

Digital Transformation Survey

PROCESSES, TOOLS, SYSTEMS

Results, Analysis, and Projections

Survey conducted by



Presenters



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RWS

Demographics: location / industry



76% from the **USA**

OTHER COUNTRIES

Australia

Canada

China

Denmark

Finland

France

Germany

India

Ireland

Japan

Nigeria

South Korea

Spain

Sweden

Taiwan

The Netherlands

UK



15% in **Manufacturing**

OTHERS IN DECREASING PERCENTAGES

enterprise software

financial/insurance/legal

life sciences

computer hardware

consumer products

publishing

telecom/networking

education

semiconductor

aerospace institutions

defense/government

Digital Transformation Means.....

Moving away from paper

Finding better ways to deliver content to users, what they need, when they need it.

Easier Life

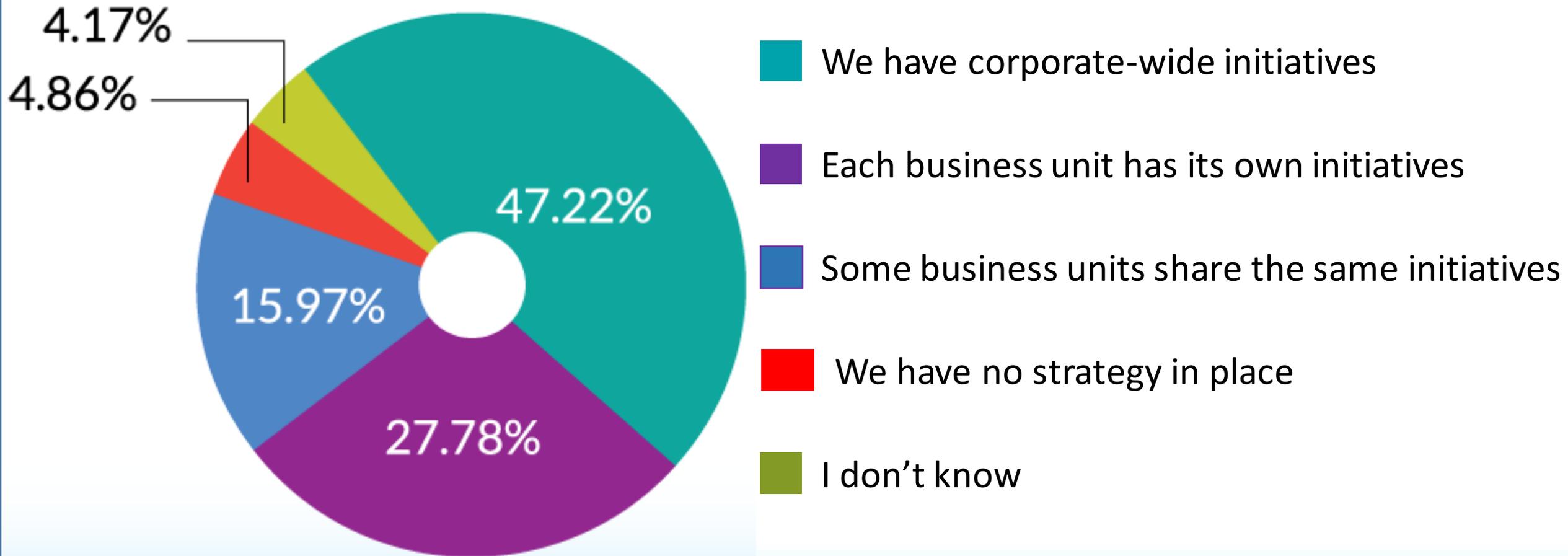
Modernizing and aligning the delivery of products and content to a company's customers and ensuring there is a consistent experience and messaging.

Migrating people and processes from manual repetitive tasks to automated, collaborative scalable solutions. Improving the value a person can bring to a process by removing the drudgery.

Innovation

Using the dynamic and multi-dimensional character of digital technologies to solve previously unsolvable communications

Transformation Strategy



Who's involved in the transformation?



Tech Pubs

63%



Customer Support

47%



Marketing

47%



Editorial Production

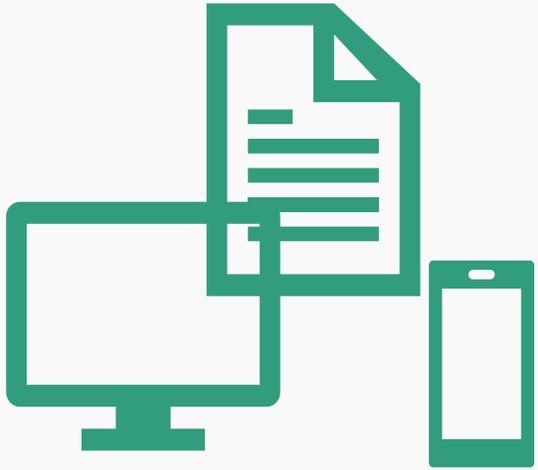
47%



Training

40%

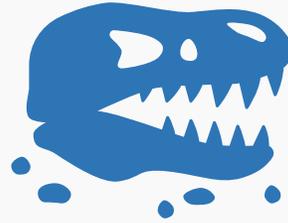
What's driving the transformation?



62%
Multiple
Outputs



56%
Delivery
Time



46%
Aging
Systems

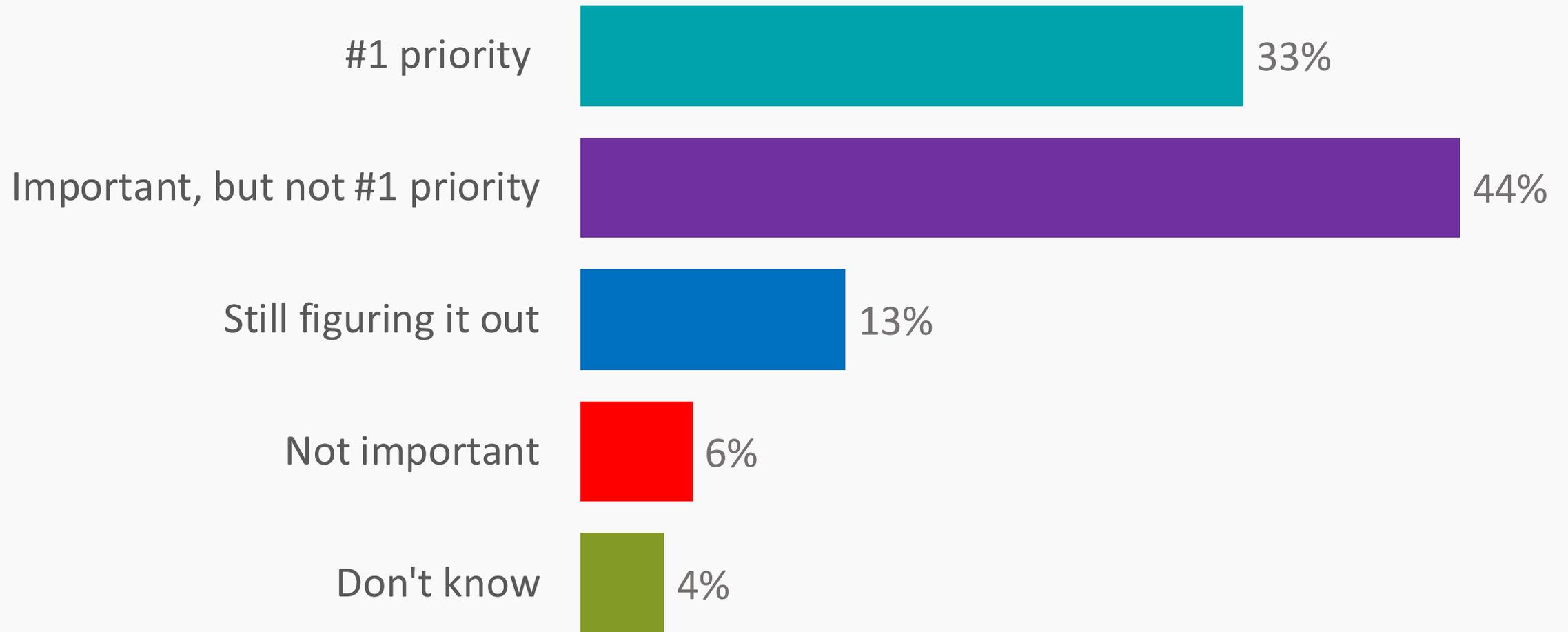


36%
Translation
Costs



27%
Recent
Merger

How important is the transformation?



Where are you in the transformation?

Implementing

Planning

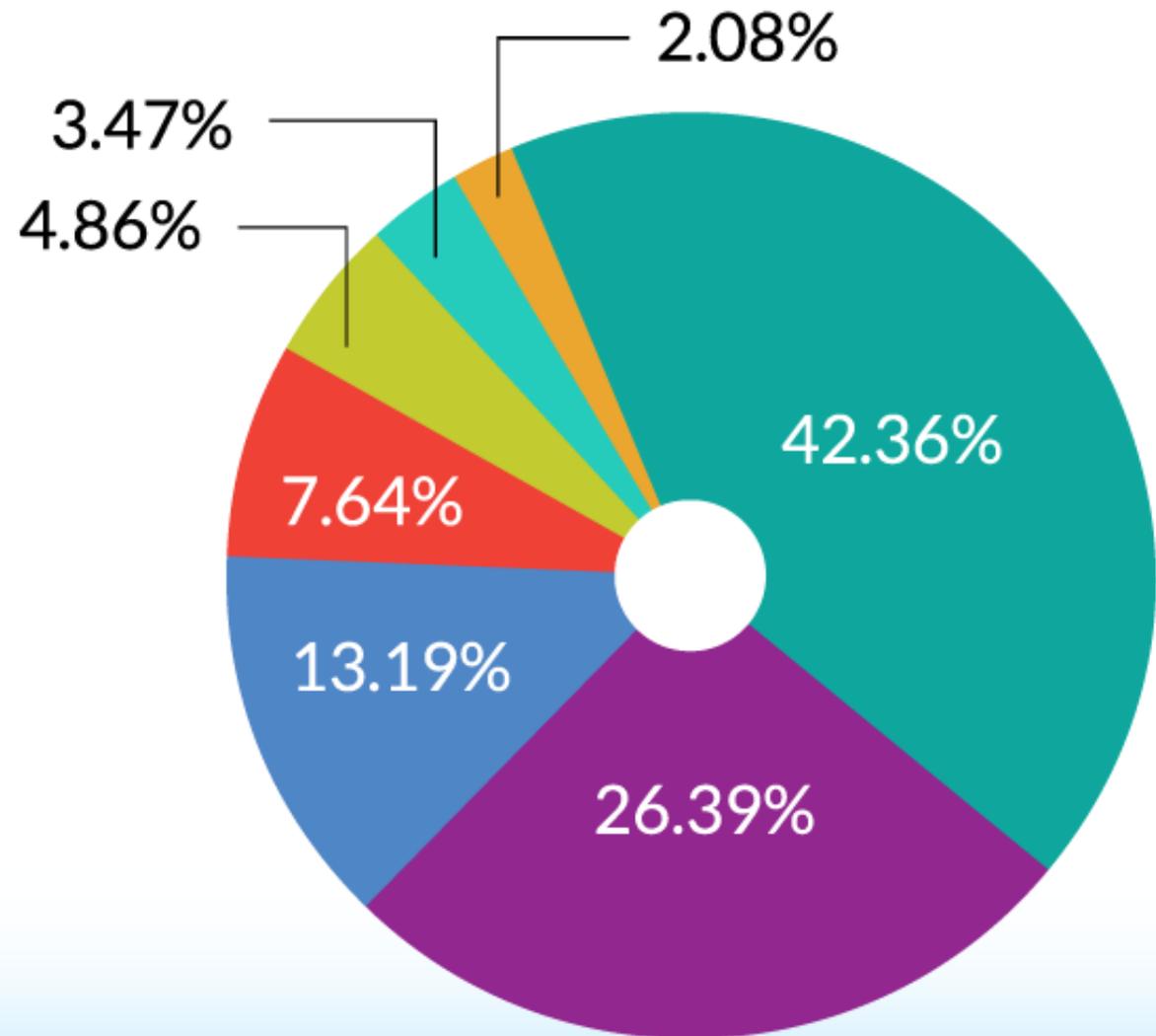
Refining

Completed

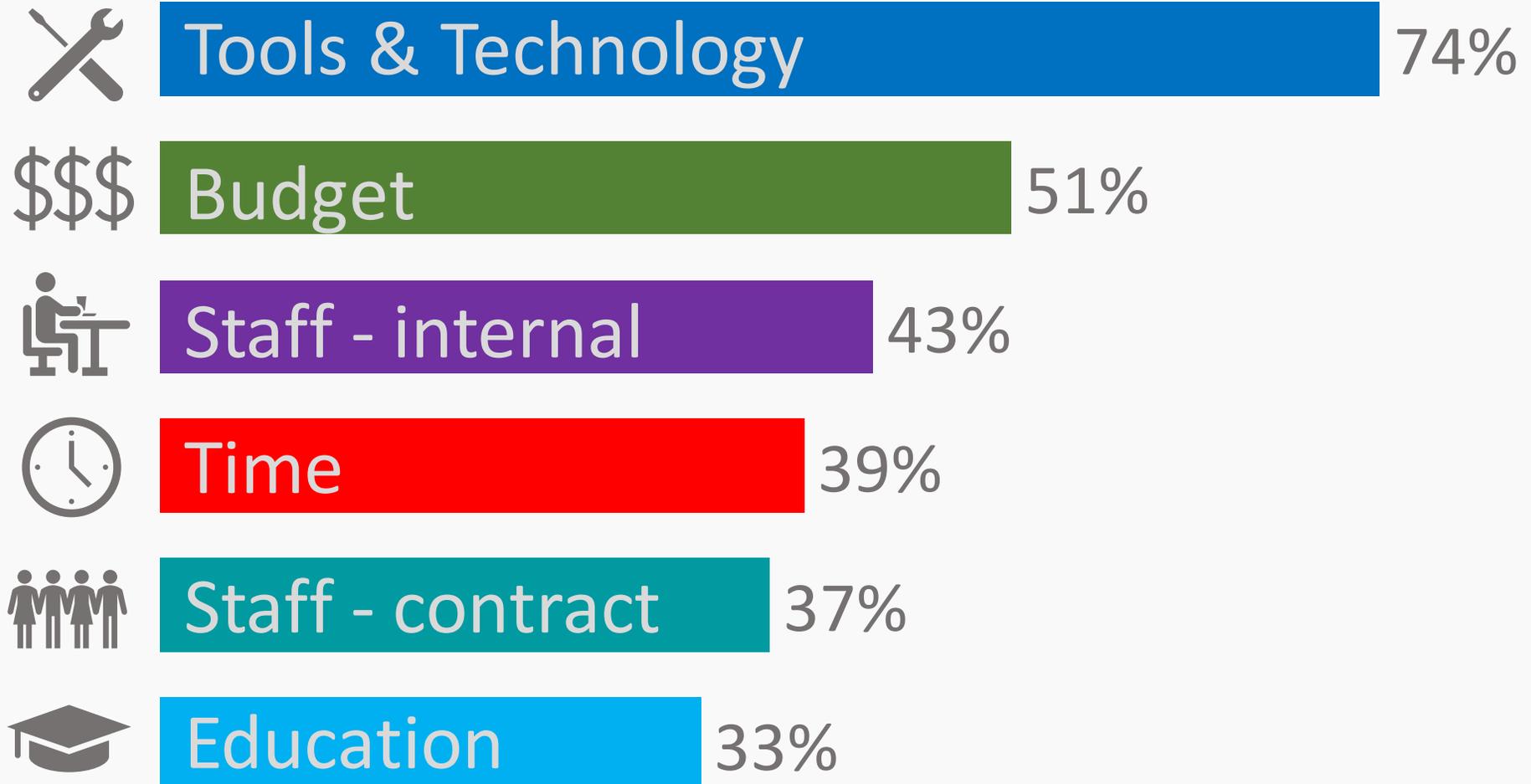
Other

Not Started

Don't know



Committed Transformation Resources



Transformation Strategies

Content Reuse – 65%
Structured Content – 65%
Taxonomy Management – 60%
Redundancy Evaluation – 54%
Content Analysis – 53%
Information Modeling – 51%

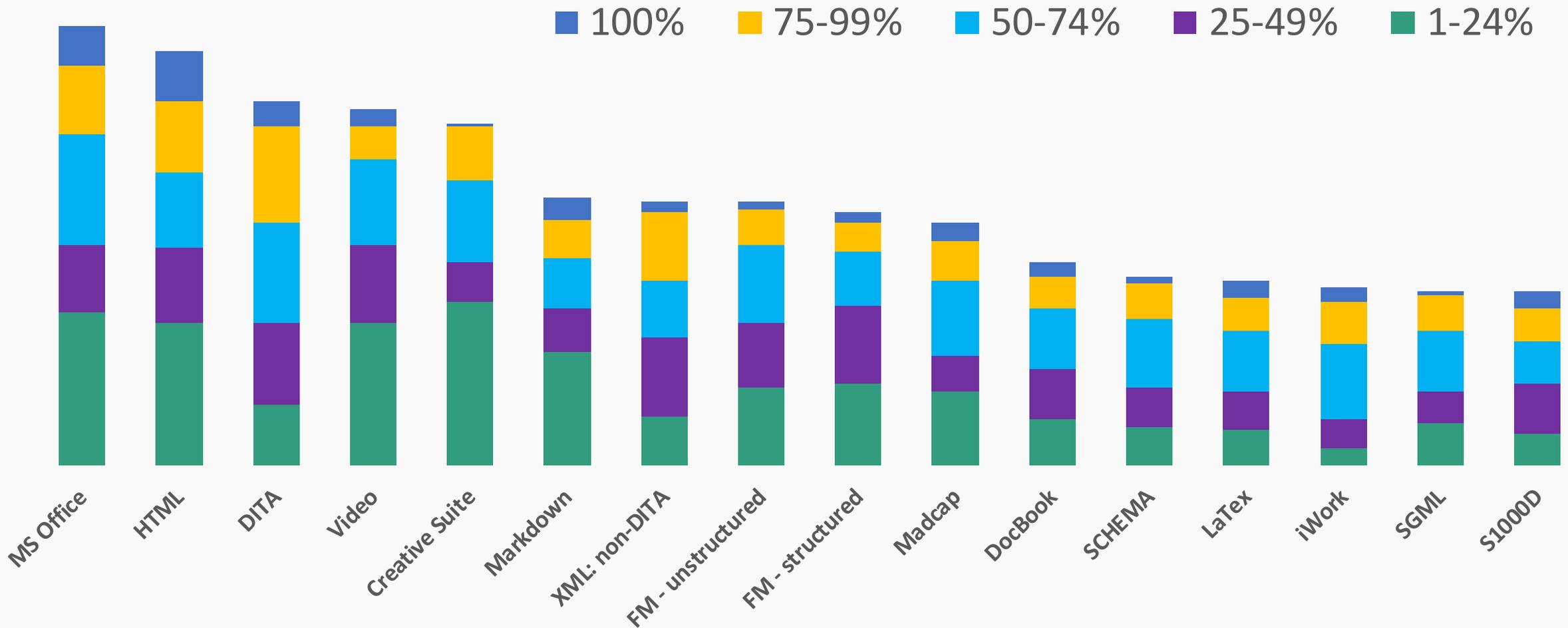


50%



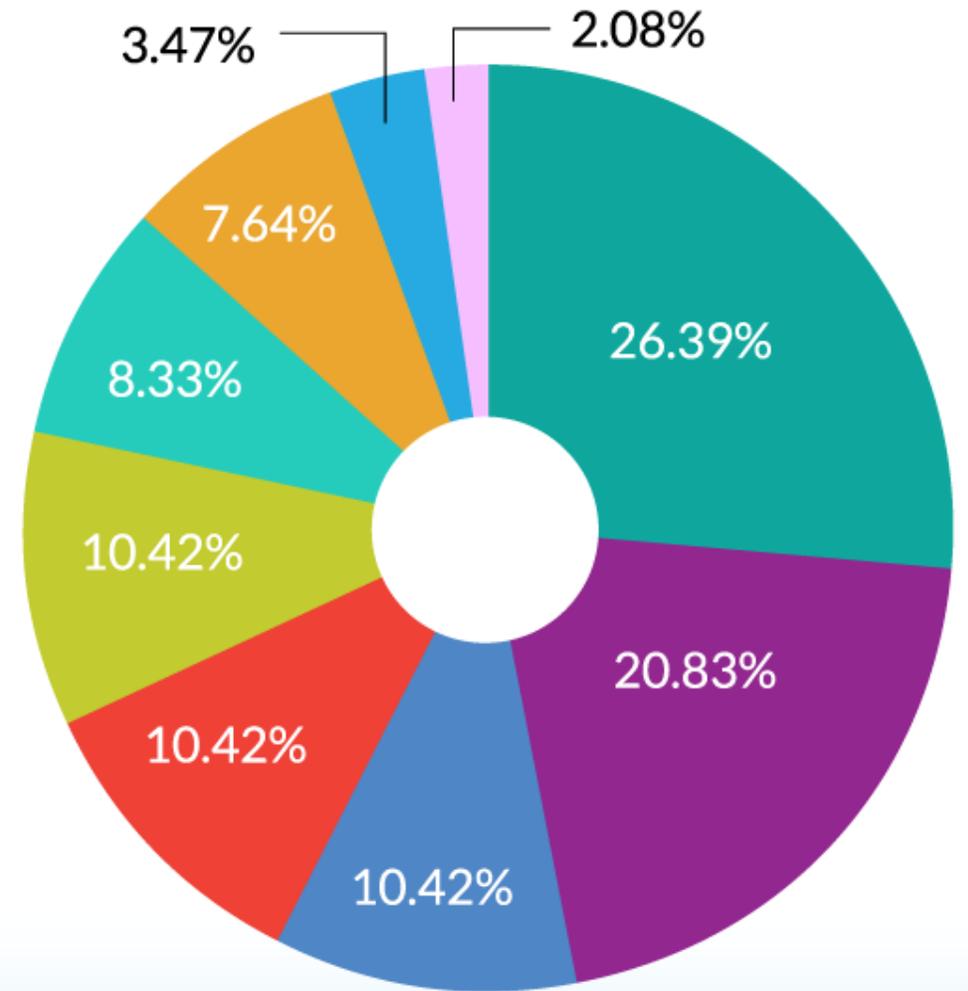
Translation/Localization – 40%
Conduct User Studies - 37%

Content Sources Formats



Primary way you manage content

- 26.39%  CCMS
(component content management system)
- 20.83%  CMS (content management system)
- 10.42%  File system - in source control system
(Git, etc)
- 10.42%  File system - on a network
- 10.42%  Other
- 8.33%  WCMS
(web content management system)
- 7.64%  DAM (digital asset management)
- 3.47%  I don't know
- 2.08%  File system - on a personal computer



Do you plan to change tools?

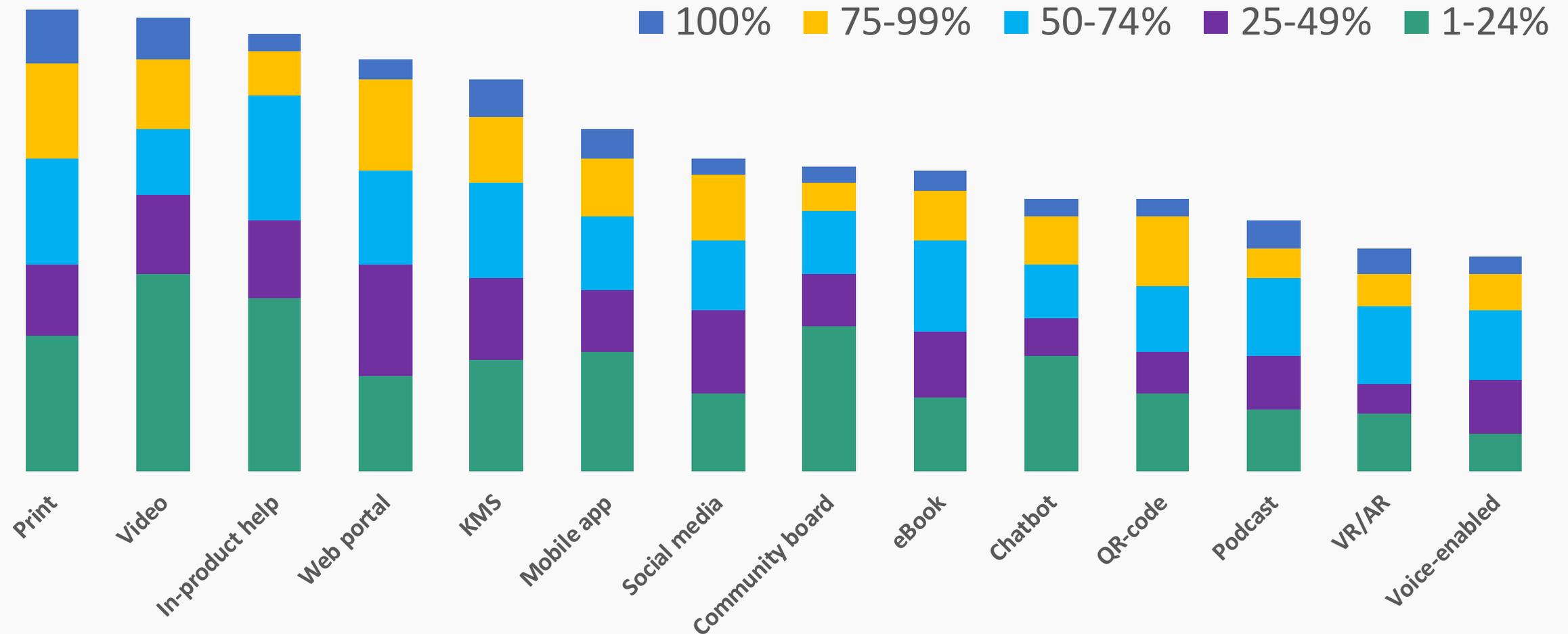
32%



54%

14% don't know

Current Delivery Methods

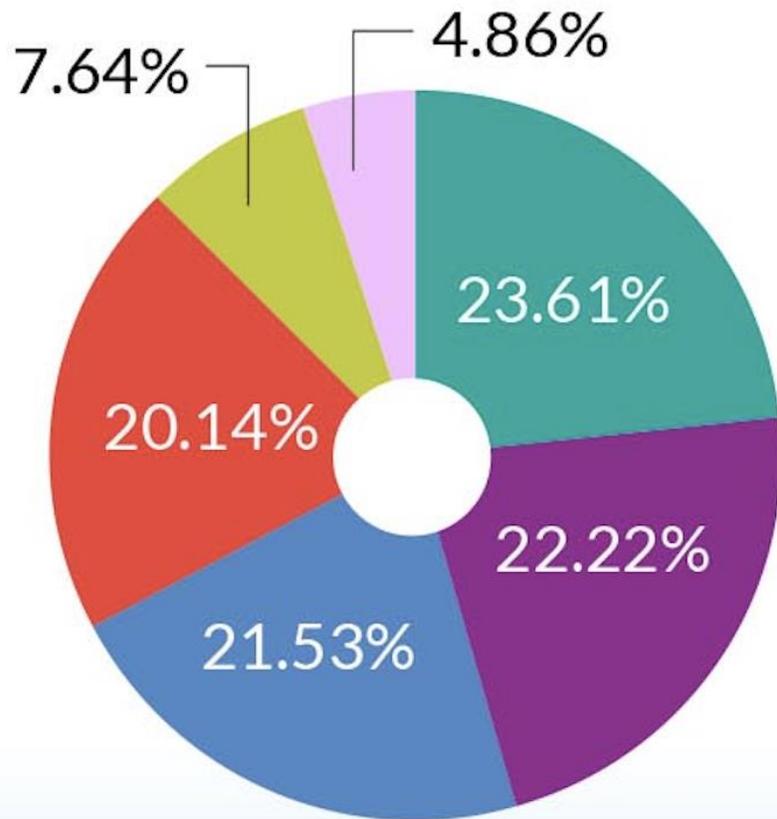


User preferences versus planned

		
Web 	54%	57%
Video 	51%	50%
In-product 	48%	45%
Mobile app 	43%	40%
Print 	38%	37%
KMS 	33%	34%
Community 	28%	34%

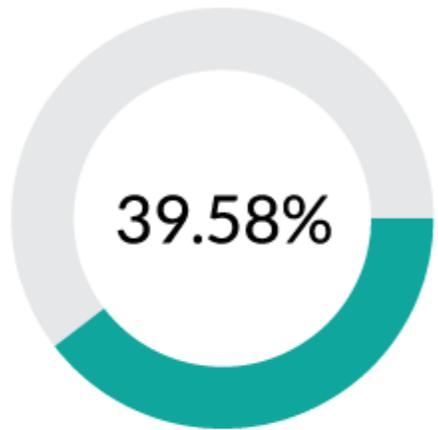
		
eBook 	26%	57%
Social media 	26%	50%
Chatbot 	25%	45%
QR-Code 	24%	40%
VR/AR 	21%	37%
Podcast 	15%	34%
Voice 	14%	34%

Primary Web Portal Configuration

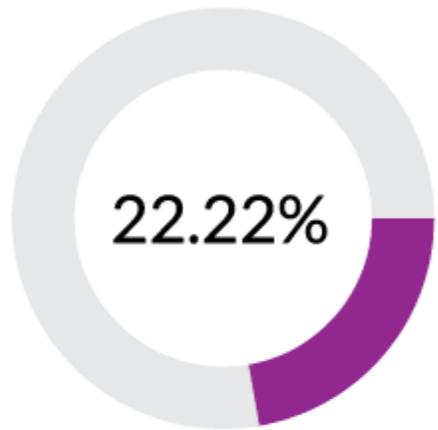


- 23.61% ■ Open to the public - static / non-customizable
- 22.22% ■ Open to the public - dynamic / customizable
- 21.53% ■ Behind a firewall - dynamic / customizable
- 20.14% ■ Behind a firewall - static / non-customizable
- 7.64% ■ We don't publish on the web
- 4.86% ■ I don't know

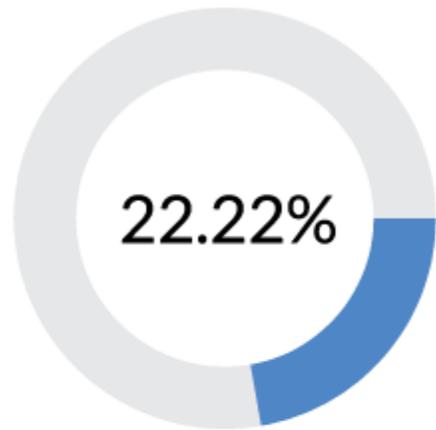
Are You Moving to the Cloud?



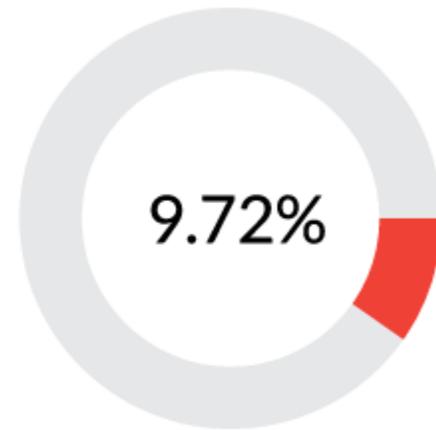
Yes,
planned
and started



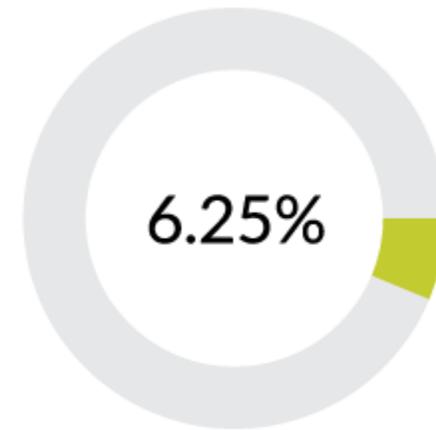
Yes,
planned
but not started



Yes,
fully executed



I don't know



No

Conclusions

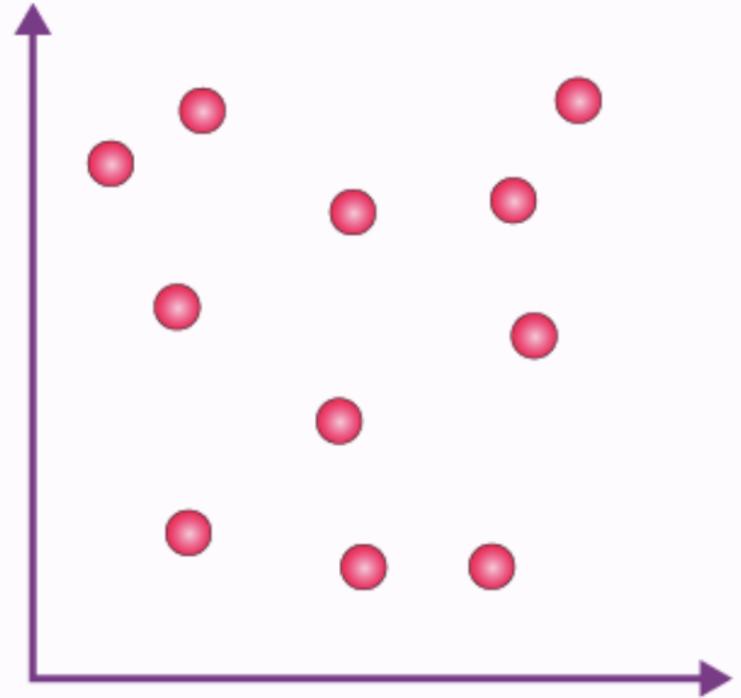


**YOU
ARE
NOT
ALONE**

- Digital transformation is a concern and a focus within the majority of the companies surveyed
- Most have started planning and implementing the transformation, but very few have finished

Conclusions

- There is no common, textbook approach for the digital transformation of content
- Approaches, tools, and delivery mechanisms vary widely



We are ready to help



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