2019
Digital Priorities Report

Charting Digital Content Management
Priorities for the Year Ahead

INGENIUX

Executive Summary

Welcome to our second annual Digital Priorities Report. Creating great digital experiences is at the top of every organization's to-do list. Whether it's an engaging website, customer portal or new channels for digital content, there's much work to do.

Technology is not the answer to building great experiences, but is a critical enabler, and we wanted to understand the challenges organizations face working with key digital experience technology.

This year we streamlined the survey to focus on the most pressing challenges and here's what we found:

01 Budgets are increasing this year for digital experience initiatives and much of the spend will be on purchasing and implementing a new CMS (30%) and implementing a Customer Portal (40%).

02 The top three improvement projects for this year all focus on providing a more personalized, consistent experience for customers. Personalization, self-service support and consistent content across all channels ensure the customer or prospect have the right information at the right time.

03 Current Web CMS implementations are causing their share of challenges with the top challenge a lack of technical resources to support the CMS. This lack of support resources could be related to using older technology or using technology that requires more technical resources than expected. Most users of a CMS are non-technical and need to make changes quickly; relying on technical resources for every change can dramatically slow the improvement process.

04 Over 53% of organizations are planning or in the process of moving their digital experience technologies (e.g. Web CMS and Portal) to the Cloud. However, they face challenges as they deal with security and compliance concerns, as well as a CMS that doesn't support the Cloud.
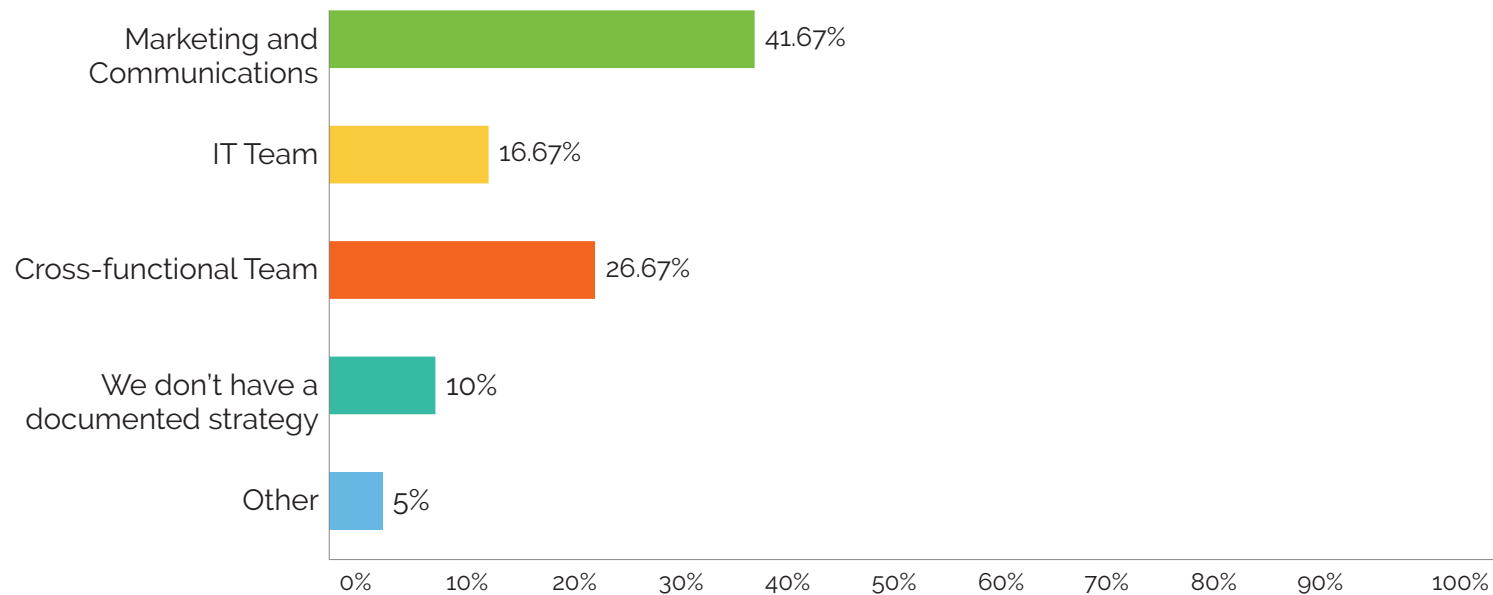
Ready to learn more? Let's dive in.

Section 1:
Digital Priorities for 2019

Ownership of digital experiences should spread across the organization. After all, a great digital experience comprises not only marketing, but sales and sales support. At the same time, someone needs to be responsible for the strategy. In our study, marketing and communications still owns the digital experience. However, cross-functional team ownership is on the rise. In our survey, 26.6% of organizations have a cross-functional team in place.

Who is responsible for digital experience strategy in your organization?

It's interesting that for 16% of organizations, IT is responsible for digital experience strategy. It's safe to surmise that IT is responsible only for the technology that supports the strategy itself and not for defining the strategy. However, because digital experiences involve a lot of technology, it is important that the IT team is involved right from the start.

The last point to note here is that 10% of respondents said they didn't have a documented digital experience strategy. That's a little troubling because without a clearly defined plan of action it's hard to know what to focus efforts and budget on or how to implement and integrate the technology that supports those plans.

Category	Percentage
Marketing and Communications	41.67%
IT Team	16.67%
Cross-functional Team	26.67%
We don't have a documented strategy	10%
Other	5%

Budgets for Digital Experience Initiatives in 2019

We know how much money goes into digital experience initiatives, but we also know that, for many organizations, budgets are spread across a great many plans. To understand the importance of digital experience, we wanted to understand the commitment in terms of funds.
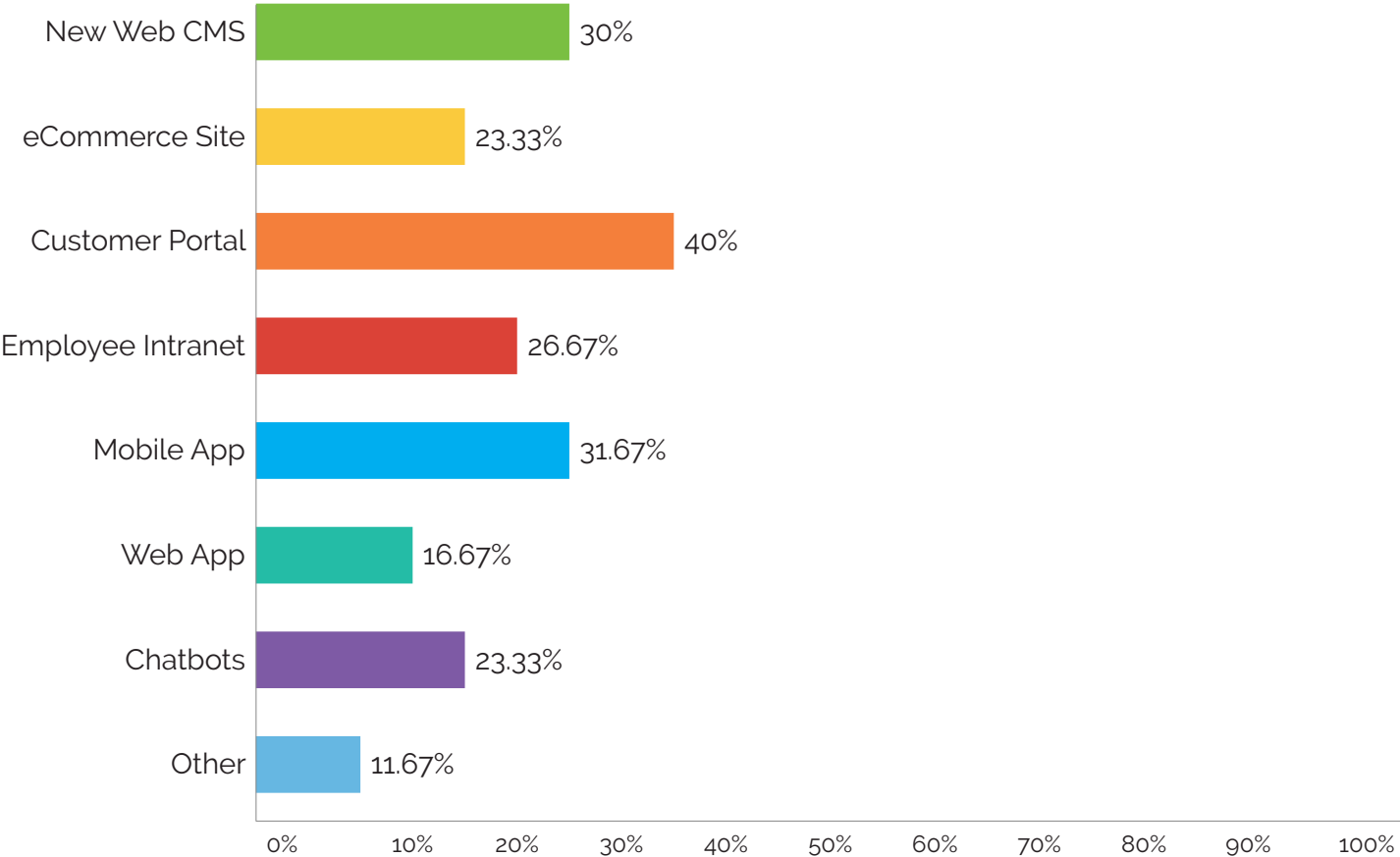
In our study, over 56% of organizations are increasing budgets and 26% are staying the same. This is good news, demonstrating that senior executives see the benefit of various digital experience initiatives and know they need to fund them properly for success.

13.33%

23.33%

56.67%

3.33%

- Increasing
- Decreasing
- Staying the Same
- Not Sure
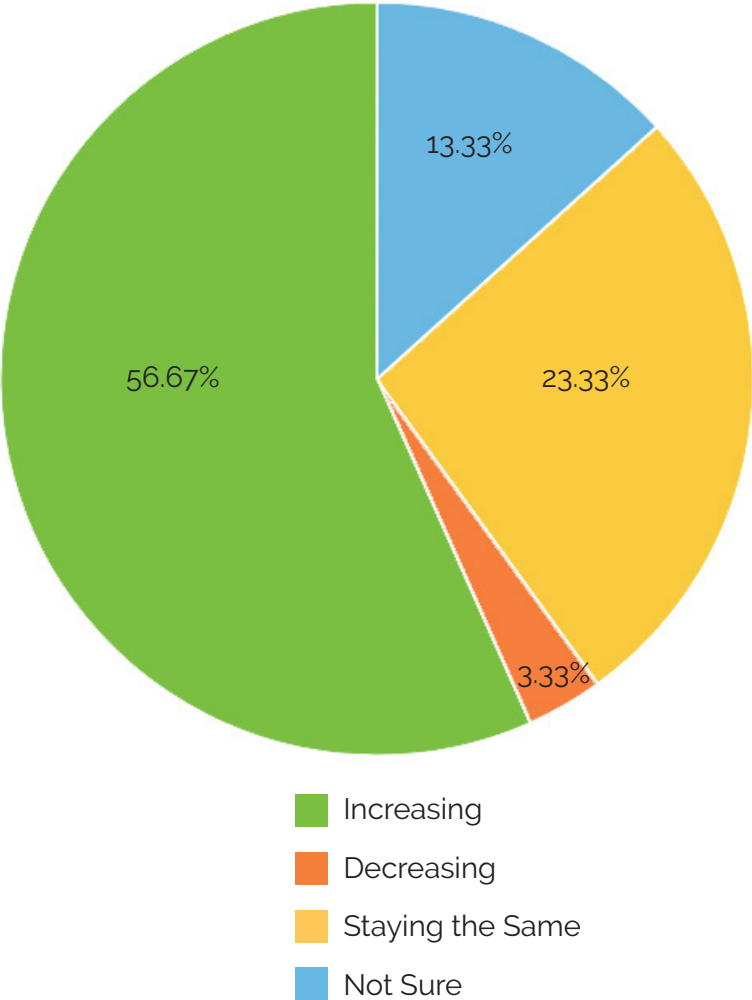
Projects and Plans to Improve Web Experiences

We've come back to the point that an organization can have a whole list of projects they want to work on for 2019, but it's impossible to get to them all (unless that increase in budget was huge!). What are organizations prioritizing for this year?

Which of the following projects do you have planned for 2019? (Select all that apply)

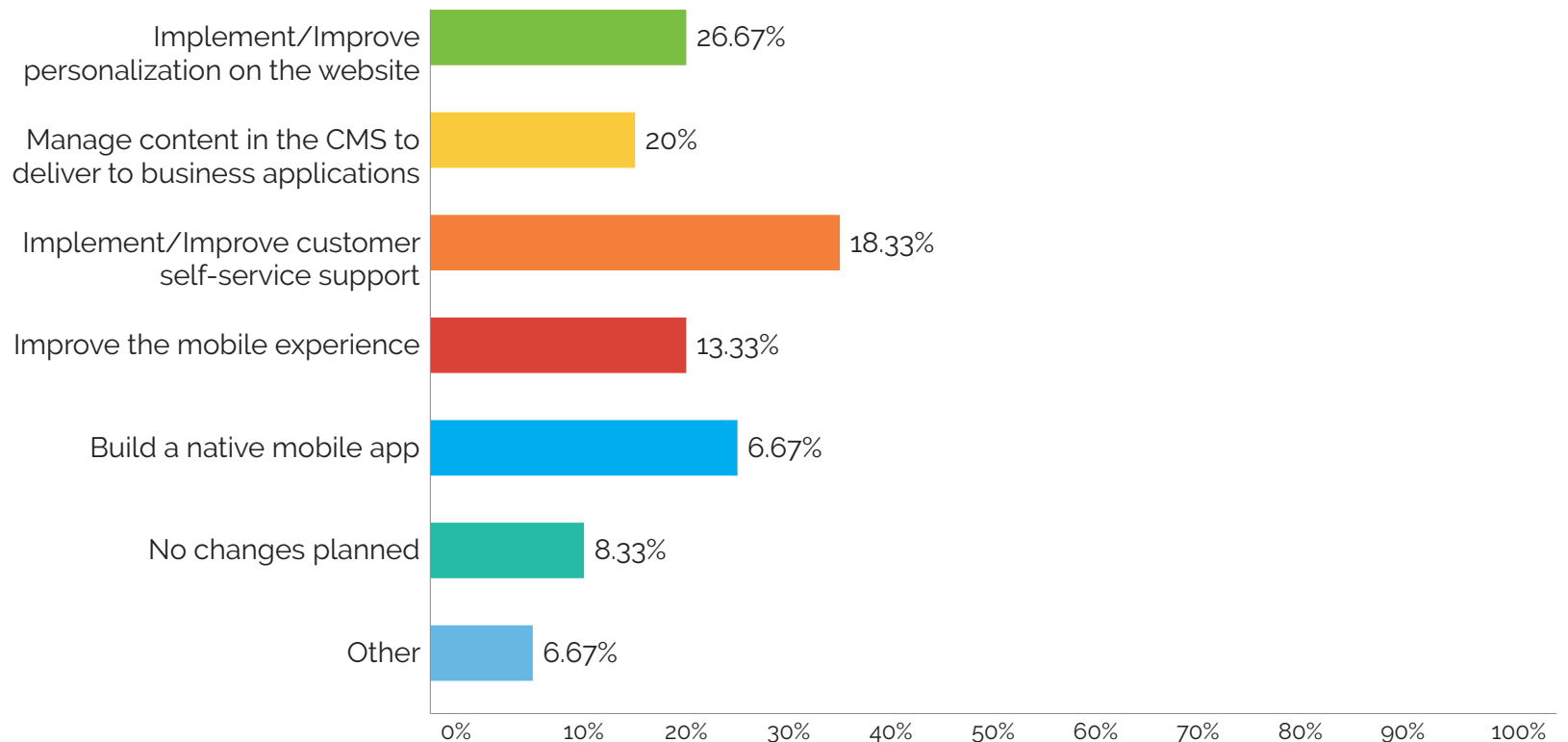| Project	Percentage
New Web CMS	30%
eCommerce Site	23.33%
Customer Portal	40%
Employee Intranet	26.67%
Mobile App	31.67%
Web App	16.67%
Chatbots	23.33%
Other	11.67%

From the responses we got in our survey, we see that a few things are closely tied for top improvement, including implementing or improving website personalization, managing content in the CMS for external applications and improving/ implementing self-service support.

We've heard from many customers working on these exact initiatives. Personalization is probably the top request to improve website experiences, however many organizations aren't prepared for the work necessary to do personalization well and others aren't sure what level of personalization is needed.
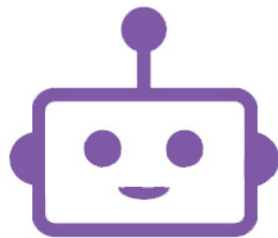
In our 2018 Digital Priorities report, 24% were planning some type of chat bot project. That number hasn't changed much for 2019 showing that while chatbots are an innovative experience, many organizations aren't ready to get into big projects to set them up.

What is your number one planned improvement for your web experience in 2019?

Category	Percentage
Implement/Improve personalization on the website	26.67%
Manage content in the CMS to deliver to business applications	20%
Implement/Improve customer self-service support	18.33%
Improve the mobile experience	13.33%
Build a native mobile app	6.67%
No changes planned	8.33%
Other	6.67%

Headless content management (or content-as-a-service) is another capability many organizations are looking at as they make efforts to create consistent experiences across all their digital channels.

The number one element that is the same across channels is content. It may look different in terms of both design, layout and format, but the message must be the same regardless of what channel you are on. To manage content to deliver to both the website and other business systems, organizations will need to adopt an intelligent content model and strategy if they haven't already.
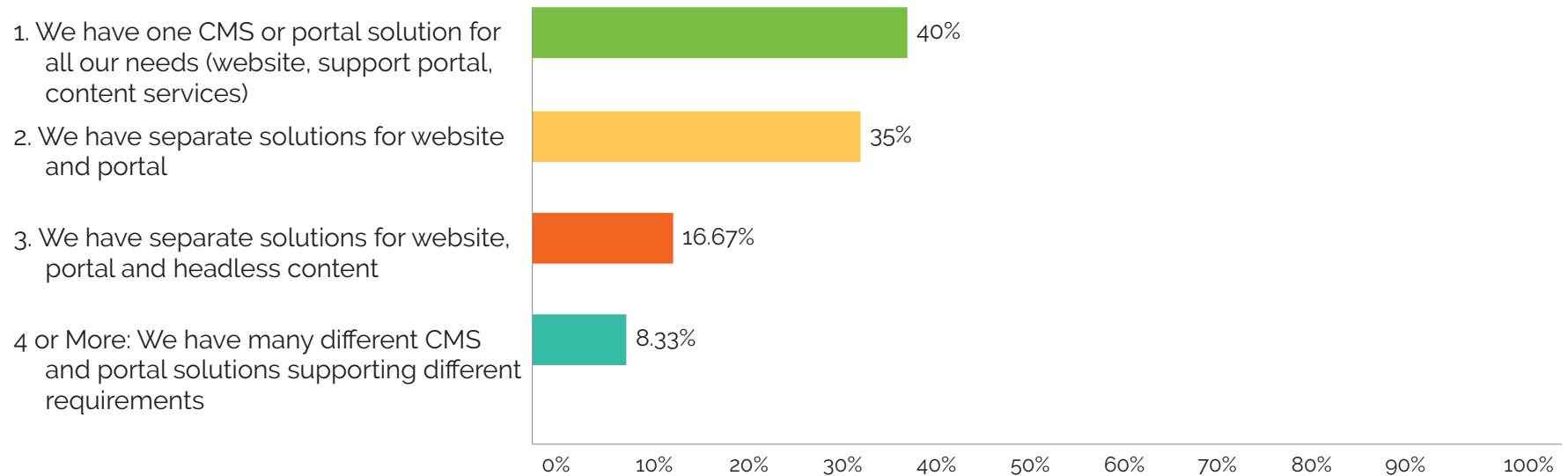
Finally, the third top planned improvement is customer self-service support, lining up with Customer Support Portal as the biggest project planned for 2019 with 40% of respondents listing it as one of their projects. We believe more organizations will implement customer portals this year as the demand for self-service support options continues to grow.

Section 2:
Web Content Management

It's not uncommon for an organization to have more than one web content management platform in-house. It's not always the best idea because you are separating the content across CMSs. This can lead to problems. Most often, it's better to have a central repository for content, allowing potential access to everyone. In our study, 40% of respondents have one CMS or portal for all their needs (website, support portal, content services), while another 35% have separate solutions for website and portal.

How many content management systems support your digital experiences?

1. We have one CMS or portal solution for all our needs (website, support portal, content services) — **40%**

2. We have separate solutions for website and portal — **35%**

3. We have separate solutions for website, portal and headless content — **16.67%**

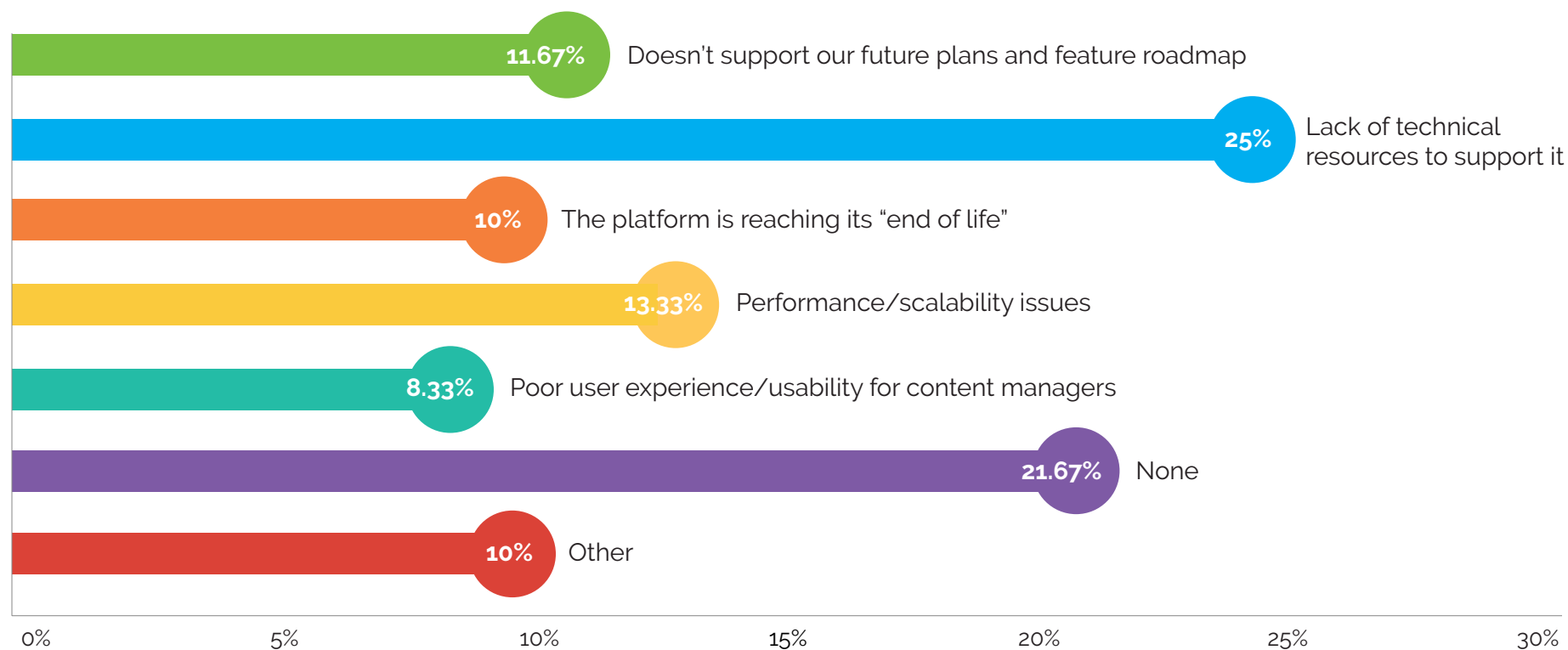4 or More: We have many different CMS and portal solutions supporting different requirements — **8.33%**

Maybe the most interesting note is that 8% have four or more CMS solutions in-house supporting different requirements. It is these organizations who will find it the most challenging to create consistent, content-driven experiences.

What is your biggest challenge with your current Web Content Management Platform?

It's not uncommon to have issues with the current CMS in-house. It might be an older CMS that doesn't support your future roadmap, or the platform is reaching its end of life, or the CMS is having performance and scalability issues.

25% of the participants of our study said the biggest challenge is a lack of technical resources to support it. In this case, IT resources may be prioritized on other platforms and software, or the CMS requires constant development work that non-technical users can't do. Organizations need a CMS that doesn't require a lot of technical support or on-going development; something traditional CMS system require.

11.67% Doesn't support our future plans and feature roadmap

25% Lack of technical resources to support it

10% The platform is reaching its "end of life"

13.33% Performance/scalability issues

8.33% Poor user experience/usability for content managers

21.67% None

10% Other

0%   5%   10%   15%   20%   25%   30%

How important is it to have a headless CMS or CMS Content API to deliver content to other websites and web applications?

Another type of CMS we hear our customers asking about is headless CMS. A headless CMS provides the backend content management capabilities needed to create and manage content but is not responsible for the publishing of that content to any channels. The CMS provides an API which web developers and business application developers can use to connect to the CMS to pull content into their applications and websites.

There are plenty of opportunities for headless capabilities and according to our study, many organizations (55%) are actively planning on implementing them. For another 35% of respondents however, headless is not a priority for 2019.

10.00%

31.67%

35.00%

23.33%
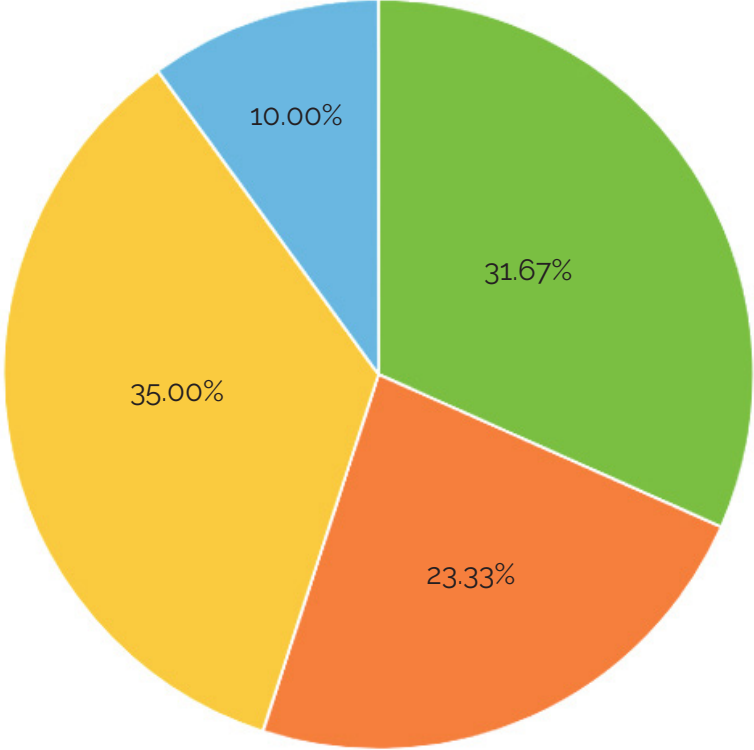
■ It is very important - we need it now

■ It is important - we are planning to use our CMS for all content management

■ It would be nice to have, but it is not a priority for 2019

■ We don't need a Content API

Section 3:
Planning for the Cloud

Traditional content management was always done on premise and it worked well but with the demands new digital experiences are putting on CMS technology, it's often challenging to support an on-premise solution.
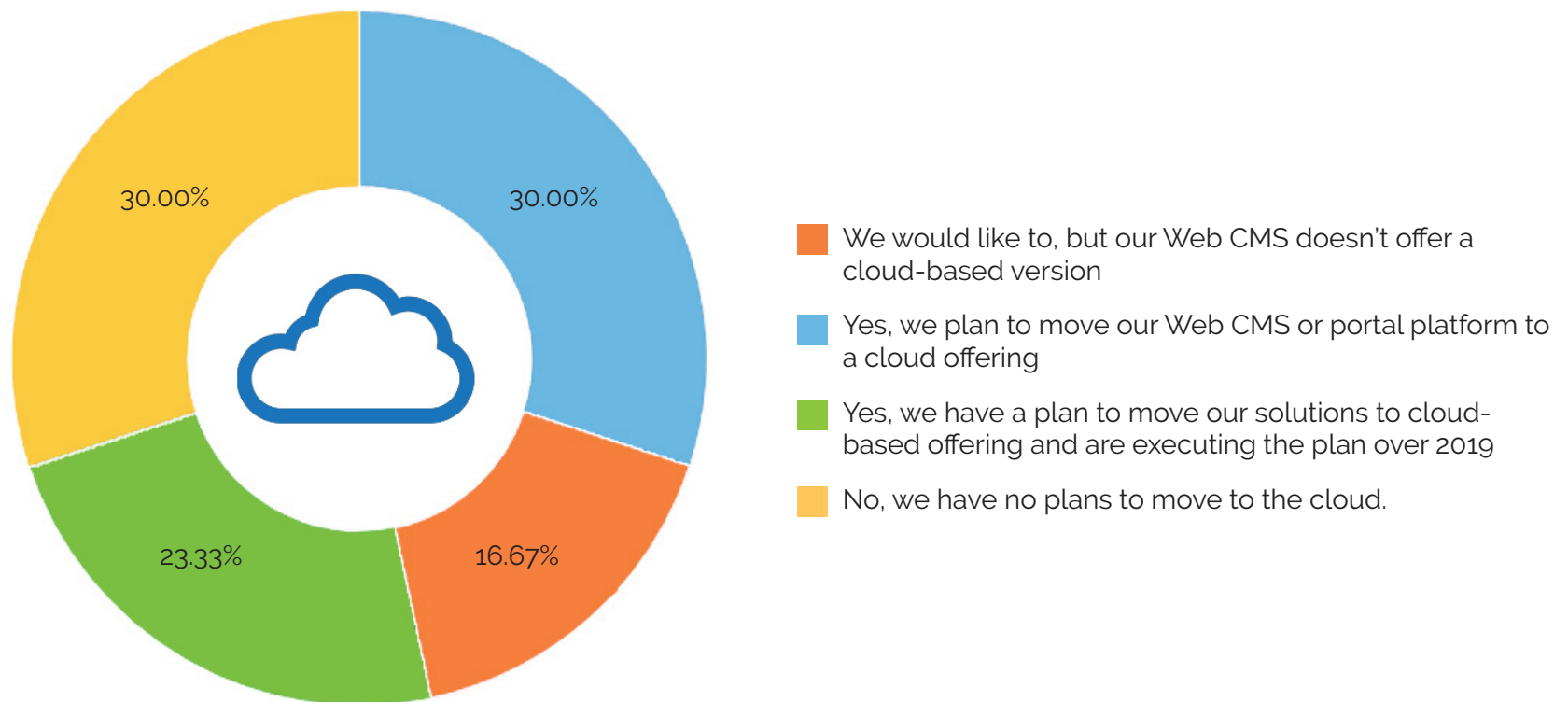
Modern web content management solutions have or are creating cloud-based versions; some are SaaS-based, others are simply redesigned to live in the Cloud on Azure, Amazon Web Services, or in some cases, the CMS' own private Cloud.

In our study, 30% are planning to move their CMS or portal platform to a Cloud solution, while 23% already have a plan to migrate to the Cloud and are executing that plan this year.

It's the 16% that want to move to the Cloud but aren't because their current CMS doesn't offer a Cloud-based version that's concerning.

Do you have plans to move your Digital Experience applications to the cloud?

Organizations invest a lot of time and money setting up a CMS and it's hard to throw that away for something new. The key is to look for an alternative solution that can make the migration as easy as possible and doesn't cost a fortune to implement.

30.00%

30.00%

23.33%

16.67%

■ We would like to, but our Web CMS doesn't offer a cloud-based version

■ Yes, we plan to move our Web CMS or portal platform to a cloud offering

■ Yes, we have a plan to move our solutions to cloud-based offering and are executing the plan over 2019

■ No, we have no plans to move to the cloud.

If yes, what are your biggest concerns/challenges with moving your Web CMS or portal platform to the Cloud? (Select all that apply)

For those organizations that are moving or planning to move to the Cloud, there are concerns and challenges that must be addressed. Security and compliance concerns are top of the list with 36% needing to comply with one or more regulations and 35% needing to meet critical security requirements.
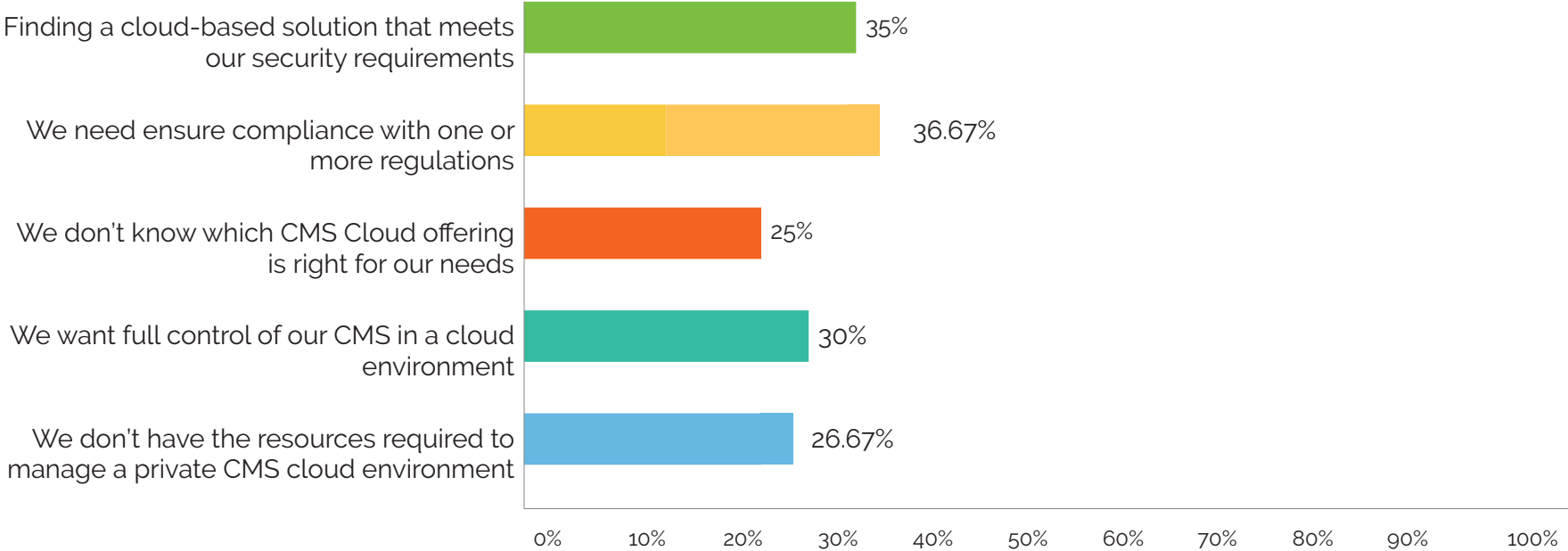
The other important concern is having full control of the CMS in the Cloud. For organizations that need this level of control, a SaaS solution will not work. They'll need a CMS that can be hosted in an IaaS environment like Microsoft Azure or AWS. Some CMS vendors also provide their own hosting services, but do not enable full control. It's important to understand how and why full control is needed: the admin/publishing, the backend systems management, or both?

Conclusion

We hope you found the information in the 2019 Digital Priorities report useful. Our research has confirmed that organizations are continuing to move forward with their digital experience initiatives and are looking for technologies that can support a range of plans, including website, support portals, mobile apps and headless content delivery.

While challenges will always exist, it is possible to create great digital experiences that engage, inform and support your customers. The right technology will help support your strategies for this year and beyond.

About Ingeniux

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

We build content management software with an unparalleled focus on the content itself. The Ingeniux CMS is designed to manage and deliver modern websites, customer support portals, online communities, and other customer touchpoints.

We believe in intelligent "structured" content. We design our software to enable content reuse, enable true mobile and multi-channel content delivery, and insightful content discovery. Our unique content-as-a-service capabilities deliver content into web and mobile applications, and other key channels.

Ingeniux software is available as a fully managed software service or an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more, visit us at http://www.ingeniux.com.

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