2018 Trends Survey

Comtech / DCL

DCL Data Conversion Laboratory Inc.

CIDM

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Presenters

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President
Data Conversion Laboratory

Dawn Stevens
President / Director
Comtech Services / CIDM

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Survey data

- 6th year of publishing trends data
  - Types of content
  - Content formats
  - Delivery mechanisms
  - Future plans
- Almost 2200 respondents over the 6 years
  - Average of 350 people/year

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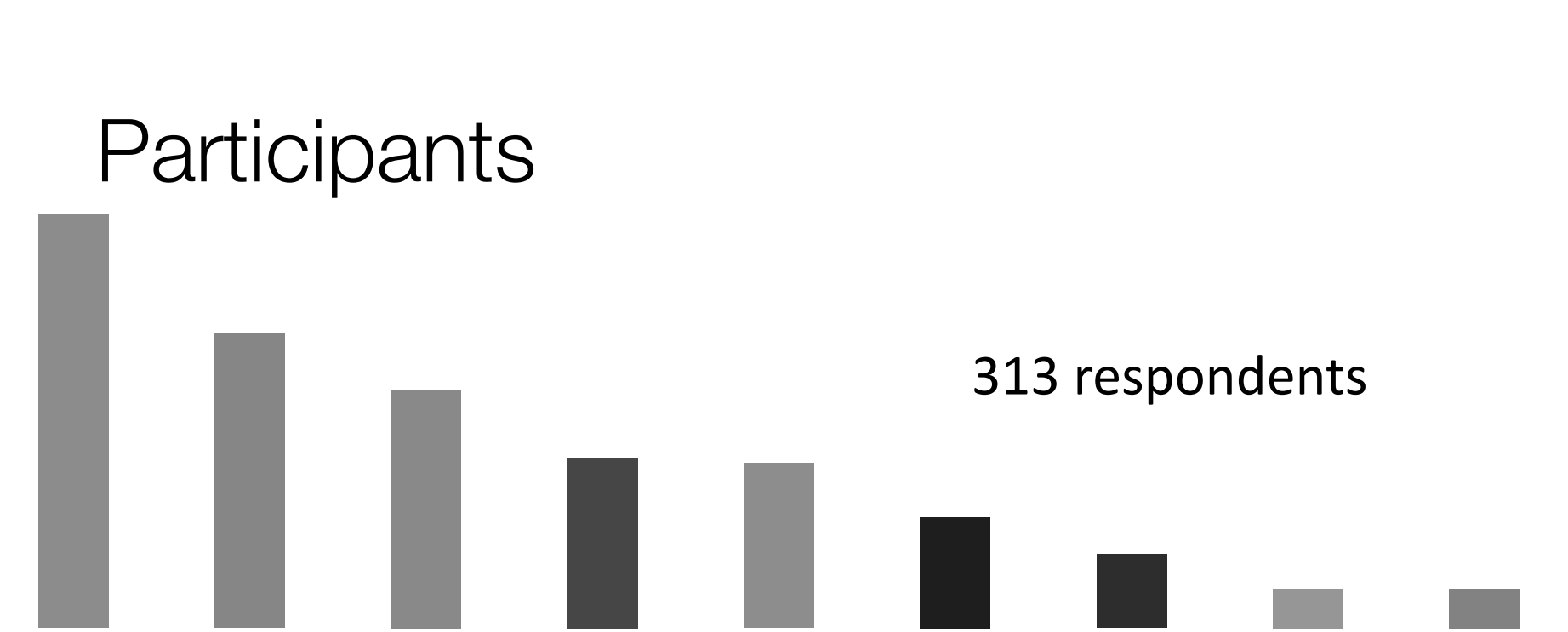
Participants



54.55%	38.96%	31.49%	22.40%	21.75%	14.61%	9.74%	5.19%	5.19%
Writer	Manager	Information Architect	Content Strategist	Editor	Publisher	Other	Service and Support	Consultant

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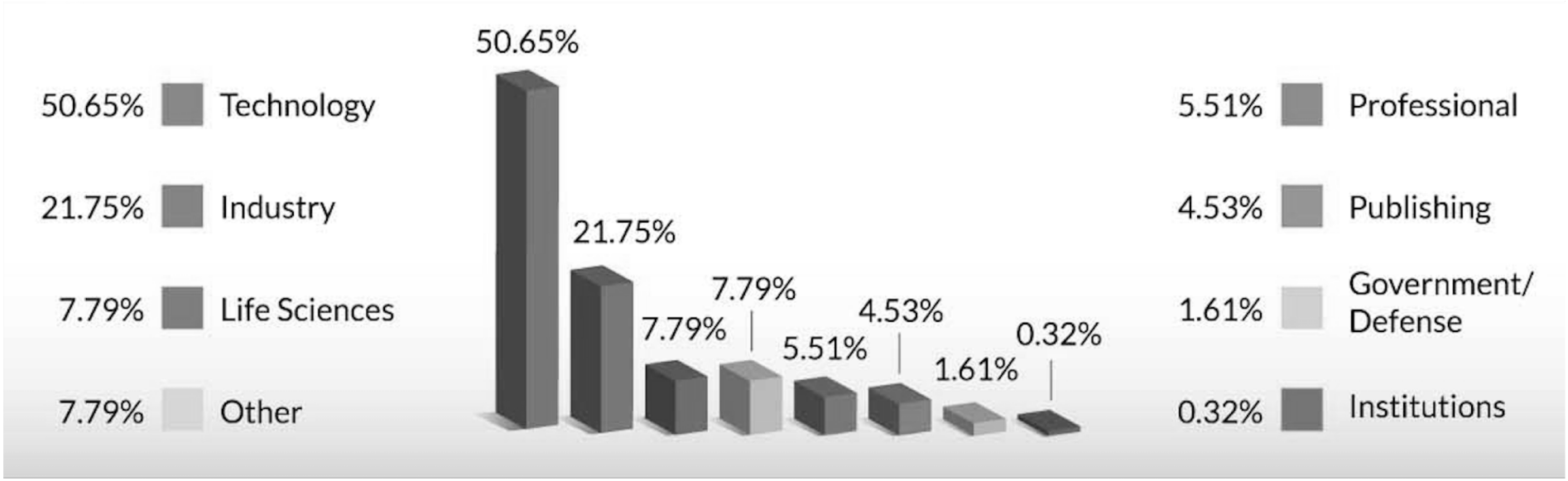
Represented industries



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Current State of Affairs

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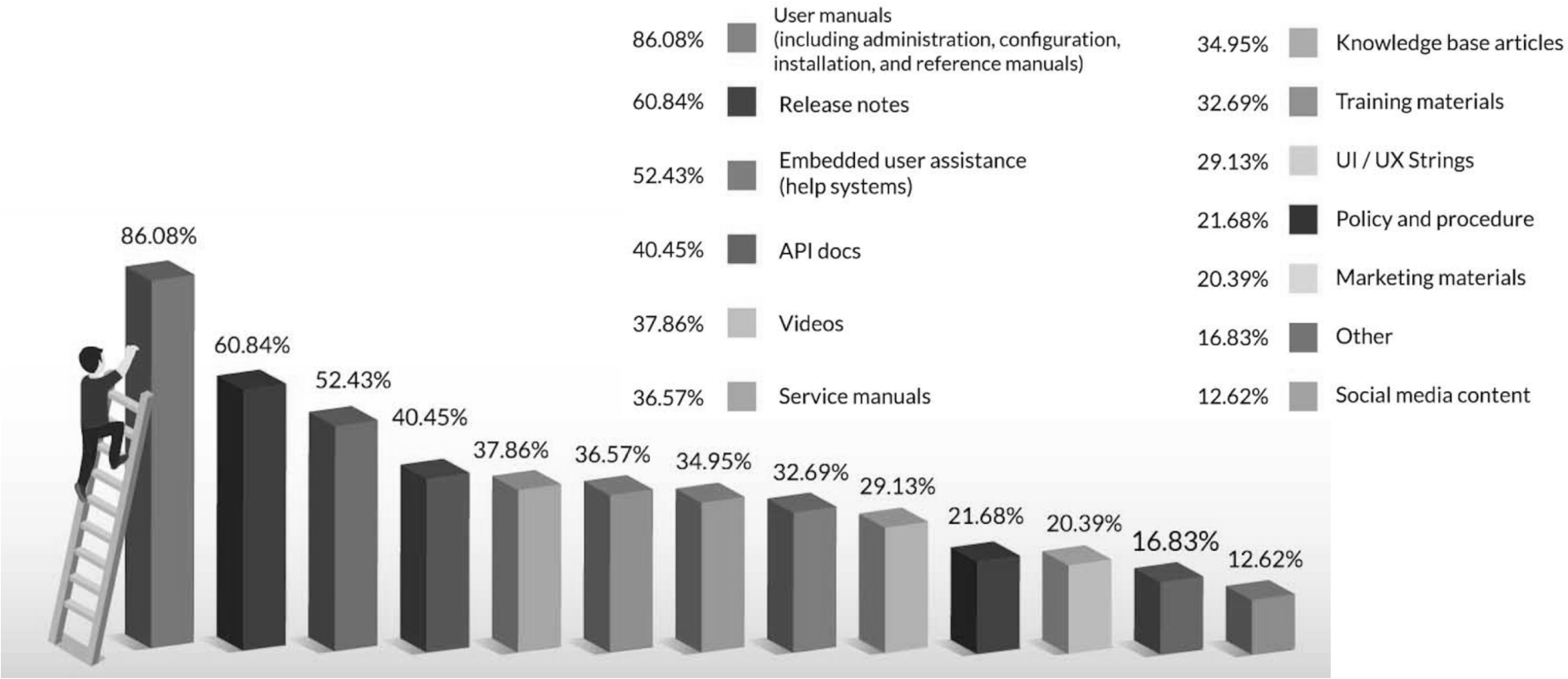
Types of content created



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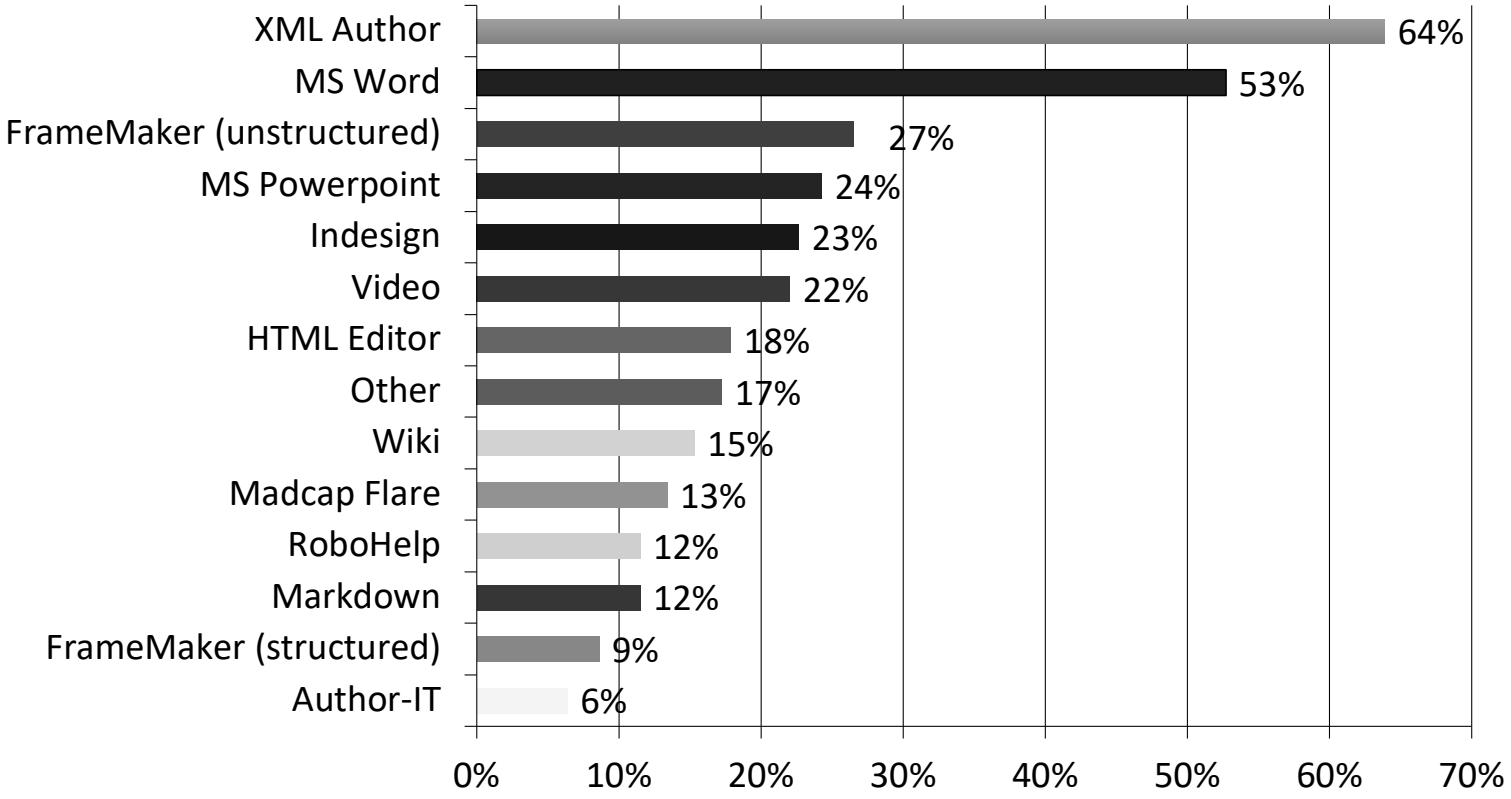
Authoring tools | Overall



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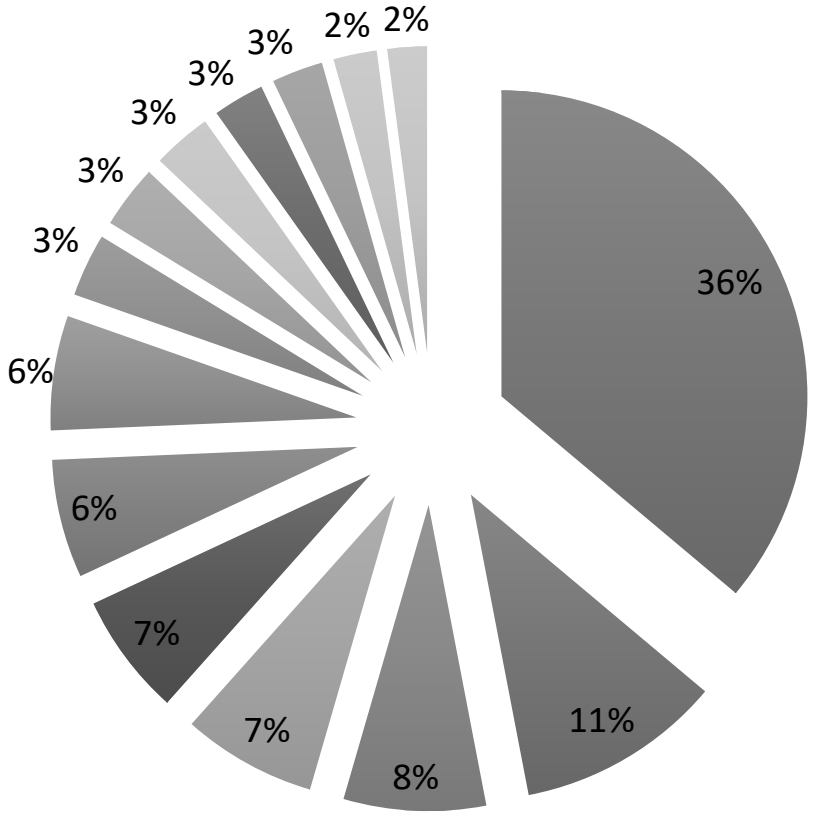
Authoring tools | Primary



- XML Author
- MS Word
- FrameMaker (unstructured)
- MS Powerpoint
- Video
- Other
- Madcap Flare
- Indesign
- Wiki
- Markdown
- RoboHelp
- Author-IT
- HTML Editor
- FrameMaker (structured)

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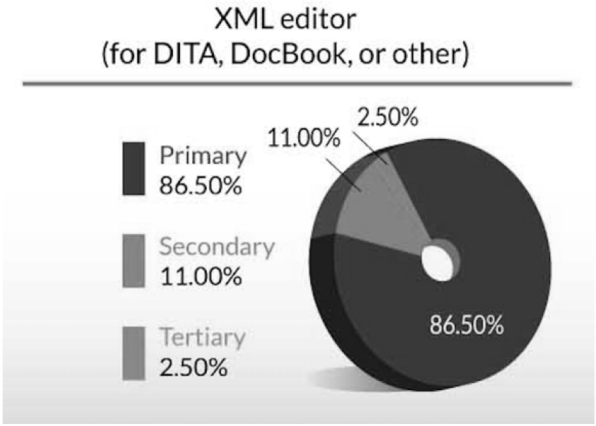
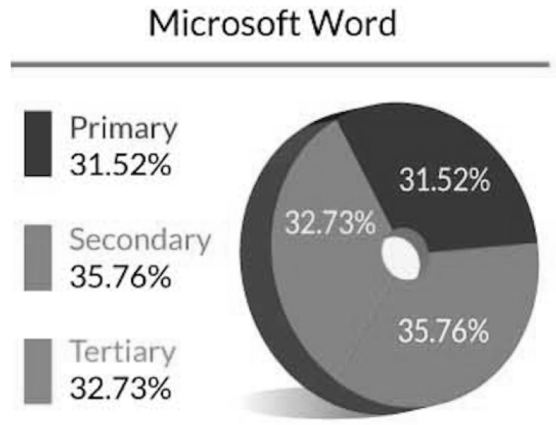
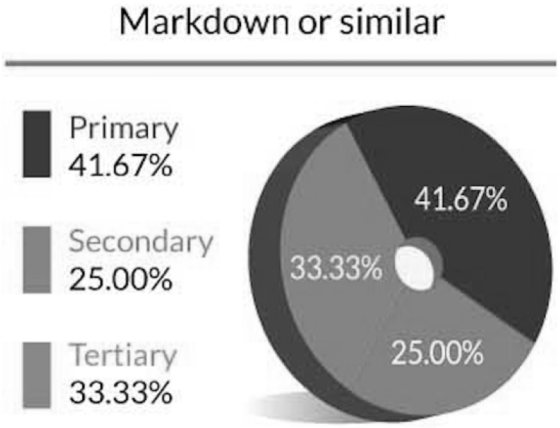
Authoring tools | Spread







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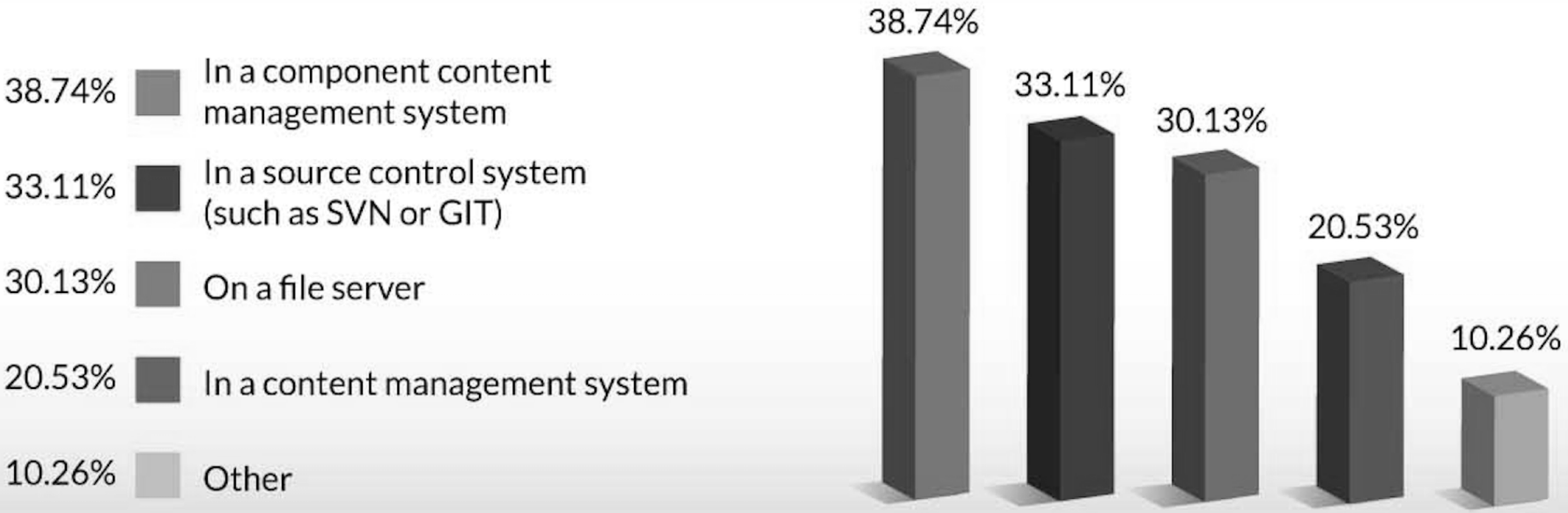
Content management



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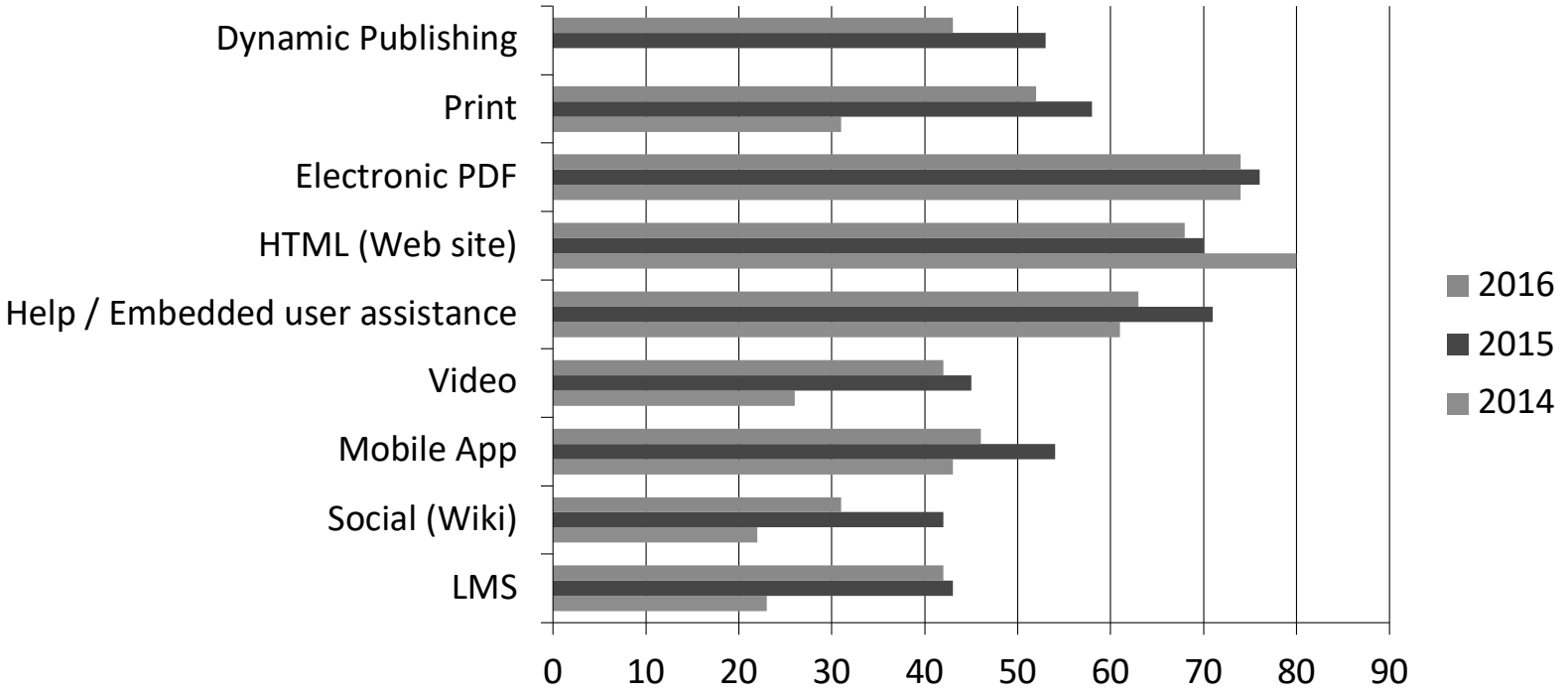
Publishing format | Past predictions



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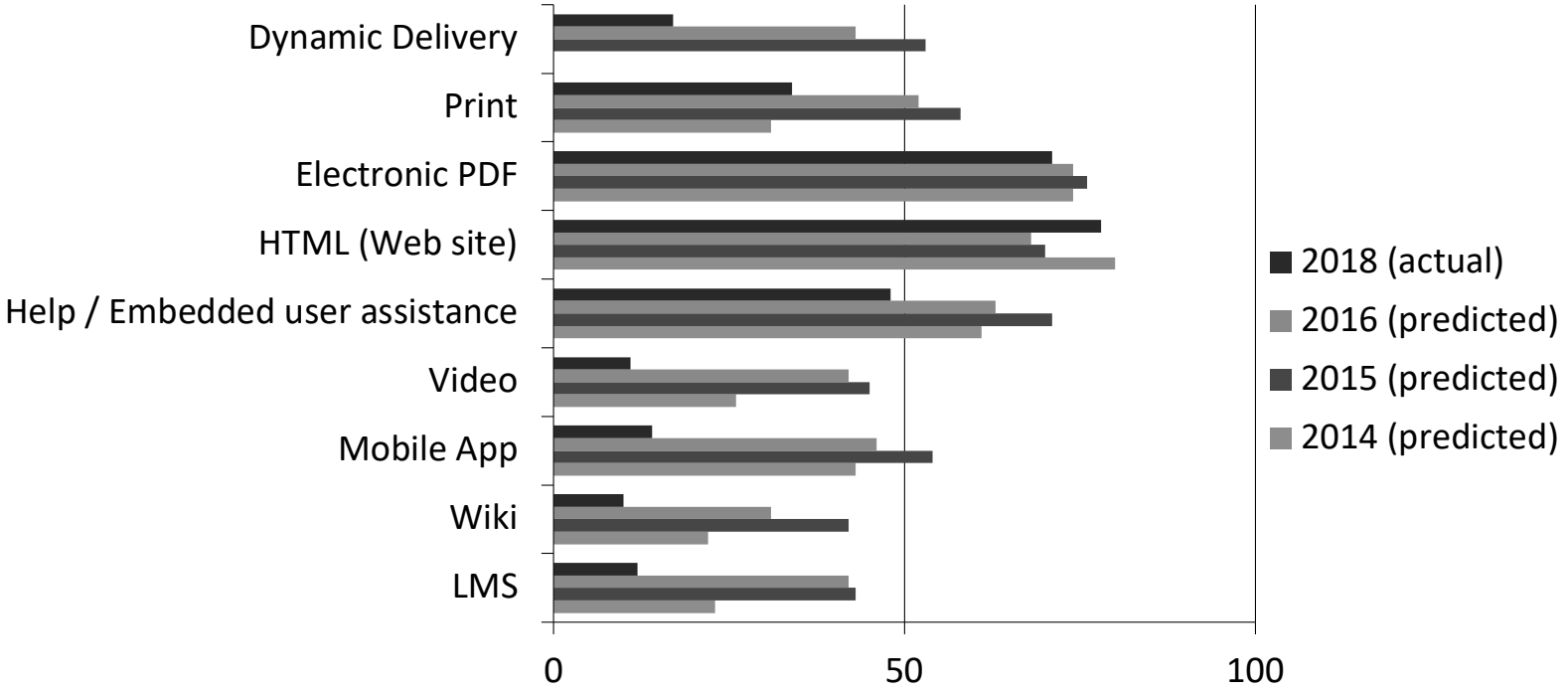
Publishing format | 2018 Actual vs Predictions



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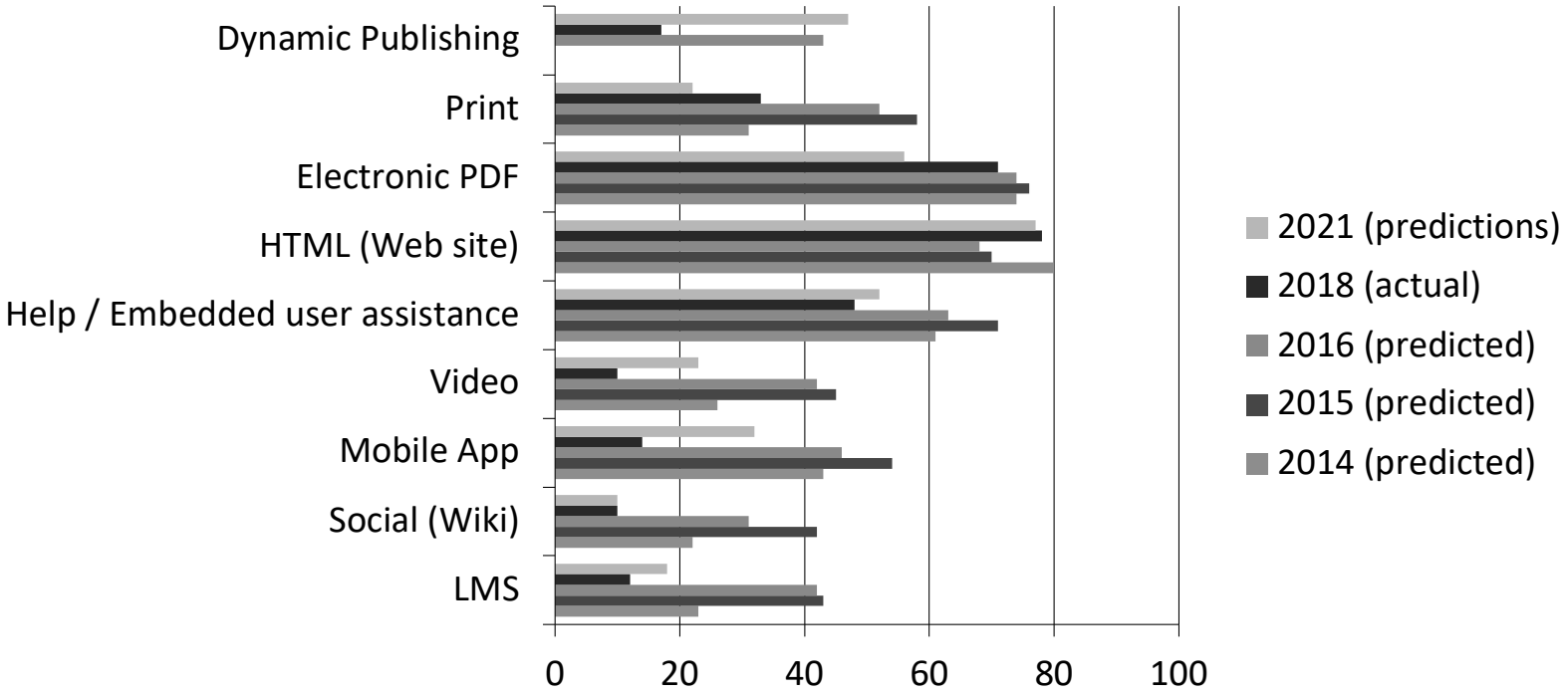
Publishing format | Future



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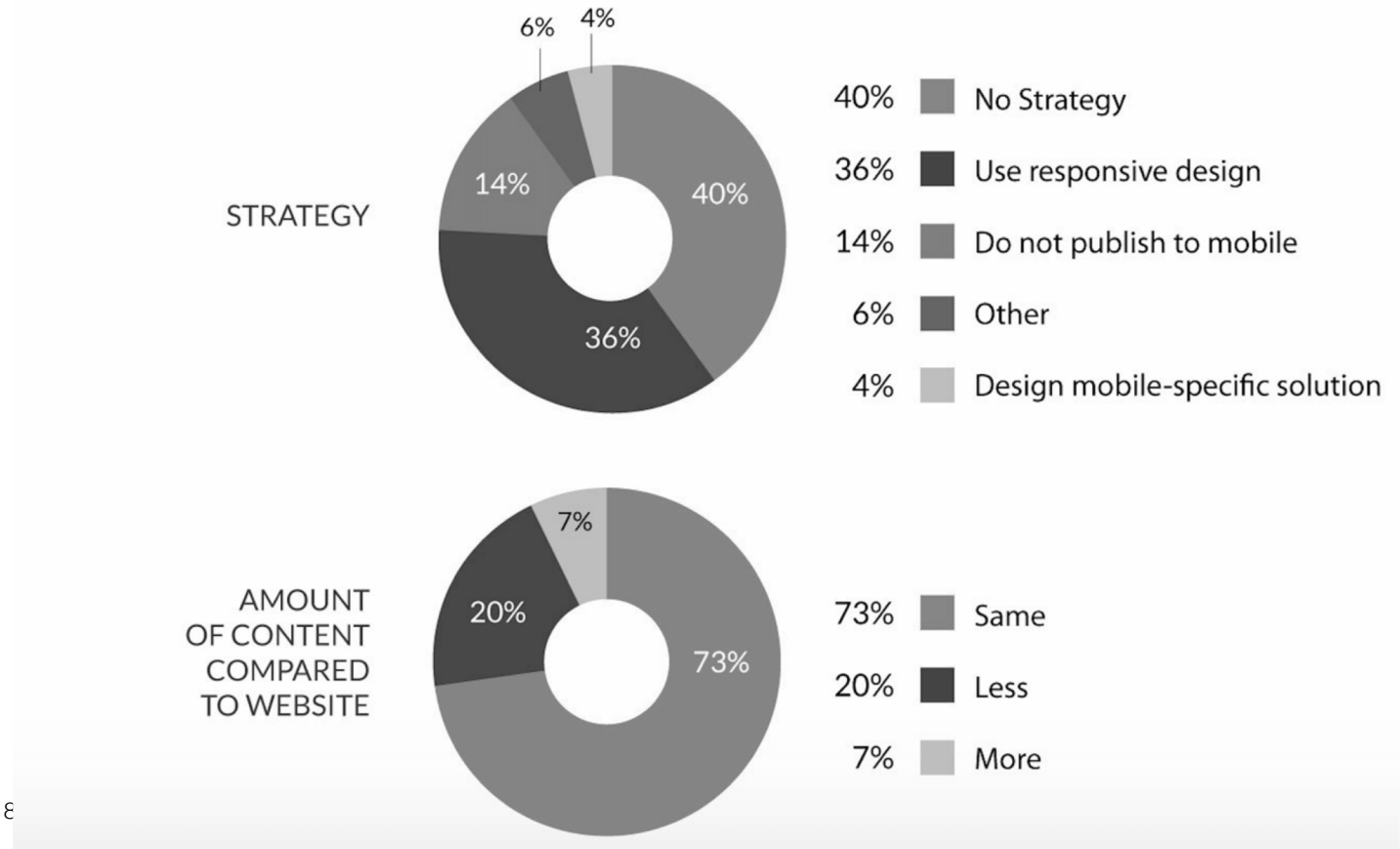
Mobile strategy



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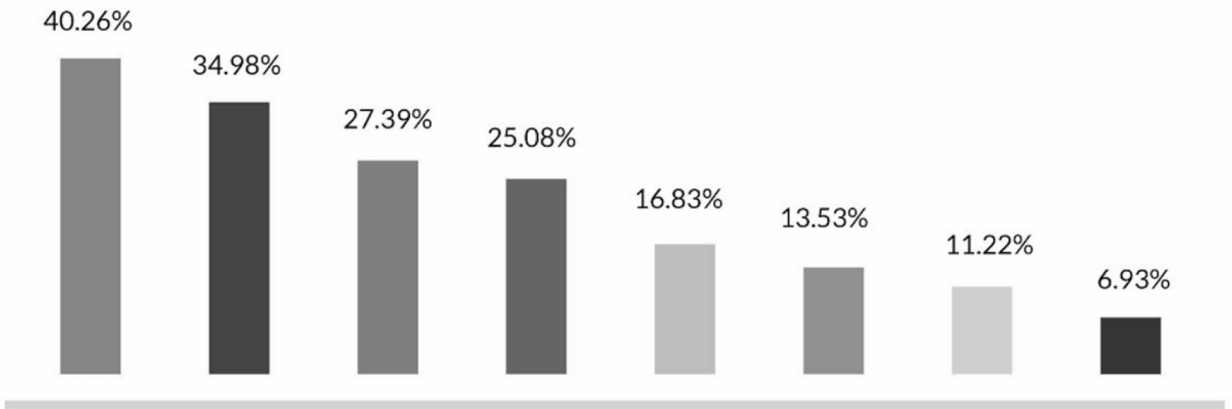
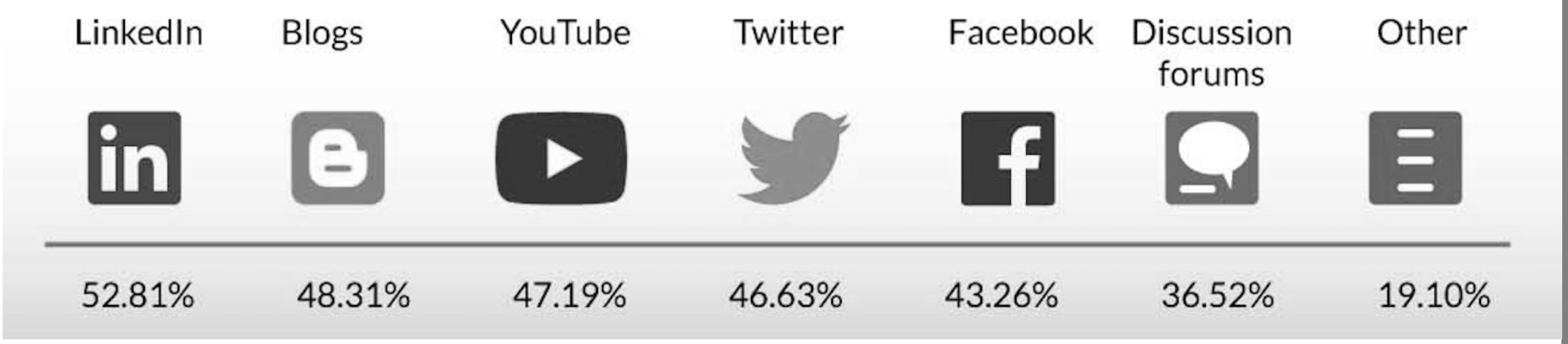
Social media strategy



40.26%	We do not use social media	16.83%	To provide a feedback channel for our users
34.98%	For marketing and pre-sales activities only	13.53%	To provide content
27.39%	To direct users to content	11.22%	To gather information about our users
25.08%	To announce new content releases	6.93%	Other

Social media platforms



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User-generated content

No, customers cannot contribute content

Yes, but only by adding comments to existing content

Other

Yes, but only after the content has been curated by company experts

Yes, by contributing their own content to the website or portal

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Plans for the Next Few Years

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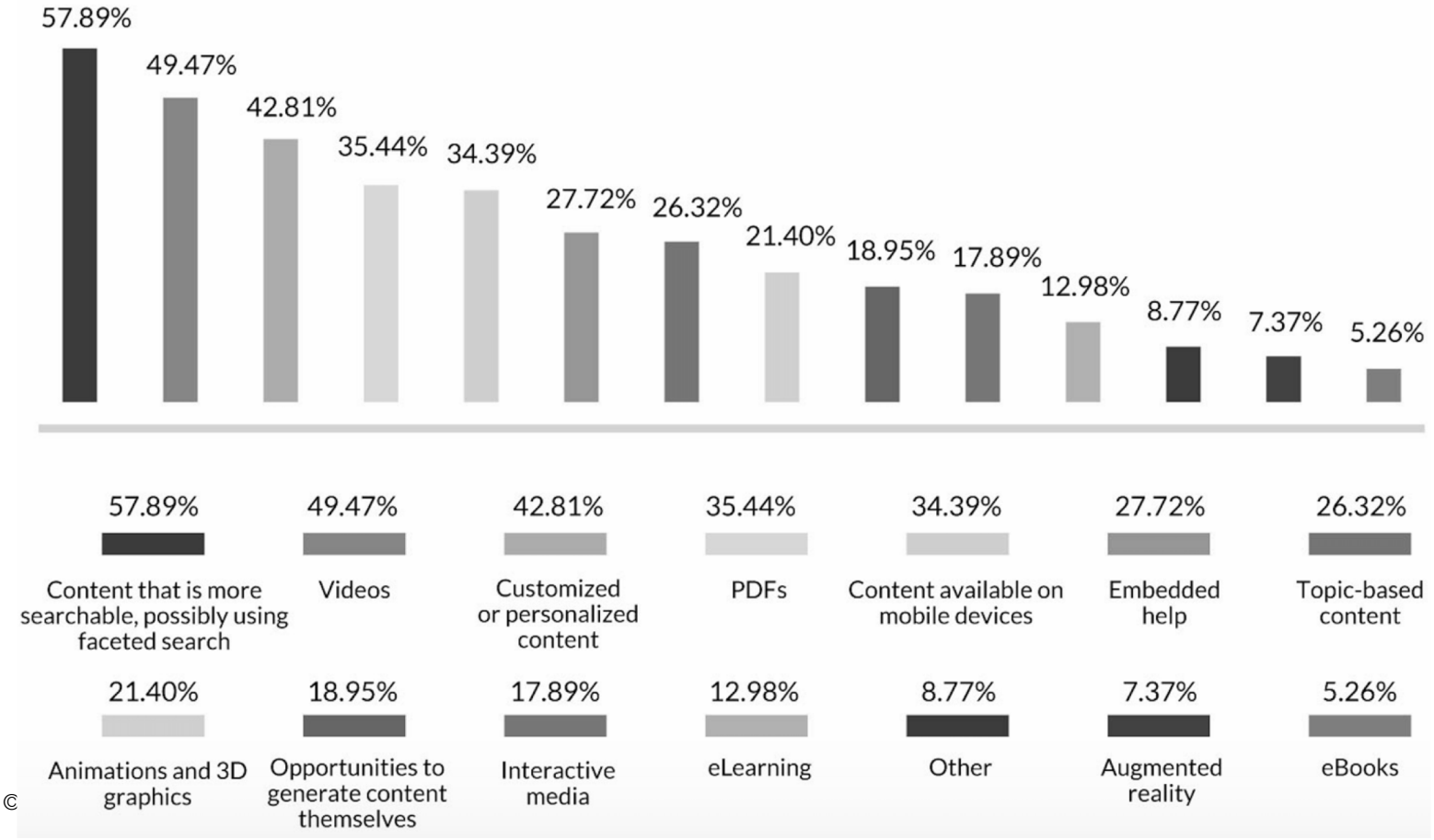
Customer demands



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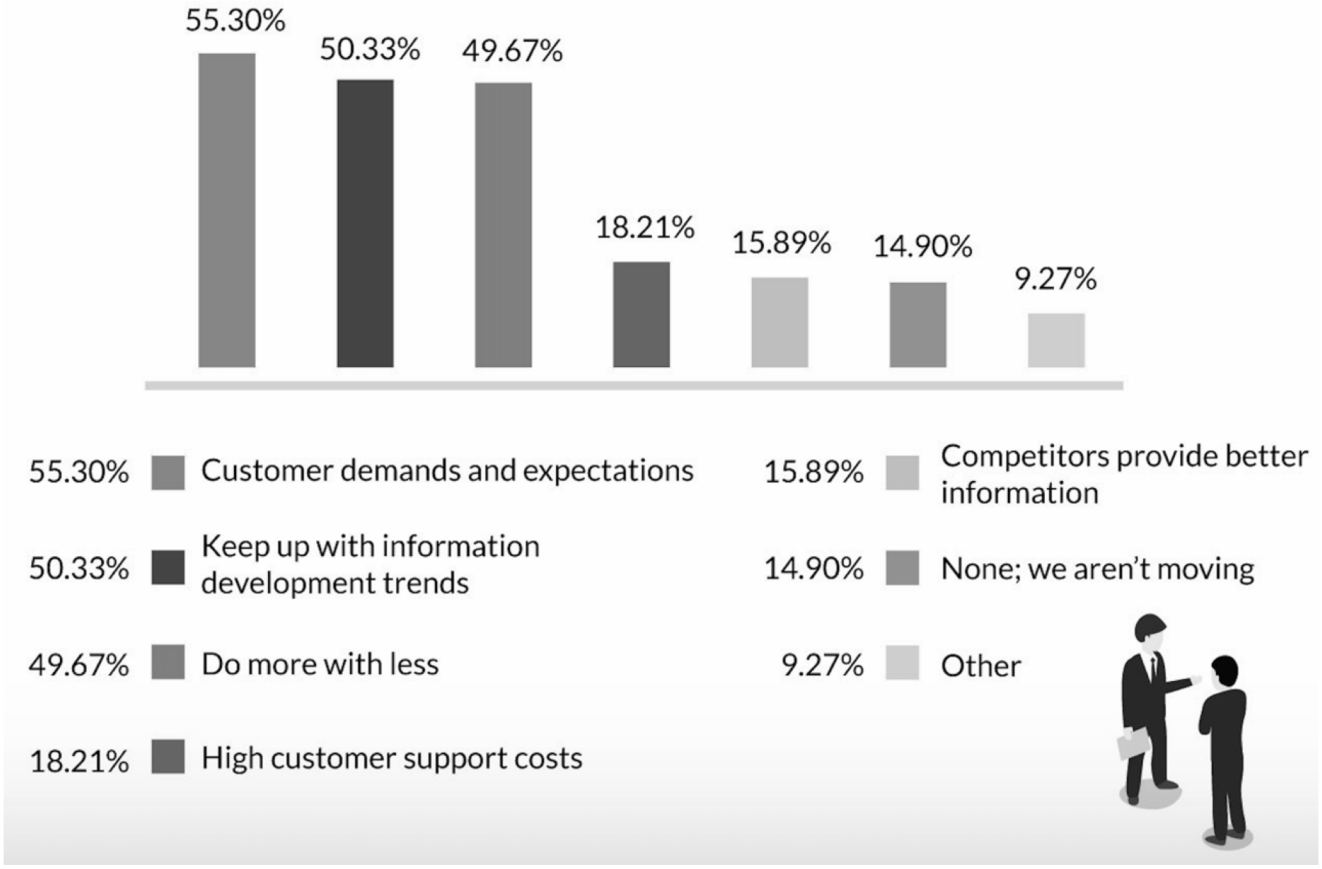
Business requirements



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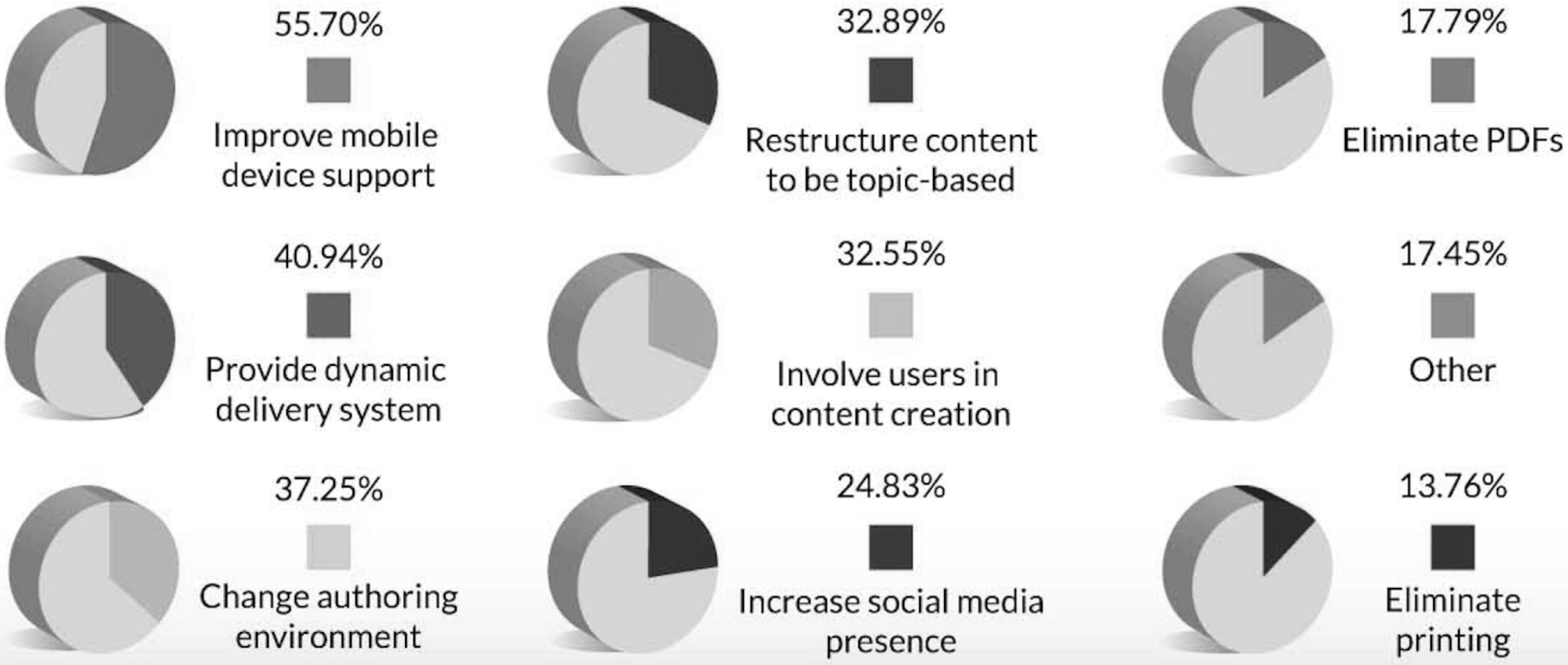
Content strategy



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Percent to be delivered electronically in one year

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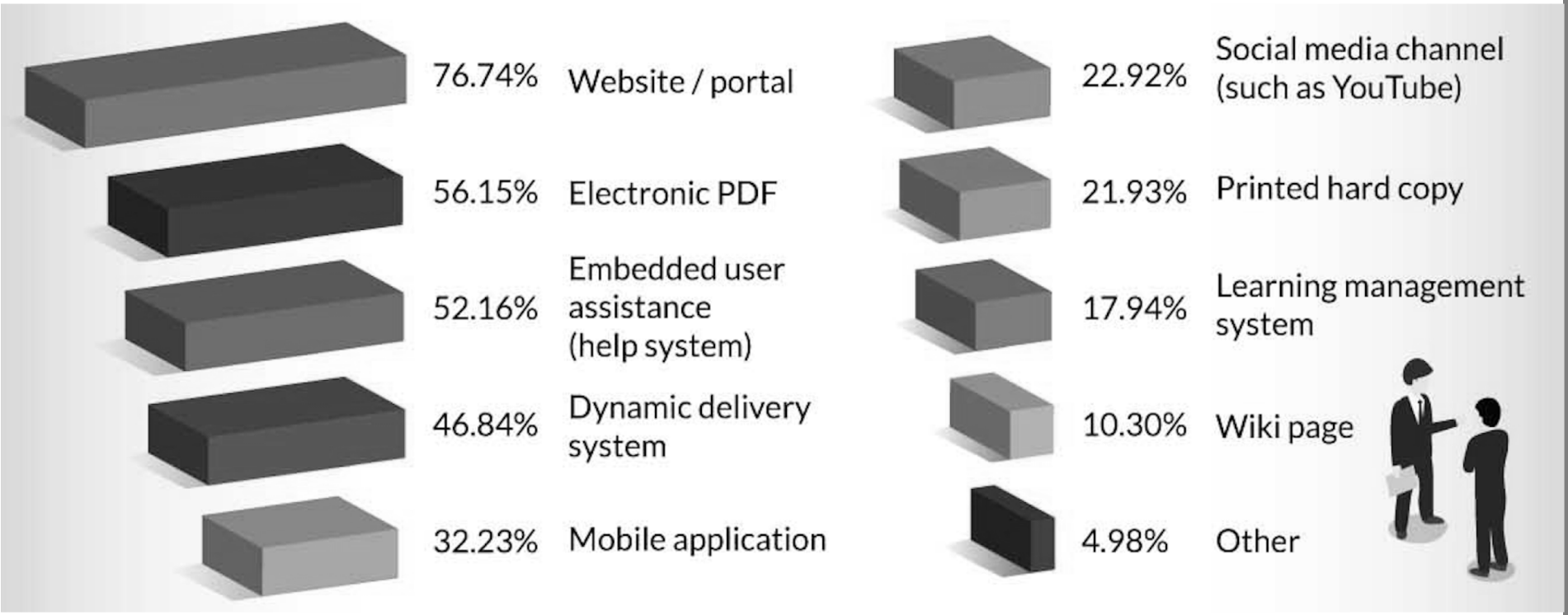
Delivery mechanisms



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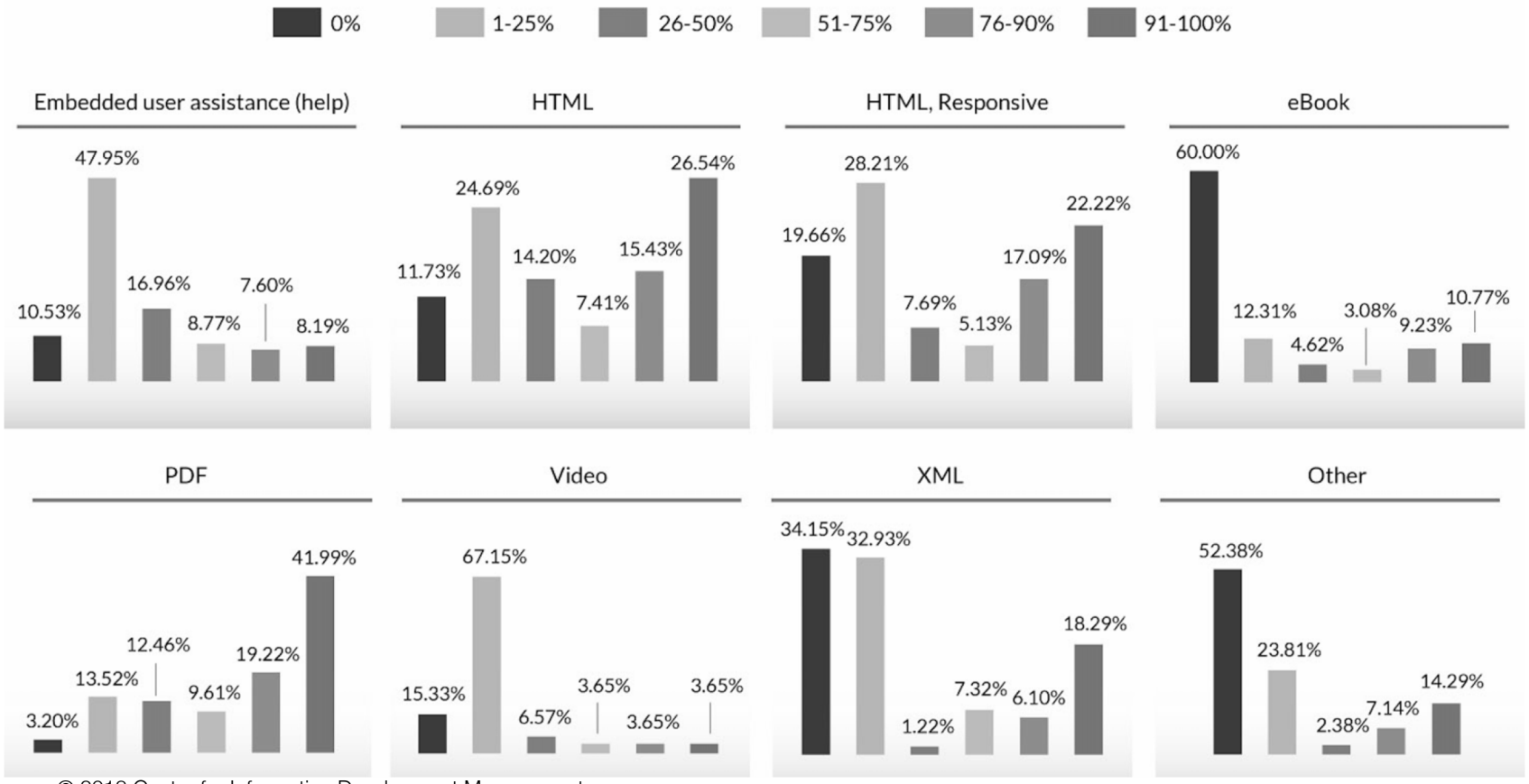
Publishing formats



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Implementation Strategies

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Are you ready?

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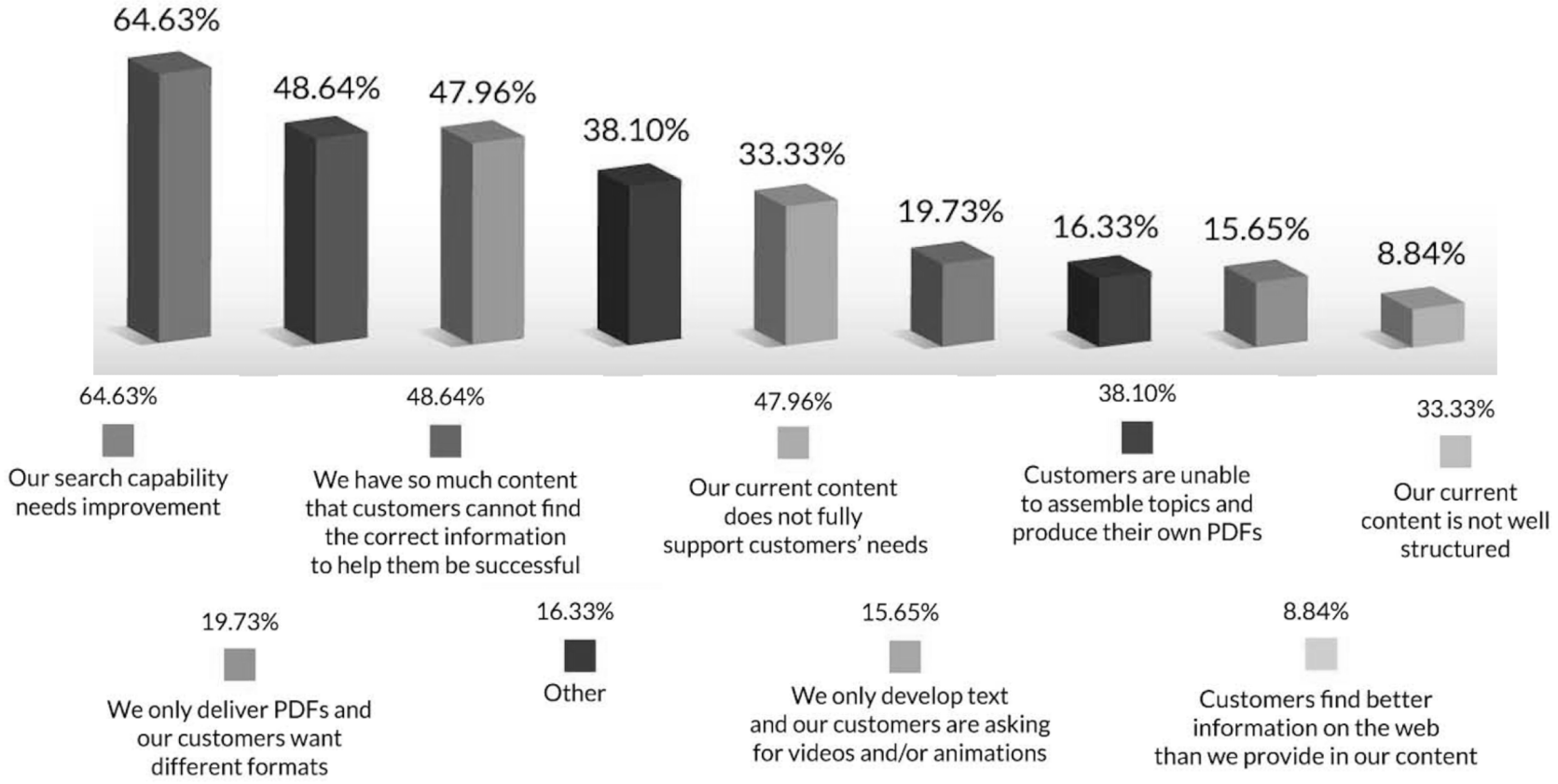
Shortcomings



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Barriers

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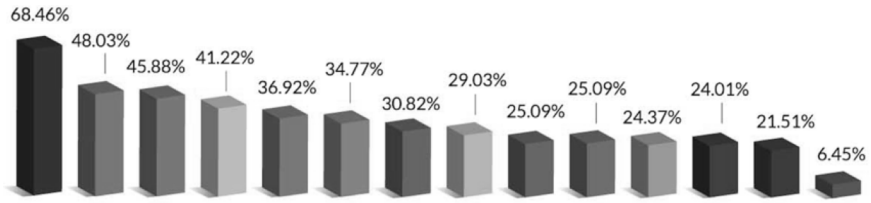
Needs



68.46%		Time	29.03%		Executive buy-in
48.03%		Additional resources	25.09%		Convincing our staff that change is necessary
45.88%		Funding	25.09%		Support from our corporate technology experts
41.22%		Training	24.37%		Supporting analytics
36.92%		Better publishing or content management tools	24.01%		Help in selecting the right technology
34.77%		A compelling story to gain senior management support and funding	21.51%		Outside expertise or consulting
30.82%		Change management plan	6.45%		Other

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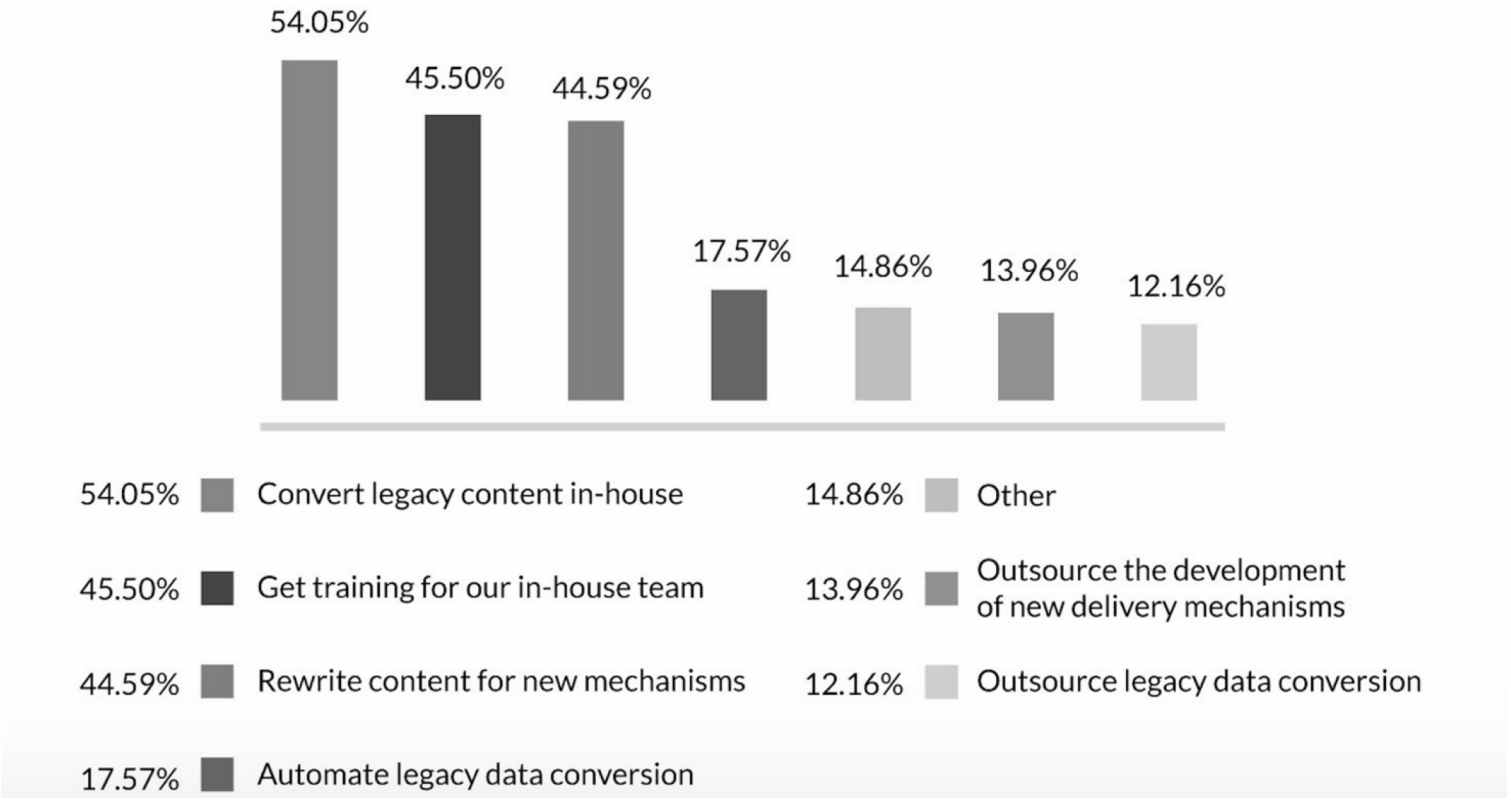
Conversion strategies



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Conversion challenges

64.55% Insufficient staff

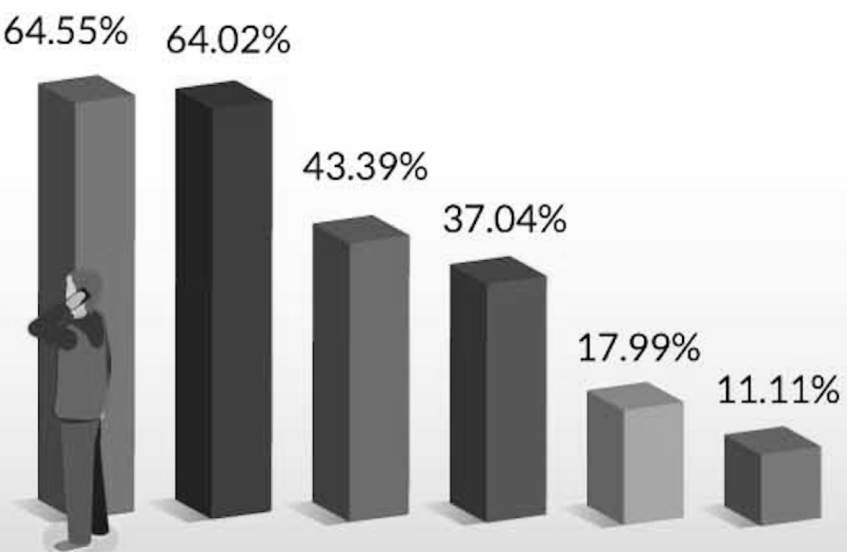
64.02% Content is not well-structured

43.39% Lack of budget

37.04% Lack of knowledge of conversion process

17.99% Negative experiences with automated conversions in the past

11.11% Other



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Questions

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