Experience Manager (AEM) Assets, a cloud-based digital asset management (DAM) platform, to maintain, access, and use their digital assets. Interviewed Adobe customers have not only achieved significant operational efficiencies in digital asset management with AEM Assets but also improved their business impact with digital assets in support of their business activities.

Based on interviews with AEM Assets customers, IDC calculates that they will realize benefits worth an annual average of **\$9.04 million per organization by:**

- Winning more business through personalized and more relevant marketing campaigns and improved quality of services
- Lowering the costs of using third-party agencies for creating digital assets and content
- Enabling faster creation and delivery of various digital assets, including net new and renditions
- Leveraging digital assets to work more productively across various line-of-business teams
- Establishing more cost-effective and efficient digital asset management platforms

BUSINESS VALUE HIGHLIGHTS

\$58.4 million higher revenue per organization per year

24% lower spend on third-party agencies

55% faster to launch new marketing campaign

38% higher productivity, teams using digital assets

66% faster to create new digital asset

73% faster to create digital asset from existing assets

53% more efficient digital asset management teams

868% three-year ROI

5 months to payback