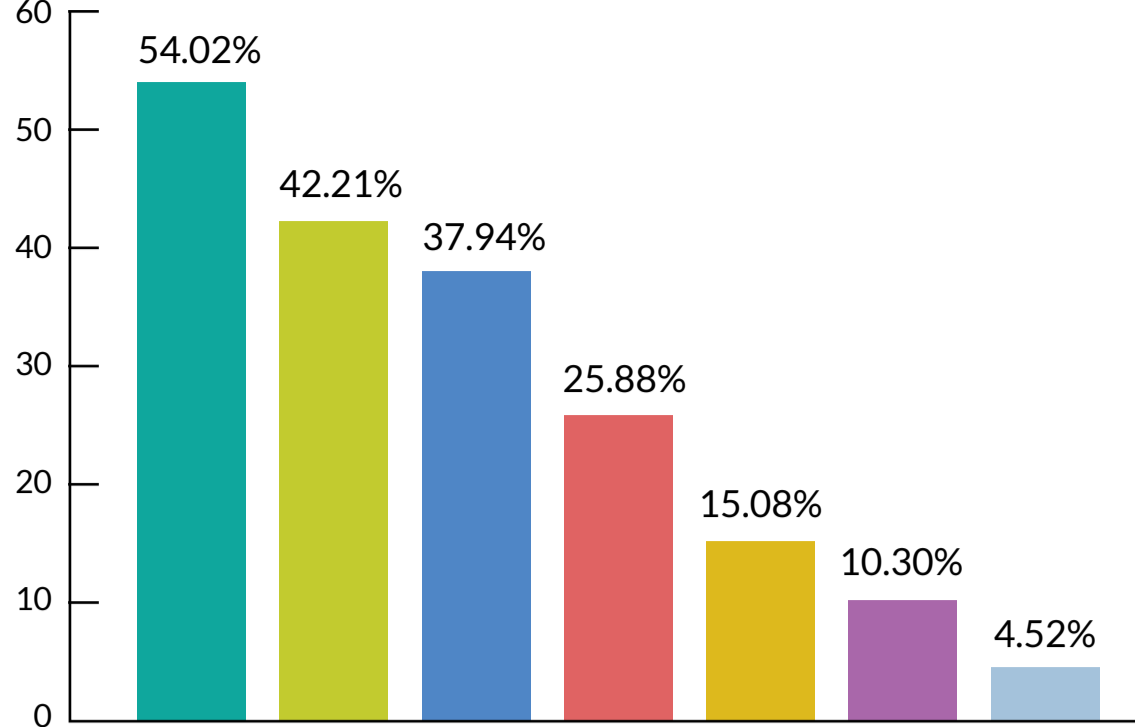


# Following the trends – is your content ready?

2014

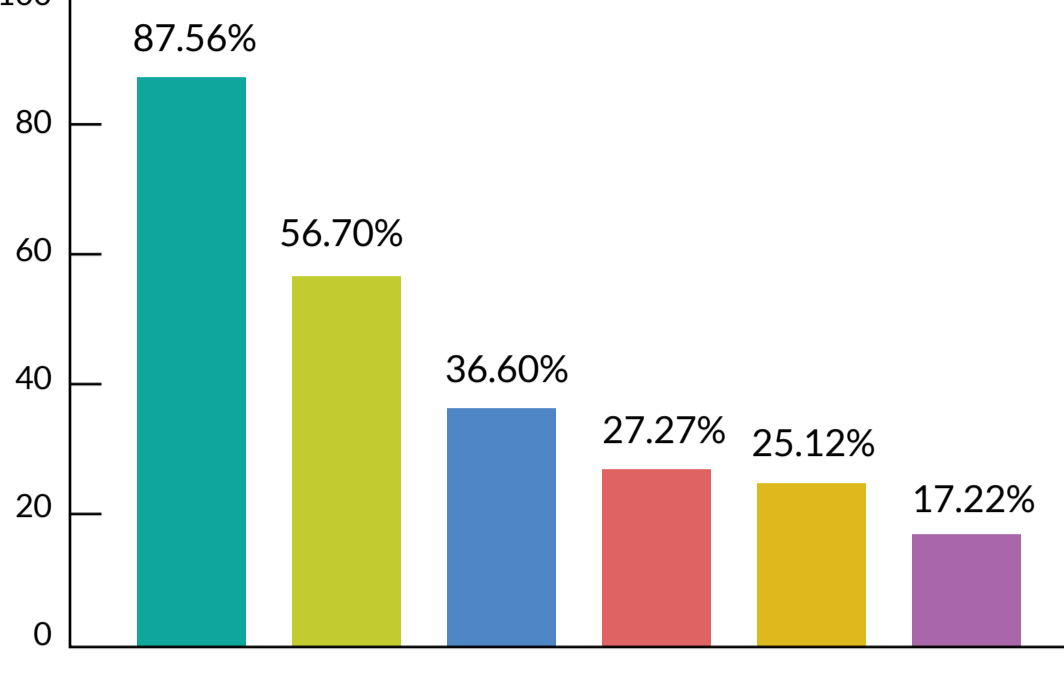
## Q1 What is your role in your organization?

- 54.02% Writer
- 42.21% Manager
- 37.94% Information Architect
- 25.88% Editor
- 15.08% Publisher
- 10.30% Technical Support Staff (IT Support)
- 4.52% Customer Services



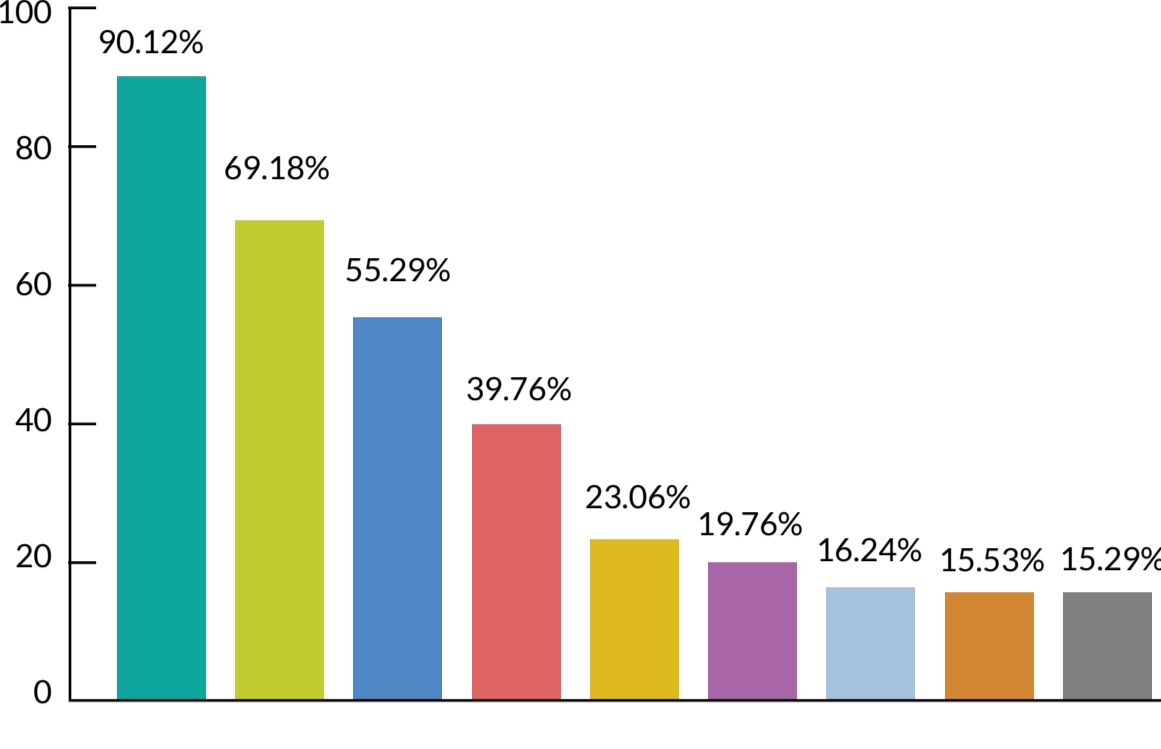
## Q2 What type of content do you develop today?

- 87.56% User manuals
- 56.70% Embedded user assistance (help systems)
- 36.60% Training materials
- 27.27% Video
- 25.12% Other Publications (magazine, books, newsletters)
- 17.22% Mobile applications



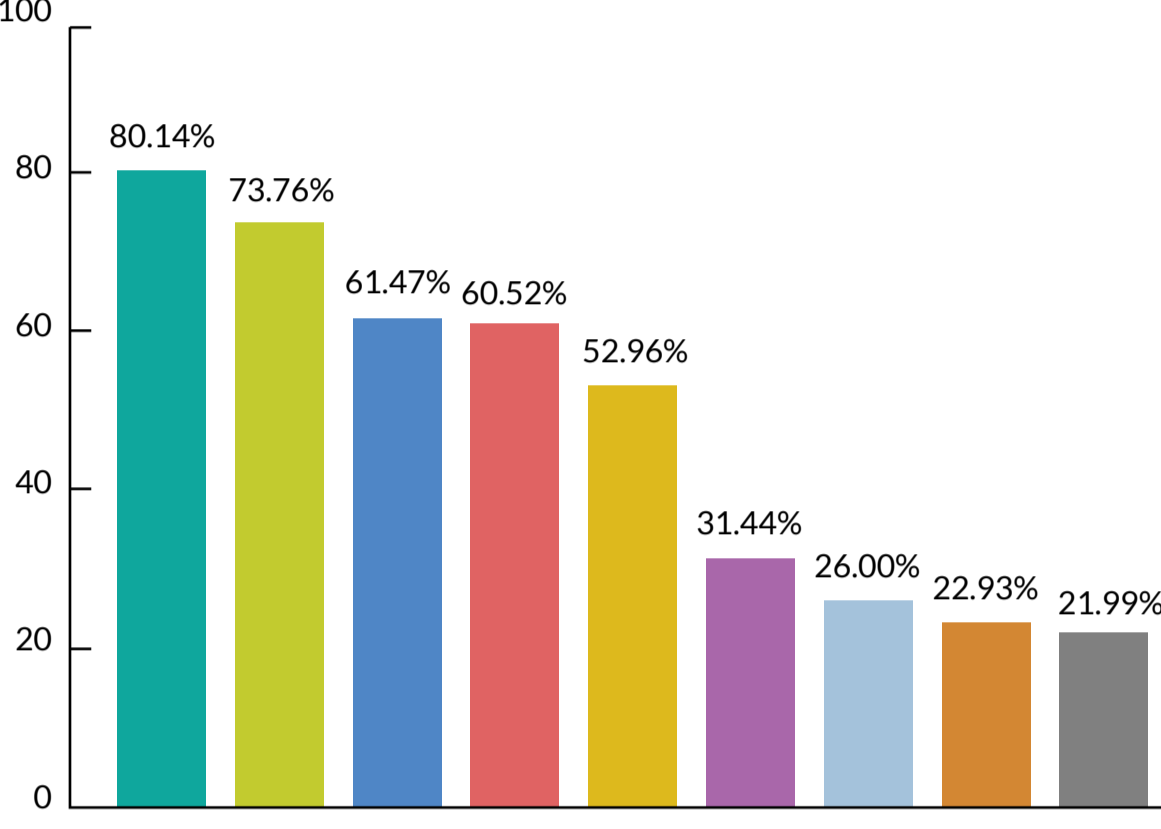
## Q3 How do you publish your content today?

- 90.12% PDFs delivered through the corporate website
- 69.18% HTML content delivered through the corporate website
- 55.29% Embedded user assistance (help)
- 39.76% Print
- 23.06% Mobile devices (eBook, Kindle, phone, tablets)
- 19.76% Mobile applications
- 16.24% YouTube
- 15.53% Learning management system
- 15.29% Wiki

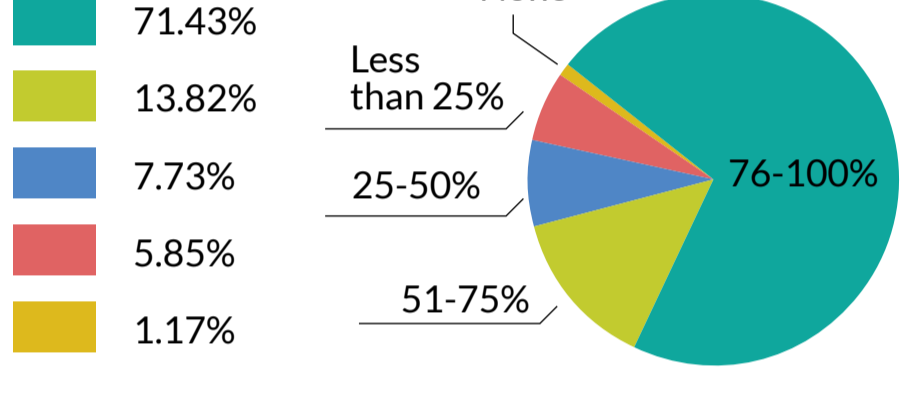


## Q4 How do you plan to publish your content in two to three years?

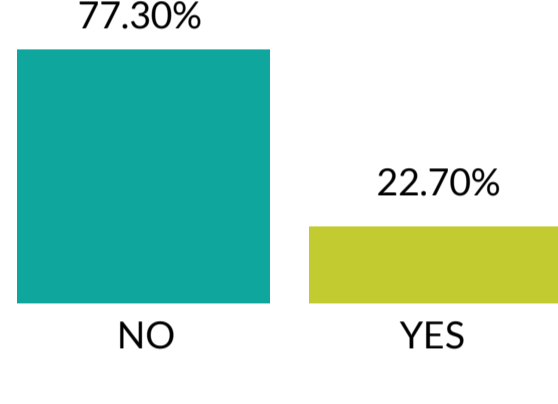
- 80.14% HTML delivered through the corporate website
- 73.76% PDFs delivered through the website
- 61.47% Mobile devices (eBook, Kindle, phone, tablets)
- 60.52% Embedded user assistance (help)
- 52.96% Mobile applications
- 31.44% Print
- 26.00% YouTube
- 22.93% Learning management system
- 21.99% Wiki



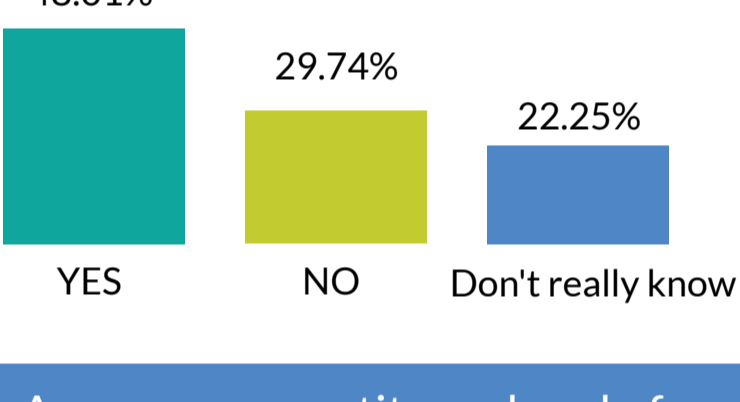
## Q5 What percentage of your content do you plan to publish electronically by the end of 2014?



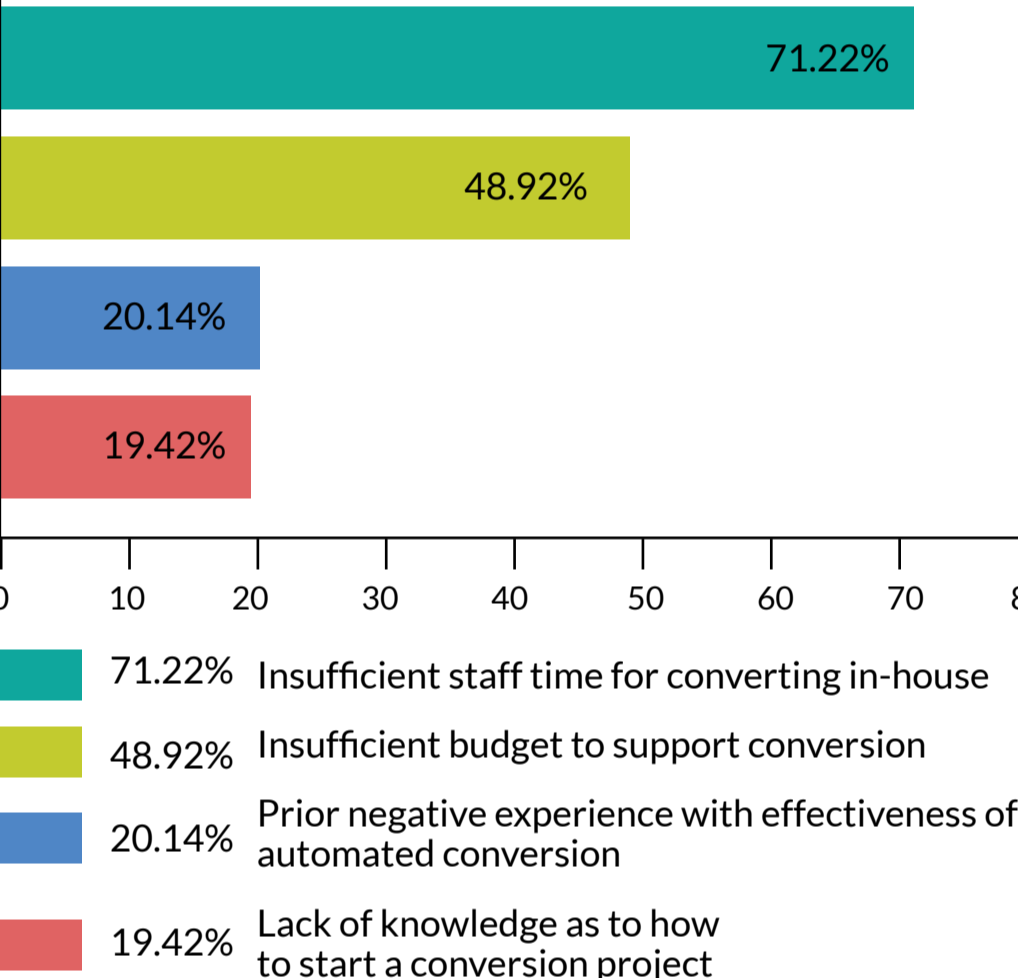
## Q6 Are the perceived costs of converting content into electronic form influencing the percentages (from Q 5)?



## Q7 Is your content ready to support your digital business requirements over the next two years?



## Q8 If you answered Yes to the previous question, what barriers to digital conversion are you facing?

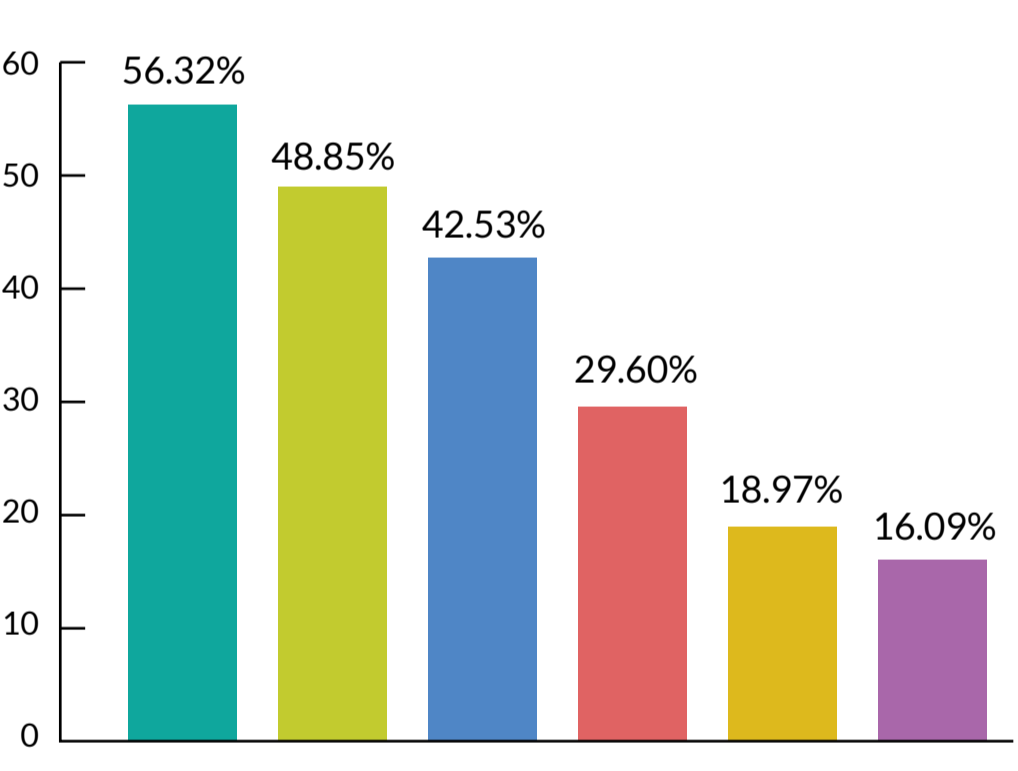


## Q9 Are your competitors ahead of you in the type and quality of content they publish electronically?



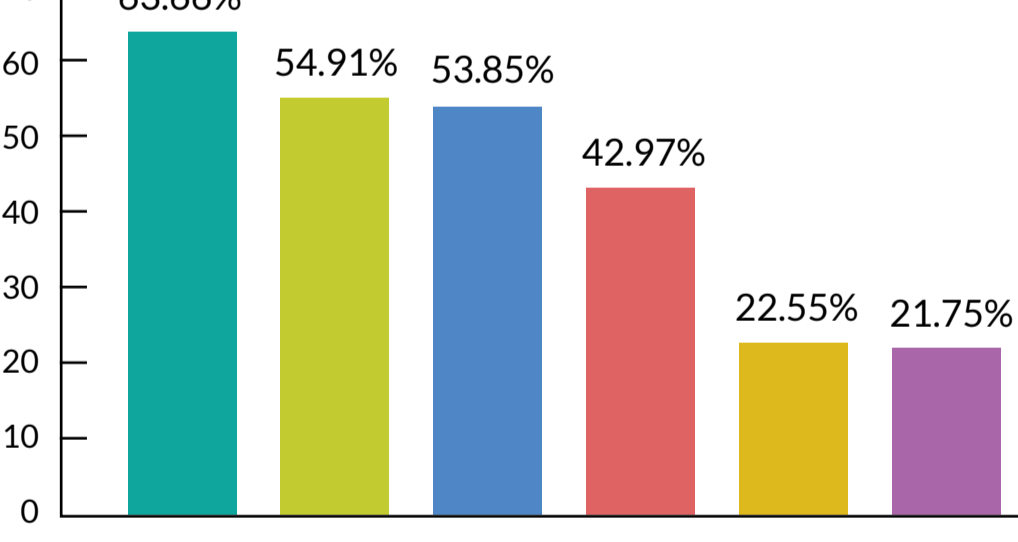
## Q10 What are the shortcomings of publishing your content as it exists today?

- 56.32% Our current content does not fully support customers' needs going forward
- 48.85% Customers want to assemble their own content on demand
- 42.53% We have so many overlapping versions of the content that customers cannot find the correct information to help them be successful
- 29.60% We only develop text and our customers are asking for videos and/or animations
- 18.97% We only deliver PDFs and our customers want topics
- 16.09% Customers find better information on the web than we provide in our content



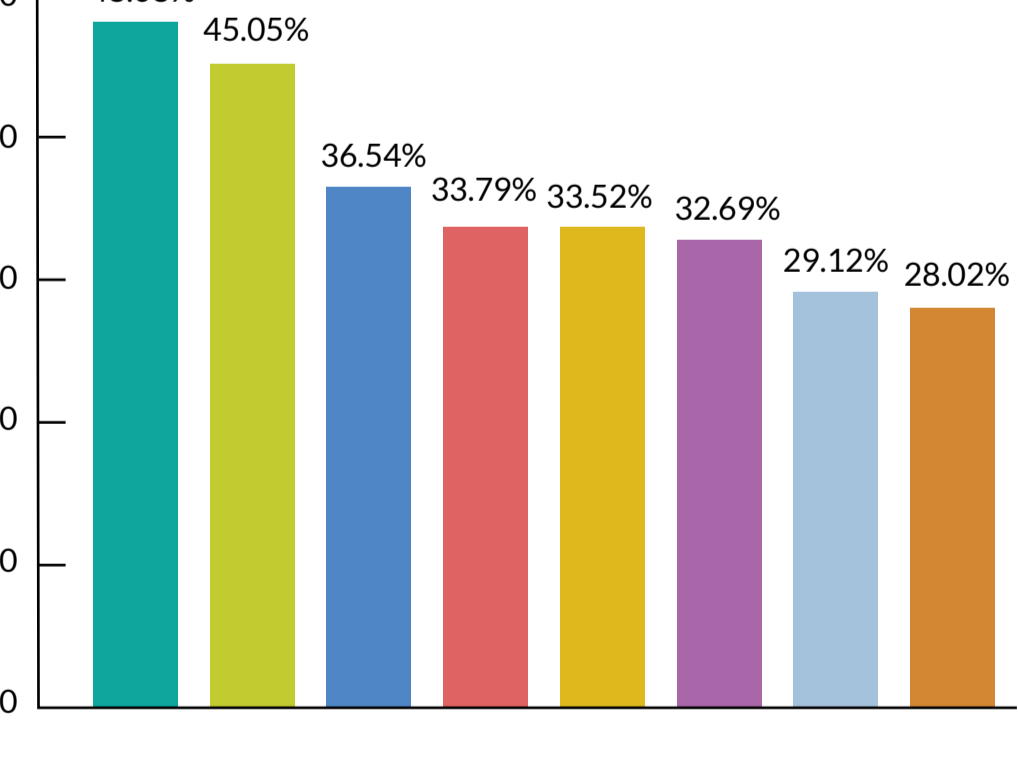
## Q11 What types of content delivery are your customers asking you to provide?

- 63.66% Content available on mobile devices
- 54.91% Topic-based content on a company website
- 53.85% Learning videos
- 42.97% Embedded help in the software applications
- 22.55% Animations and 3D graphics
- 21.75% More video and audio in PDFs



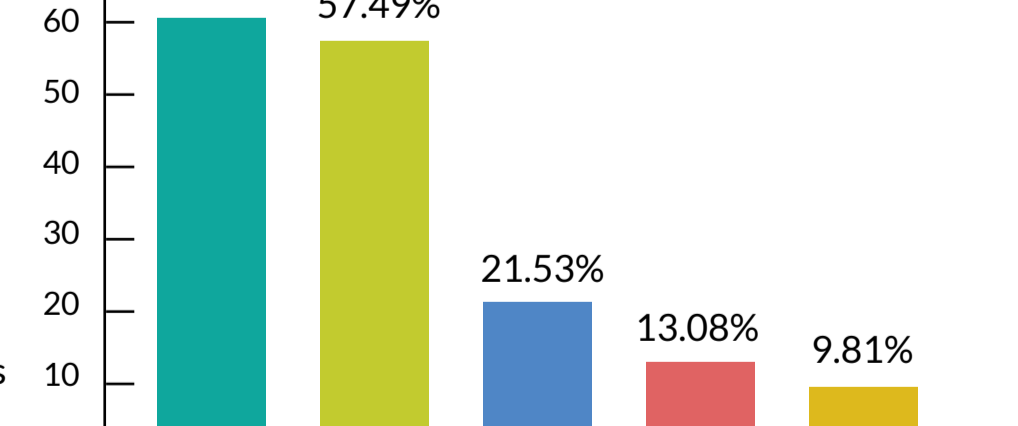
## Q12 What are the biggest impediments to publishing your content in ways that will better meet customer needs?

- 48.08% We lack time and resources to manage a conversion project
- 45.05% Multiple groups control content delivery through various channels
- 36.54% Our content is specifically designed for print and PDF
- 33.79% We are writing books not topics
- 33.52% Our current publishing tools do not meet our needs or requirements
- 32.69% We lack experience with the new technologies
- 29.12% We have no reuse mechanisms in place (we still use cut-and-paste)
- 28.02% We lack management support for restructuring our content



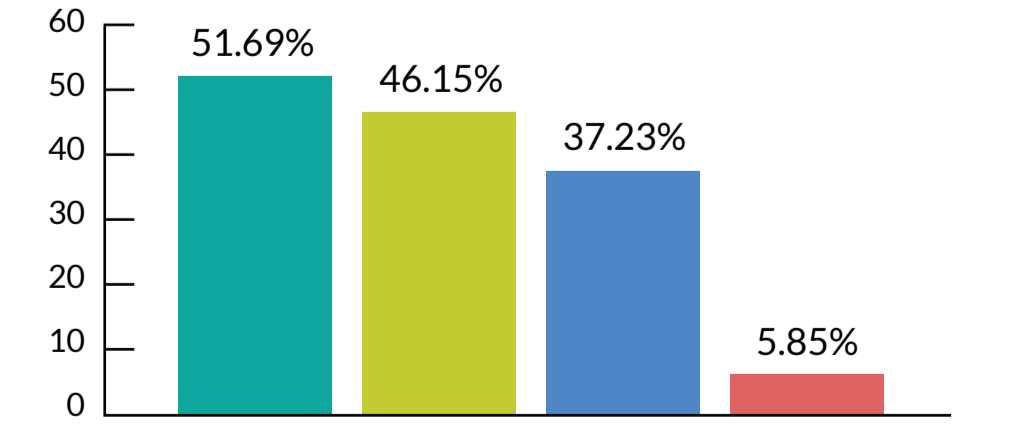
## Q13 What business requirements are driving your move to new delivery mechanisms?

- 60.49% Customers are demanding information in new ways
- 57.49% We are concerned that we must change now or we will be left behind
- 21.53% Supporting customers through live phone calls is becoming too expensive
- 13.08% None, we aren't moving
- 9.81% Company is losing market share to competitors that provide better information delivery



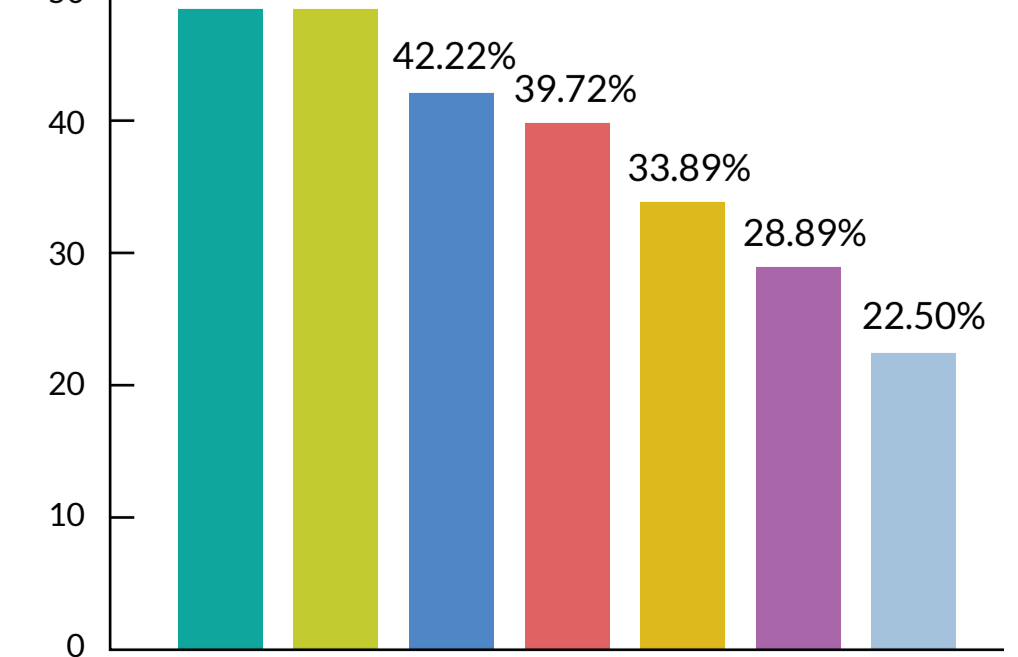
## Q14 If you are planning to move to new delivery mechanisms, what are you planning to do?

- 51.69% Develop and convert everything in house
- 46.15% Hybrid approach...combination of in-house teams and outsourced services
- 37.23% Get training for our in-house team
- 5.85% Outsource the development of new delivery mechanisms and legacy data conversion



## Q15 What do you need to ensure that you can change how you deliver content?

- 48.33% Better publishing or content management tools
- 48.33% Additional staff
- 42.22% A compelling story to gain senior management support and funding
- 39.72% Support from our corporate technology experts
- 33.89% Convincing our staff that change is necessary
- 28.89% Help in selecting the right technology
- 22.50% Outside expertise or consulting



Valuable Content Transformed...From Strategy to Delivery



The Center for Information Development Management