Q3 What is your role in your organization?
- 57.19% Writer
- 37.61% Information Architect
- 37.00% Manager
- 32.11% Content Strategist
- 30.89% Editor
- 17.74% Publisher
- 10.99% Other
- 3.98% Technical Support Staff (IT Support)
- 3.67% Customer Services

Q4 What types of content do you develop today?
- 80.06% User manuals
- 57.94% Embedded user assistance (help systems)
- 33.33% Knowledge-based articles
- 28.04% Technical communications
- 26.29% Mobile applications
- 18.07% Other Publications (magazine, books, newsletters)
- 11.01% Training materials

Q5 What tools do you use today to create content?

Q6 What is your role in your organization?
- 88% PDFs
- 67% HTML
- 67% Help
- 59% Print
- 40% Mobile Apps
- 39% Mobile Devices
- 39% YouTube
- 37% Wiki
- 35% Dynamic Delivery
- 32% LMS
- 19% Other

Q7 What percentage of your content do you plan to publish in electronic form (not in PDF) by the end of 2016?
- 33.75% to 50%
- 19.50% to 25%
- 13.62% to 51%
- 11.46% to 75%
- 7.65% to 100%

Q8 Are you publishing the same or different content to mobile devices?
- 37.77% Publish the same content on all devices
- 34.67% Publish the same content on mobile devices
- 23.84% Publish less content on mobile devices
- 3.72% No, we do not publish any content to the Cloud

Q9 Have you redesigned your content for mobile devices?
- 35.33% Yes, we have the same content on mobile devices as on desktop displays
- 24.67% Yes, our websites are the same on all devices
- 20.67% Yes, our content website is designed differently and optimized for mobile devices
- 19.33% Yes, content is restructured and displayed differently on mobile devices

Q10 Are you publishing content to the Cloud?
- 58.31% No, we do not publish any content to the Cloud
- 19.44% Yes, some of our content is now published to the Cloud
- 11.29% Yes, all of our content is now published to the Cloud
- 10.97% No, but we are preparing to publish content to the Cloud by the end of 2016
Following the Trends 2016 – Is your content ready?

Q11 Are you using social media to provide content to your customers?

- Yes, we use Twitter to provide content and direct customers to useful content on our website.
- Yes, we use Facebook to provide content and direct customers to useful content on our website.
- Yes, we use LinkedIn to provide content and direct customers to useful content on our website.
- Other

Q12 Are customers able to contribute content to your information website or portal?

- Yes, but only by adding comments to existing content.
- Yes, but only after the content has been curated by company experts.
- Yes, by contributing their own content to the website or portal.
- Other

Q13 Are the perceived costs of converting content into electronic form influencing the percentages above?

- Prior negative experience with effectiveness of automated conversion.
- Insufficient budget to support conversion.
- Insufficient staff time for converting in-house.
- Lack of knowledge as to how to start a conversion project.
- Other

Q14 Is your content ready to support your digital business requirements over the next two years?

- Yes
- No
- Don’t really know

Q15 If you answered No to the Q14, what barriers to digital conversion are you facing?

- 65.03% Insufficient budget to support conversion
- 63.64% Insufficient staff time for converting in-house
- 27.97% Lack of knowledge as to how to start a conversion project
- 23.08% Other
- 6.99% Prior negative experience with effectiveness of automated conversion

Q16 Are your competitors ahead of you in the type and quality of content they publish electronically?

- Yes
- No
- Don’t know

Q17 What are the shortcomings of publishing your content as it exists today?

- Our search capability needs improvement.
- Customers are unable to assemble topics and produce their own PDFs.
- Our current content does not fully support customers’ needs going forward.
- We need to provide faceted search based on metadata but we don’t have that capability.
- We have so many overlapping versions of the content that customers cannot find the correct information to help them be successful.
- We only develop text and our customers are asking for videos and/or animations.
- Other

Q18 What types of content delivery are your customers asking you to provide?

- Content that is more searchable, possibly using faceted search.
- Learning videos.
- Other

Q19 What are the three greatest impediments to publishing your content in ways that will better meet customer needs?

- We lack time and resources to manage a conversion project.
- Multiple groups control content delivery through various channels.
- Our current publishing tools do not meet our needs or requirements.
- Our content is specifically designed for print and PDF.
- We lack experience with the new technologies.
- We lack management support for restructuring our content.
- We are writing books not topics.
- We have no reuse mechanisms in place (we still use cut-and-paste).
- Other

Q20 What business requirements are driving your move to new delivery mechanisms?

- We are concerned that we must change now or we will be left behind.
- Customers are demanding information in new ways.
- None, we aren’t moving.
- Supporting customers through live phone calls is becoming too expensive.
- Other

Q21 If you are planning to move to new delivery mechanisms, what are you planning to do?

- Develop and convert everything in house.
- Hybrid approach...combination of in-house teams and outsourced services.
- Get training for our in-house team.
- Other

Q22 What do you need to ensure that you can change how you deliver content?

- Better publishing or content management tools.
- Additional staff.
- A compelling story to gain senior management support and funding.
- Support from our corporate technology experts.
- Convincing our staff that change is necessary.
- Help in selecting the right technology.
- Other