The Future of Digital Publishing in Enterprises

Bringing Mobility, Personalization, & Data to Corporate Publishing

Digital Marketing & Media Trends
Introduction

Enterprise publishing is going through profound changes as companies seek new ways to engage with their customers, employees, and business partners. Companies are embracing more data-driven, multi-channel, interactive communications across a variety of applications including custom magazines, annual reports, sales collateral, training materials, price lists, product information, proposals, and other documents.

From the enterprise’s perspective, the potential benefits of a next generation digital publishing system are highly attractive. Enterprises stand to gain significant improvements in customer engagement, lower publishing costs, faster cycle times, better compliance, and other factors specific to an industry or application.

From the technology vendor’s view, enterprise digital publishing is a lucrative opportunity for software and services revenue. The typical implementation is large, with numerous areas for customization and recurring revenue streams as clients tend to keep their system for many years.

However, enterprises often face enormous challenges around selecting and implementing a contemporary publishing platform and workflow. Enterprises typically have extensive legacy software issues (creative, digital asset and content management, workflow, business systems, etc.), organization and skill set issues, along with business pressures and regulatory issues that slow down decision making.

Further complicating customer decisions are changes in internal requirements related to support for mobile and other delivery channels, data-driven content and insights, and integration with other systems for e-commerce. Enterprise customers also face choices around new cloud-based platforms, pricing models, and professional services that didn’t exist a few years ago.

InfoTrends believes there are substantial opportunities for technology vendors and media/production services providers to deliver more holistic digital publishing solutions to enterprise customers in key vertical markets. Enterprises are looking for vendors that can provide digital publishing systems and services to help drive higher customer satisfaction, brand consistency, regulatory compliance, and faster time to market.

We believe it is essential for technology vendors to have a deep understanding of enterprise customer requirements and to generate objective insights on the best practices and business impact that will help their customers make the case for digital publishing system investments.

InfoTrends is conducting a focused study on the future of digital publishing systems in the enterprise across key vertical industries to help our clients with important planning decisions and business development initiatives.
**Project Objectives**

- Identify critical challenges for enterprises moving to new publishing models
  - Mobility/multi-channel
  - Personalization
  - Data-driven workflow & analytics
  - Interactivity & e-commerce
  - Security, compliance
  - Staff/organization

- Examine business pain points and workflow automation around:
  - Content
  - Delivery
  - Interactivity
  - Analytics

- Uncover “best practices” in successful multi-channel corporate publishing
  - Planning
  - Organization
  - Technology
  - Sourcing/services

- Understand current spending and priorities for digital publishing technologies
  - Technology
  - Services
  - Staff

- Pinpoint key investment drivers by vertical industry
  - Financial Services
  - Insurance
  - Government
  - Manufacturing
  - Retail

- Generate independent data “proof points” to make credible claims to customers and prospects
  - ROI
  - Customer satisfaction
  - Compliance
  - Speed
  - Insights

- Assess how enterprises acquire digital publishing technology and services
  - Build vs. buy vs. outsource decisions
  - Vendor and agency/services provider selection

- Profile key enterprise publishing applications and digital publishing channels (print, mobile, web, displays) and requirements
  - Marketing collateral
  - Corporate publications
  - Sales resources
  - Internal communications

**Who Should Subscribe:**

- Technology vendors
  - Gain critical insights for strategy, product development and your go-to-market activities
  - Obtain data “proof points” to support your marketing activities with credible claims from a trusted, third-party source
  - Get best practice and ROI information that help your customers build better business cases

- Corporate users
  - Gain critical insights on the benefits of digital publishing technology
  - Get an overview of the latest digital publishing technology and trends
- Learn how to overcome organizational and technological issues
- Understand how investing in digital publishing drives higher customer satisfaction, better brand awareness, increased regulatory compliance, and higher sales

**Methodology**
InfoTrends will conduct extensive desk research, in-depth interviews, and a structured survey with leading enterprises, creative and advertising agencies, and media/print companies.

**Survey (300 respondents)**
- People who influence the purchase of enterprise software technology and multi-channel content distribution services
- Verticals
  - Financial Services
  - Insurance
  - Government
  - Manufacturing
  - Retail
- Job roles
  - Marketers
  - Brand managers
  - IT managers
- Geography
  - United States & Canada
- Enterprise Size Classes
  - 500-1,000 ~ 100-150
  - 1,000-10,000 ~ 100-150
  - 10,000+ ~ 20

**Phone Interviews (10 companies)**
- Enterprises (3-5)
- Creative & Advertising Agencies (3-5)
- Media & Print Production Companies (3-5)

**Vendor Interviews (10 companies)**
- Integrated Digital Publishing Suites
- Enterprise Content Management
- Digital Asset Management
- Marketing Resource Management

**Analysis & Project Deliverables**
InfoTrends will perform extensive analysis to understand the issues and opportunities surrounding digital publishing within enterprises.

Subscribers of the study will receive:
- Written report detailing interviews, key findings, and recommendations
- Management presentation (PowerPoint)
- Data tabs and charts
- Private webinar presentation with your team
- On-site briefing (optional)

**Project Time Line**

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<tr>
<th>Period</th>
<th>Activity</th>
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<tr>
<td><strong>July-August:</strong></td>
<td>Preparation and interview development</td>
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<tr>
<td><strong>August-September:</strong></td>
<td>Research and analysis</td>
</tr>
<tr>
<td><strong>October-November:</strong></td>
<td>Report generation and presentation of findings</td>
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About InfoTrends
InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

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The Future of Digital Publishing in Enterprises

Subscribe Today!
Don’t miss the opportunity to be a part of a study that aims to provide critical insight to those technology vendors or large enterprises looking to create innovative digital publishing strategies.

Authorization Form

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