Following the Trends: 2019

Comtech / DCL
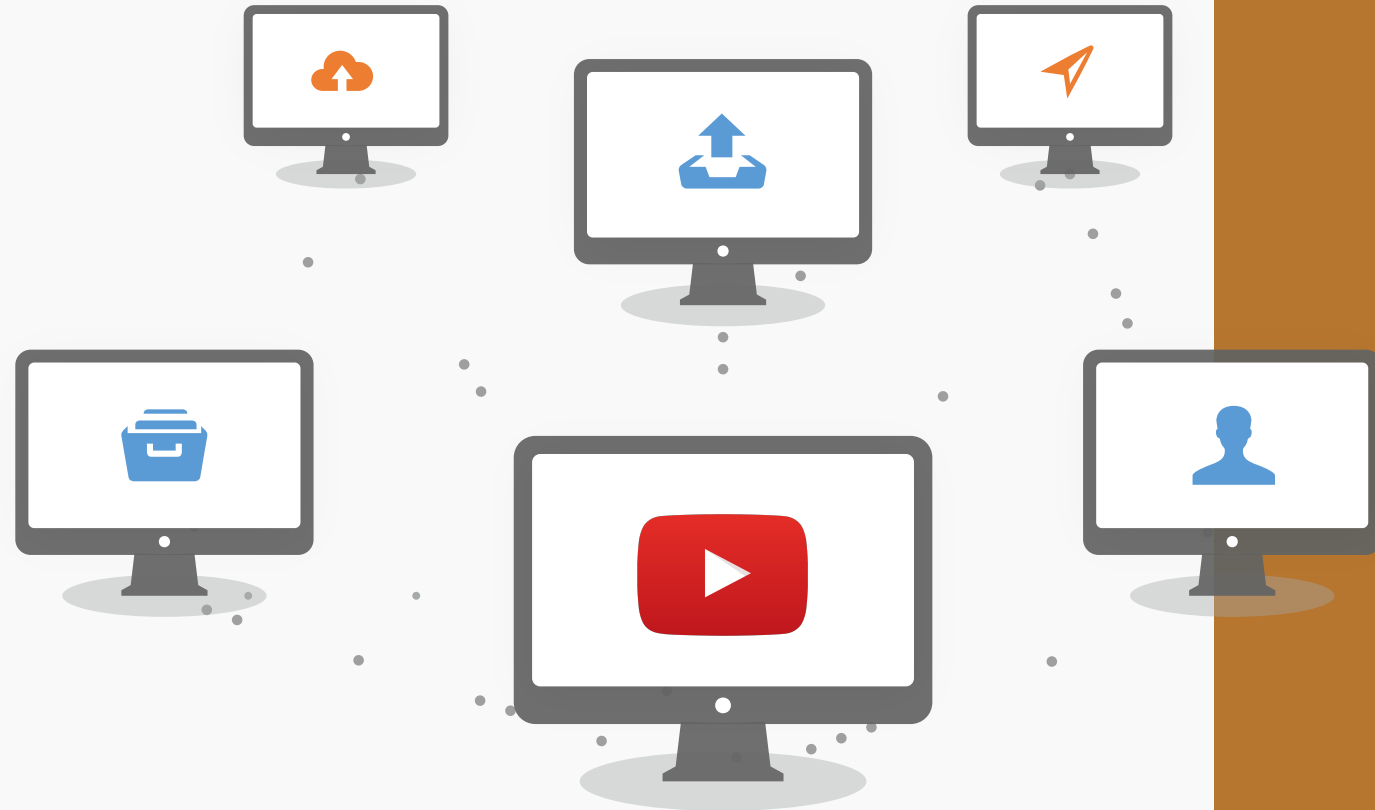
The Future of Leadership in the Digital Economy

"When it comes to **leading in today's digital world**, what I don't see are enough leaders who are living in the business and leading by example. **Actions speak louder than words, and actions spring from mindsets.**"

--Michael Schrage, an MIT Initiative on the Digital Economy researcher

MITSloan
Management Review

From https://sloanreview.mit.edu/article/dodging-digital-blind-spots/
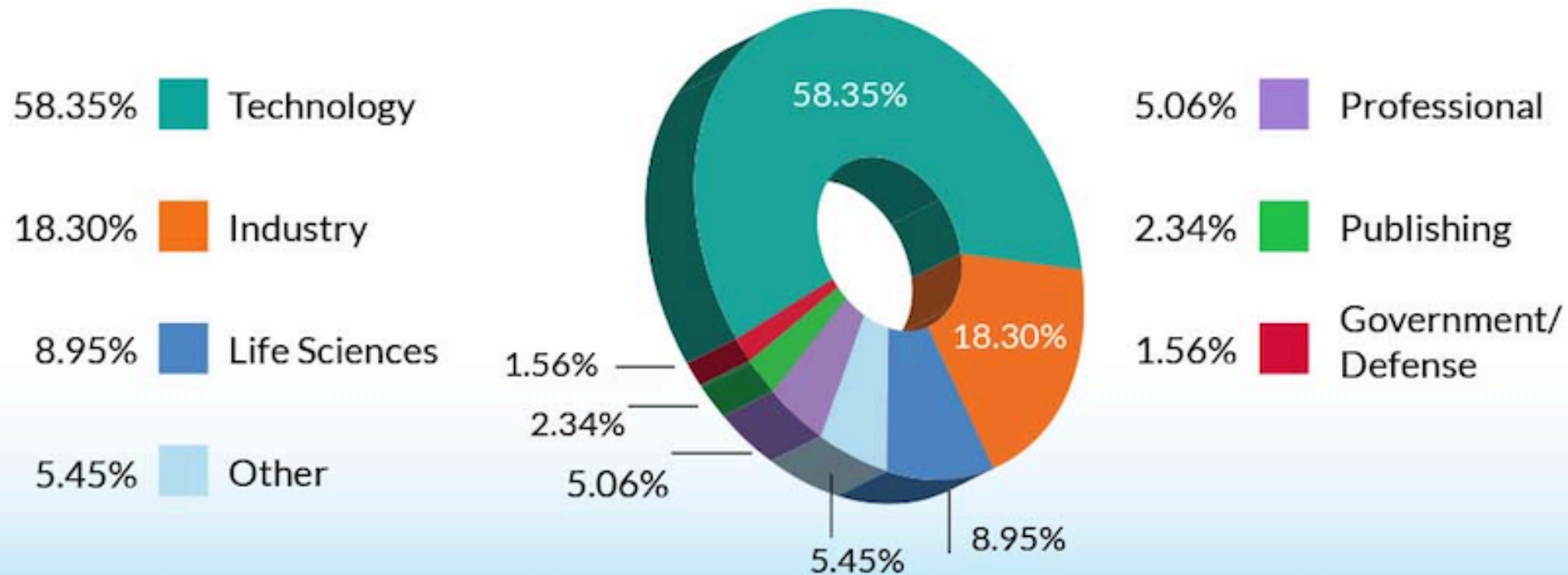
Presenters

Mark Gross
President
Data Conversion Laboratory

Dawn Stevens
President / Director
Comtech Services / CIDM

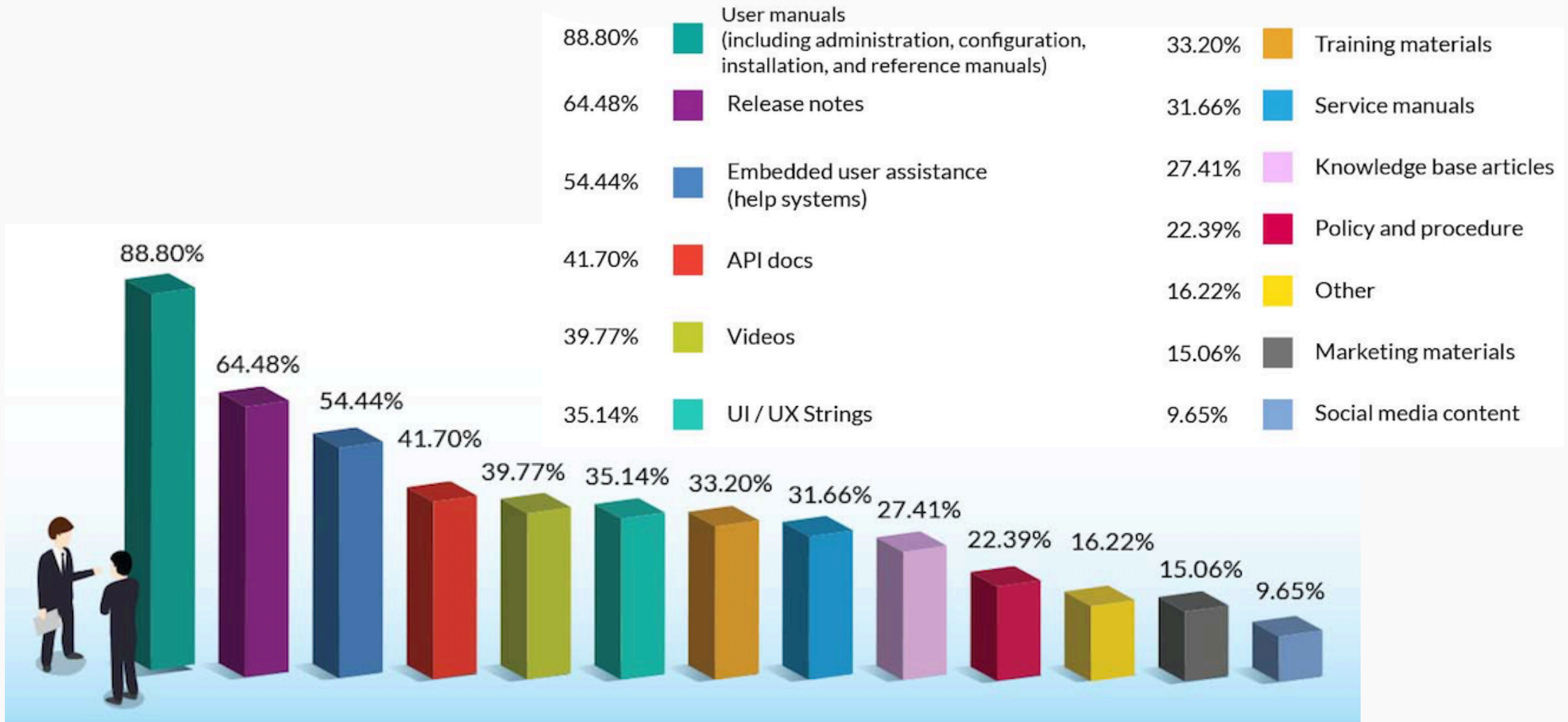# Participants

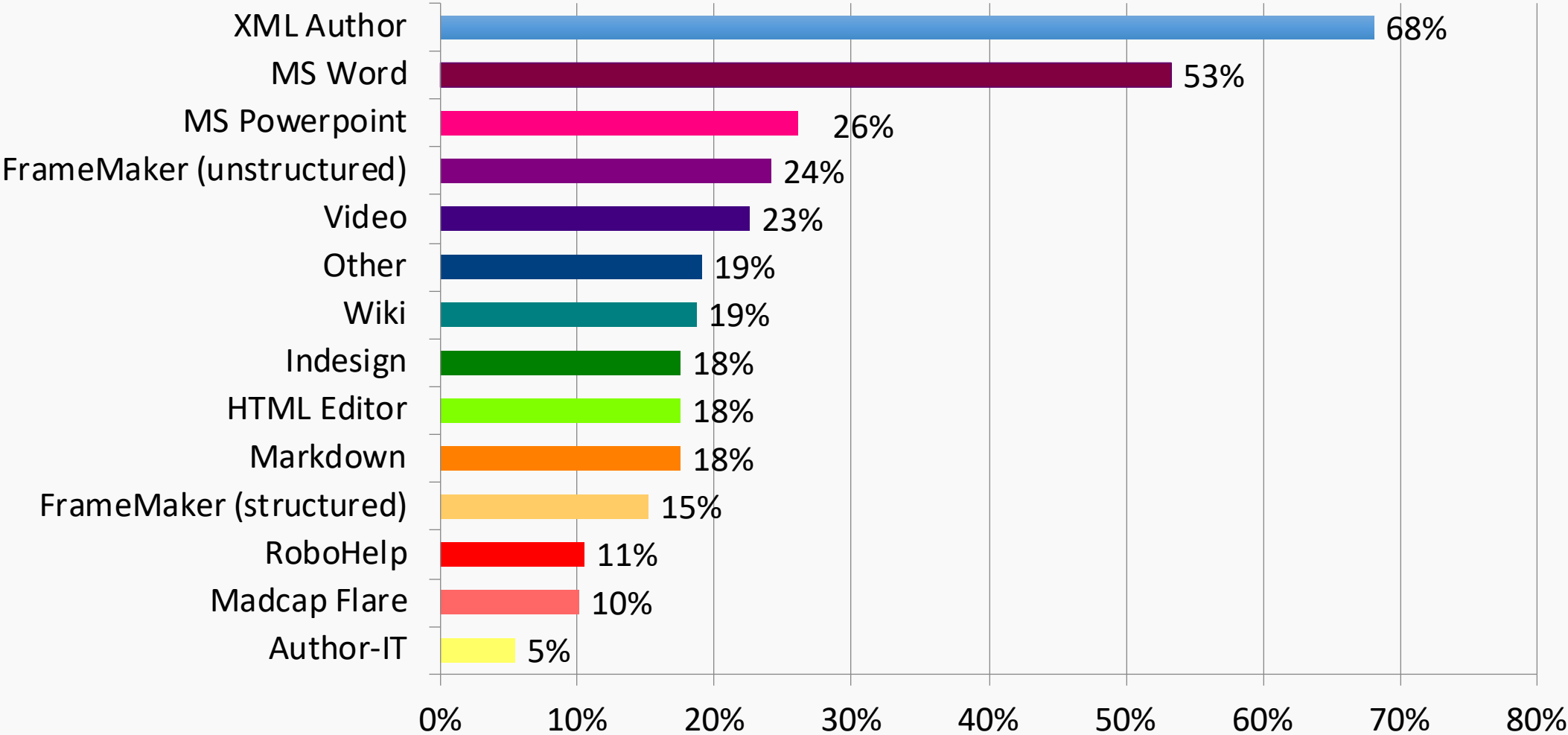261 Respondents

Category	Percentage
Writer	51.75%
Manager	38.52%
Information Architect	28.40%
Content Strategist	24.51%
Editor	19.46%
Publisher	11.28%
Other	8.95%
Consultant	4.67%
Service and Support	3.50%

Represented industries

58.35% Technology
18.30% Industry
8.95%   Life Sciences
5.45%   Other

5.06% Professional
2.34% Publishing
1.56% Government/Defense

58.35%
18.30%
1.56%
2.34%
5.06%
5.45%
8.95%

Types of content created

88.80%		User manuals (including administration, configuration, installation, and reference manuals)
64.48%		Release notes
54.44%		Embedded user assistance (help systems)
41.70%		API docs
39.77%		Videos
35.14%		UI / UX Strings
33.20%		Training materials
31.66%		Service manuals
27.41%		Knowledge base articles
22.39%		Policy and procedure
16.22%		Other
15.06%		Marketing materials
9.65%		Social media content

Authoring tools | Overall

Horizontal bar chart showing:
- XML Author: 68%
- MS Word: 53%
- MS Powerpoint: 26%
- FrameMaker (unstructured): 24%
- Video: 23%
- Other: 19%
- Wiki: 19%
- Indesign: 18%
- HTML Editor: 18%
- Markdown: 18%
- FrameMaker (structured): 15%
- RoboHelp: 11%
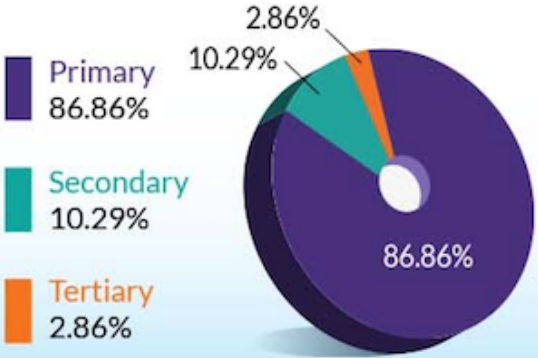- Madcap Flare: 10%
- Author-IT: 5%

Authoring tools | Primary
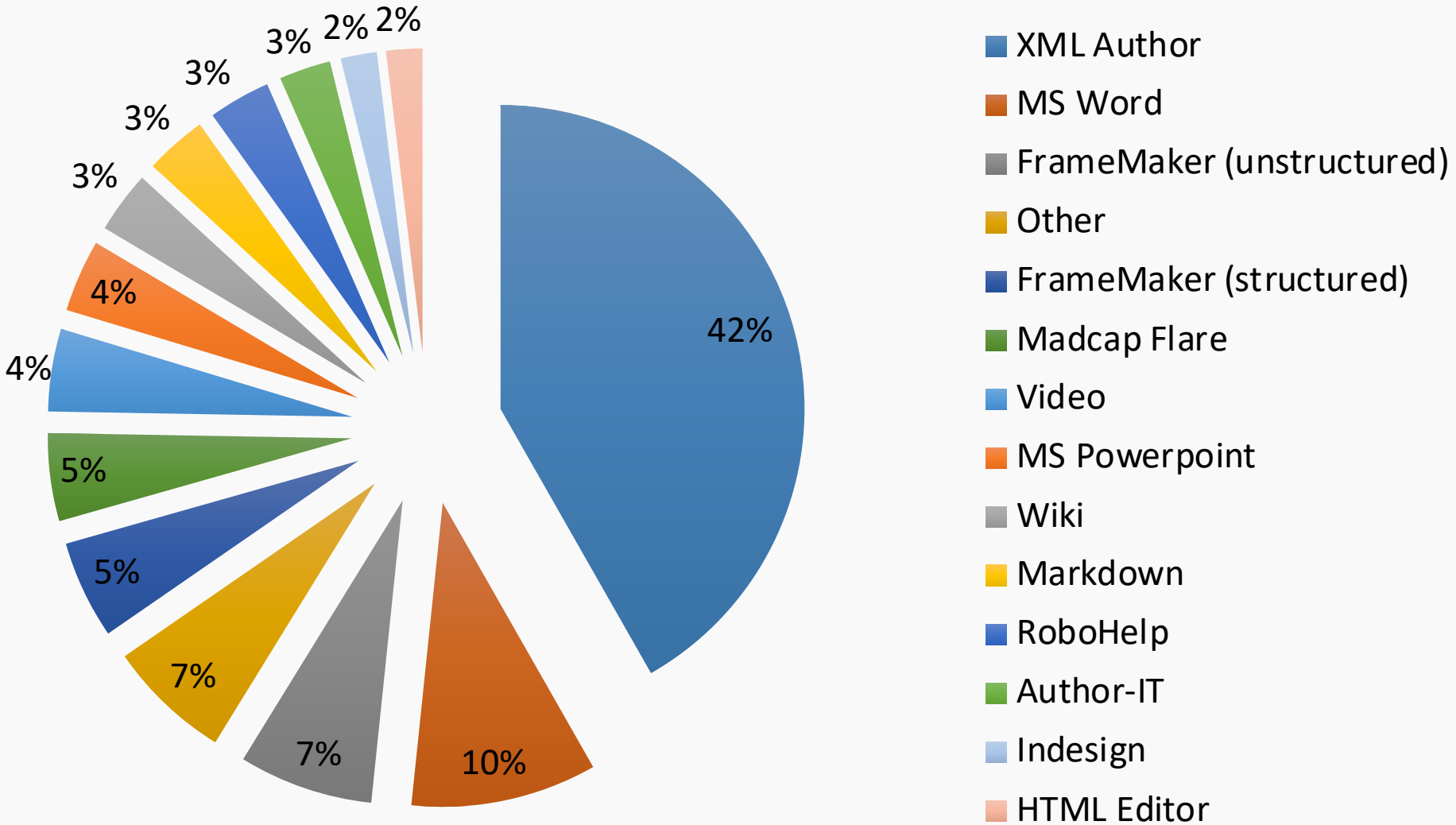
Authoring tools | Spread

XML editor
(for DITA, DocBook, or other)
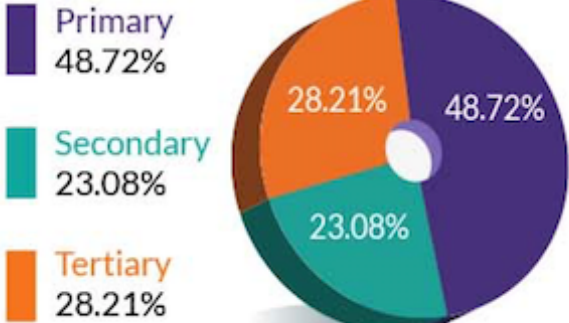
- Primary 86.86%
- Secondary 10.29%
- Tertiary 2.86%

Adobe FrameMaker (structured)

- Primary 48.72%
- Secondary 23.08%
- Tertiary 28.21%

Adobe FrameMaker (unstructured)

- Primary 41.94%
- Secondary 30.65%
- Tertiary 27.42%

Markdown or similar

- Primary 26.67%
- Secondary 44.44%
- Tertiary 28.89%

Microsoft Word

- Primary 26.28%
- Secondary 44.53%
- Tertiary 29.20%

Content management

43.53% ▮ In a component content management system

36.47% ▮ In a source control system (such as SVN or GIT)

24.71% ▮ On a file server

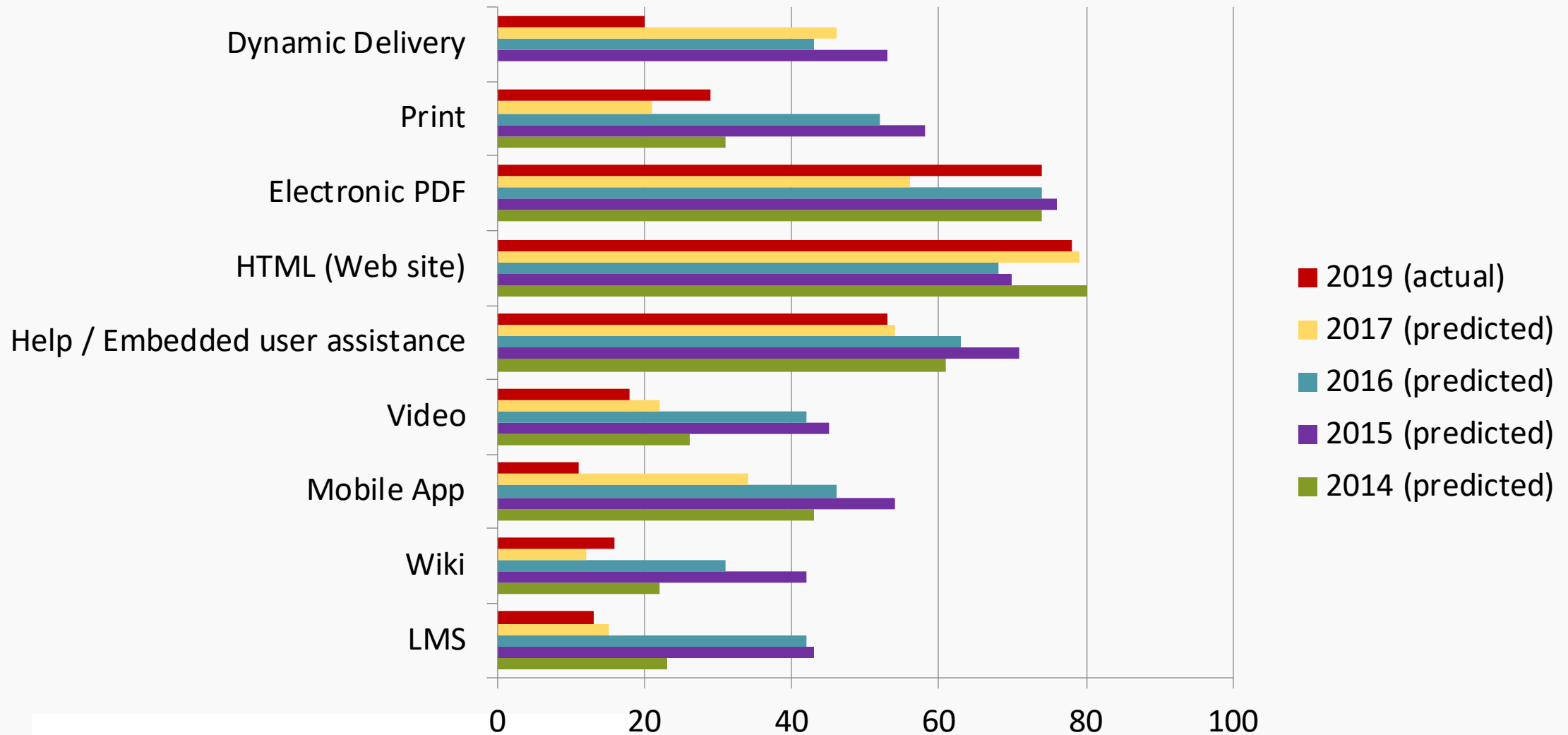21.57% ▮ In a content management system

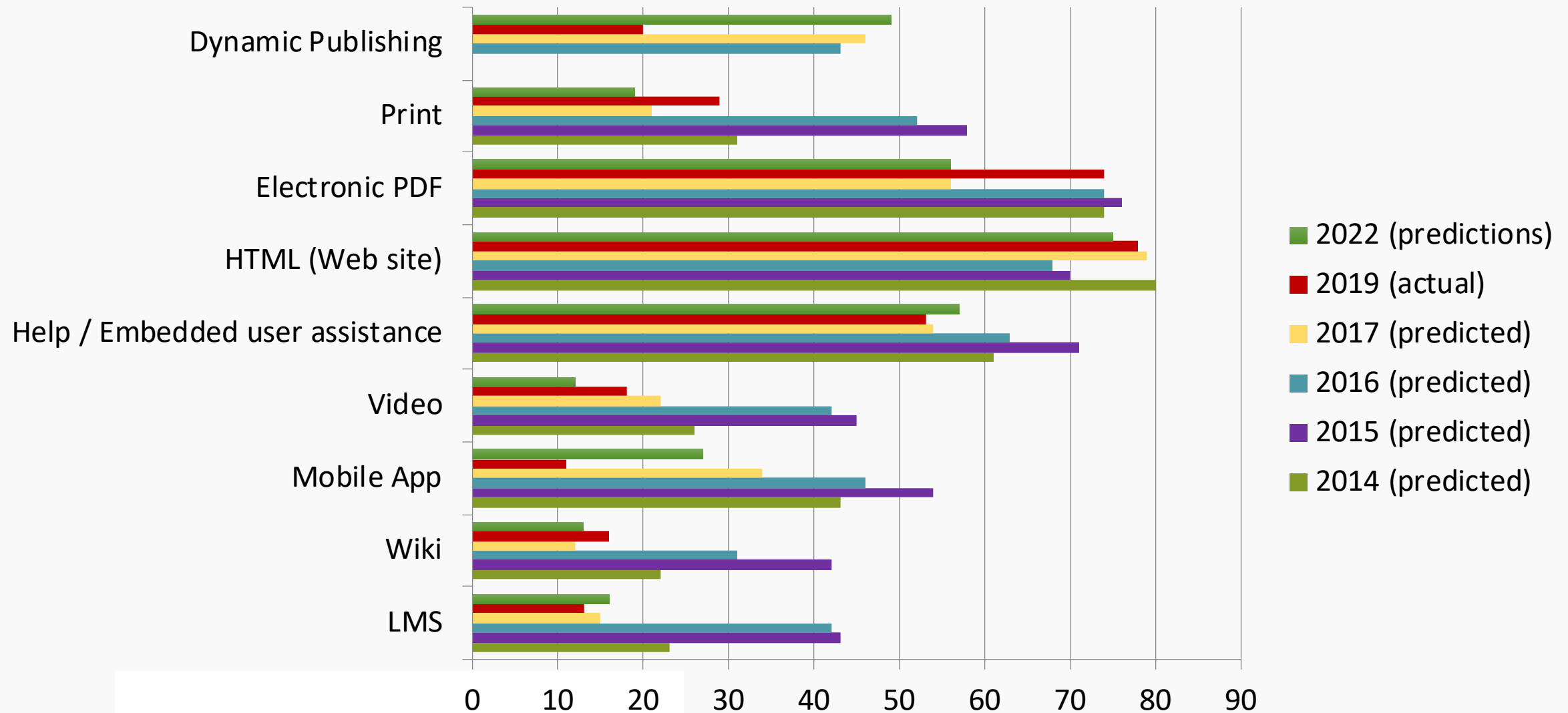9.80% ▮ Other

43.53%

36.47%

24.71%

21.57%

9.80%
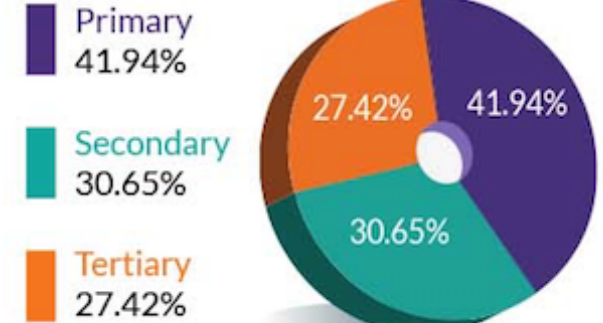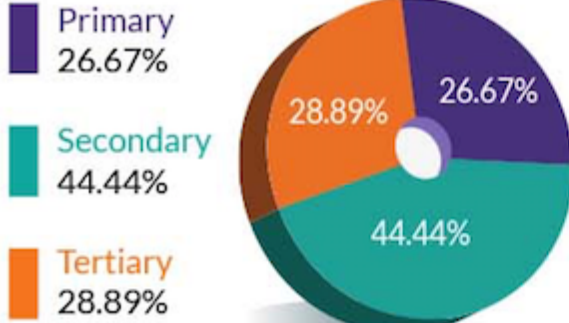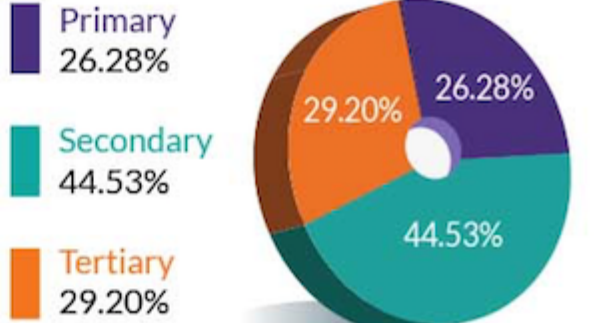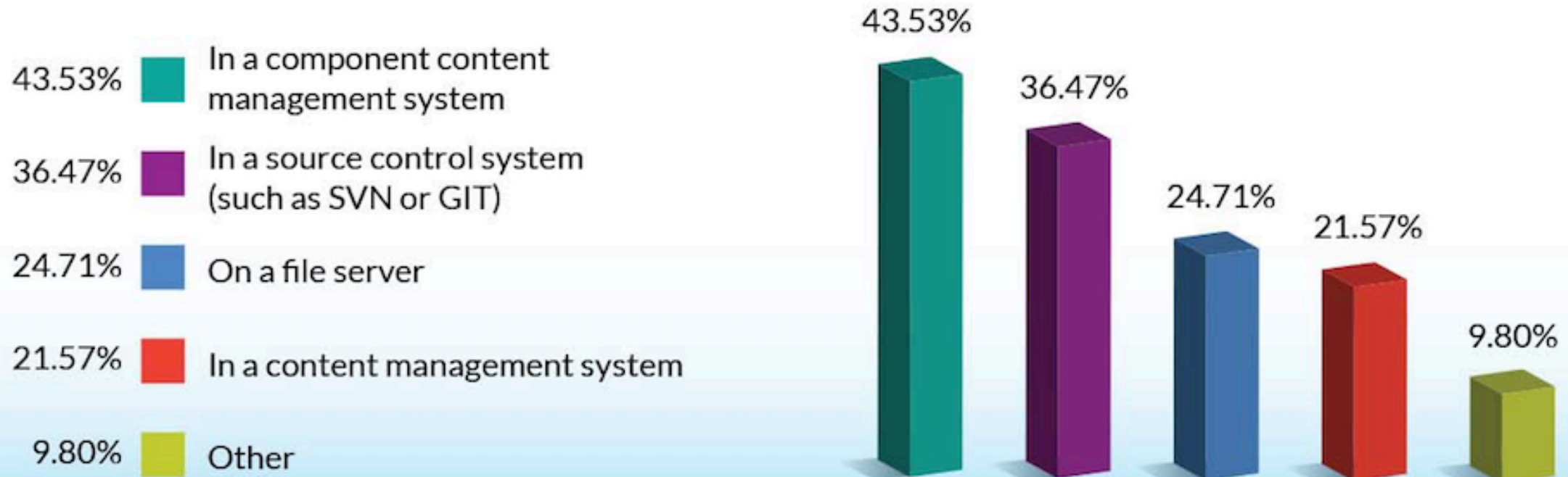
Publishing format | Past predictions
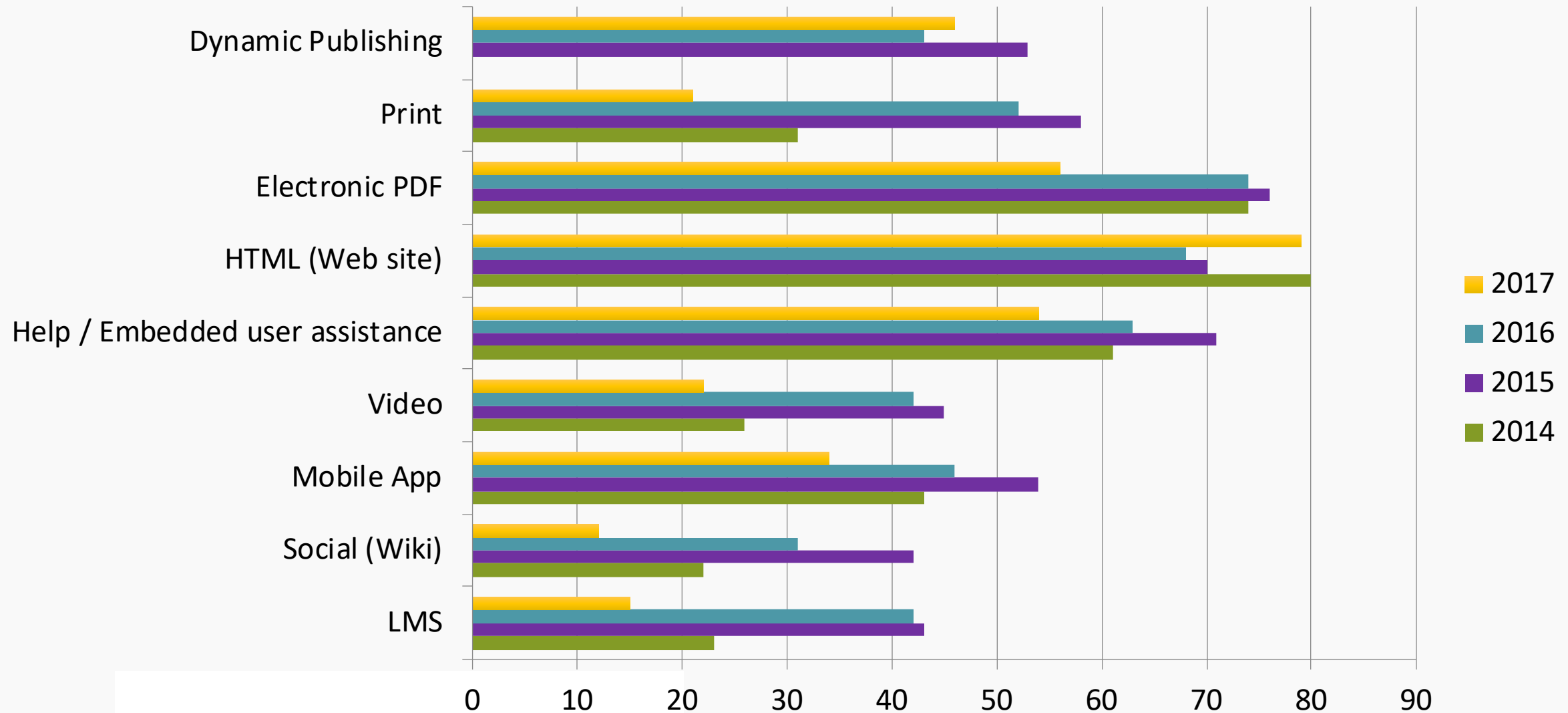
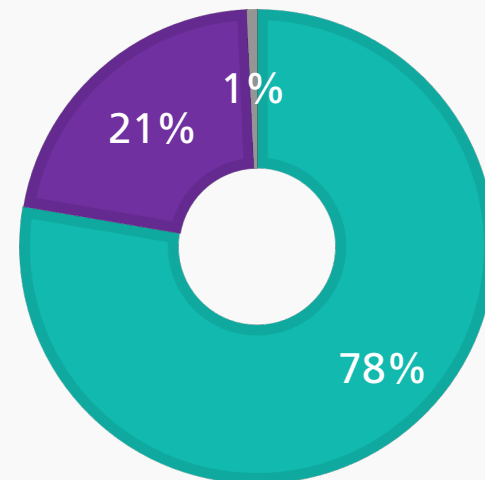# Publishing format | 2019 Actual vs Predictions
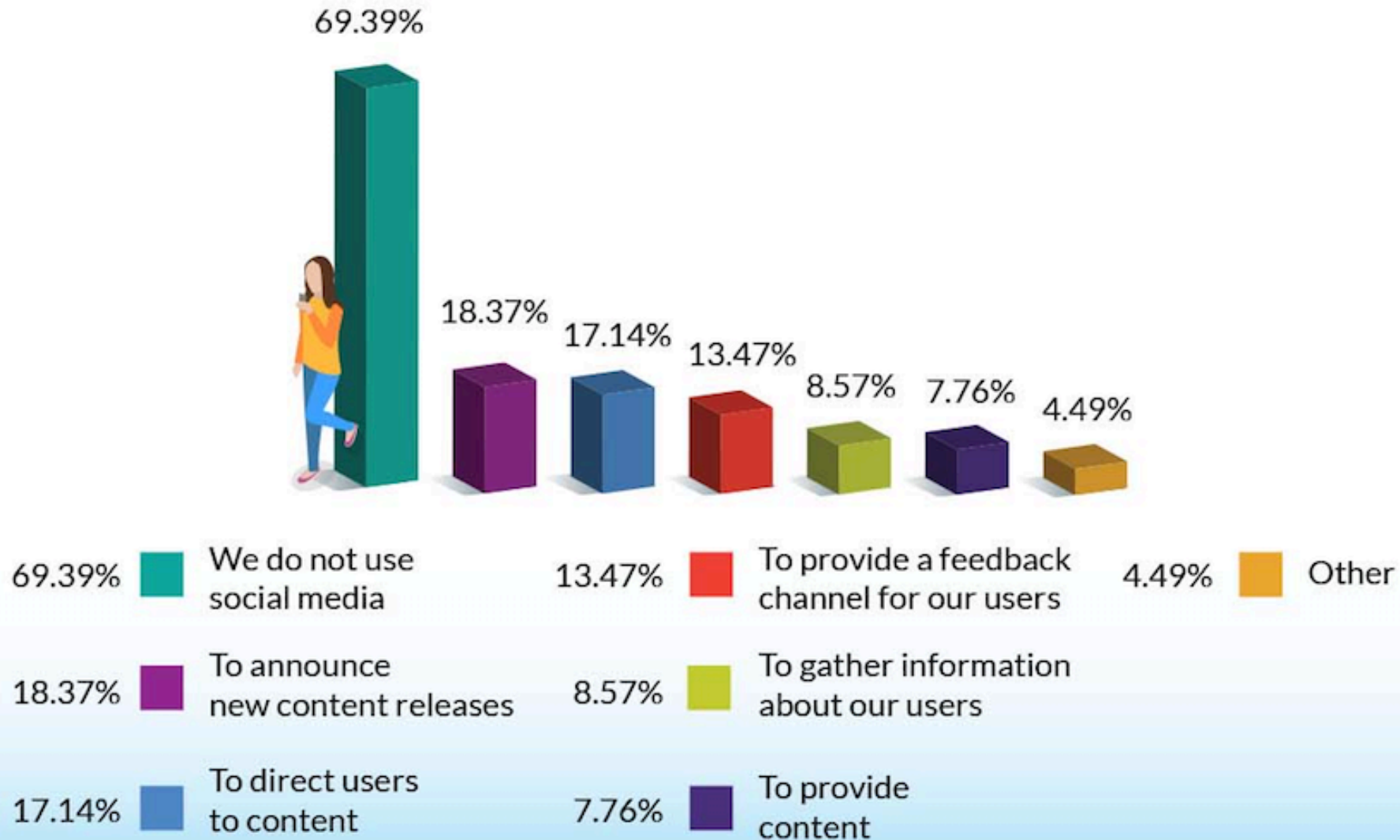
Publishing format | Future

Mobile strategy

Strategy
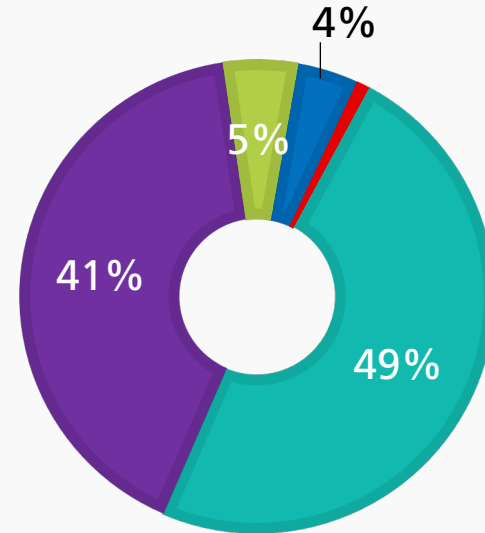
49%	Use responsive design
41%	Content not designed for mobile
5%	Other
4%	Use mobile apps
1%	Use a mobile-specific website

Amount of content published compared to website

78%	Same
21%	Less
1%	More

Social media strategy

69.39% 🟩	We do not use social media	13.47% 🟥	To provide a feedback channel for our users
18.37% 🟪	To announce new content releases	8.57% 🟩	To gather information about our users
17.14% 🟦	To direct users to content	7.76% 🟪	To provide content
		4.49% 🟧	Other

Social media platforms

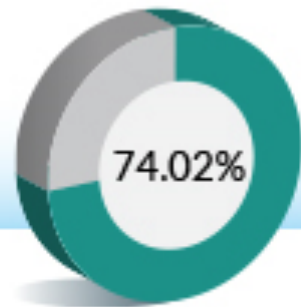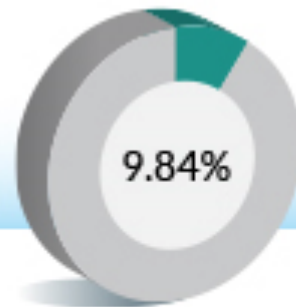| Discussion forums	Other	Blogs	LinkedIn	Twitter	YouTube	Facebook
46.21%	43.94%	32.58%	17.42%	17.42%	15.91%	7.58%

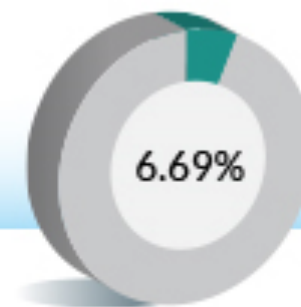# User-generated content

Q 13 Are customers able to contribute content to your information website or portal?
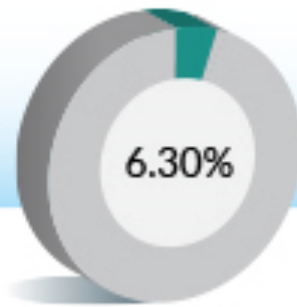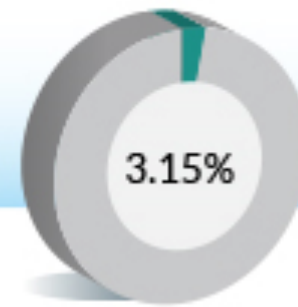
74.02%
No, customers cannot contribute content

9.84%
Yes, but only by adding comments to existing content

6.69%
Yes, but only after the content has been curated by company experts
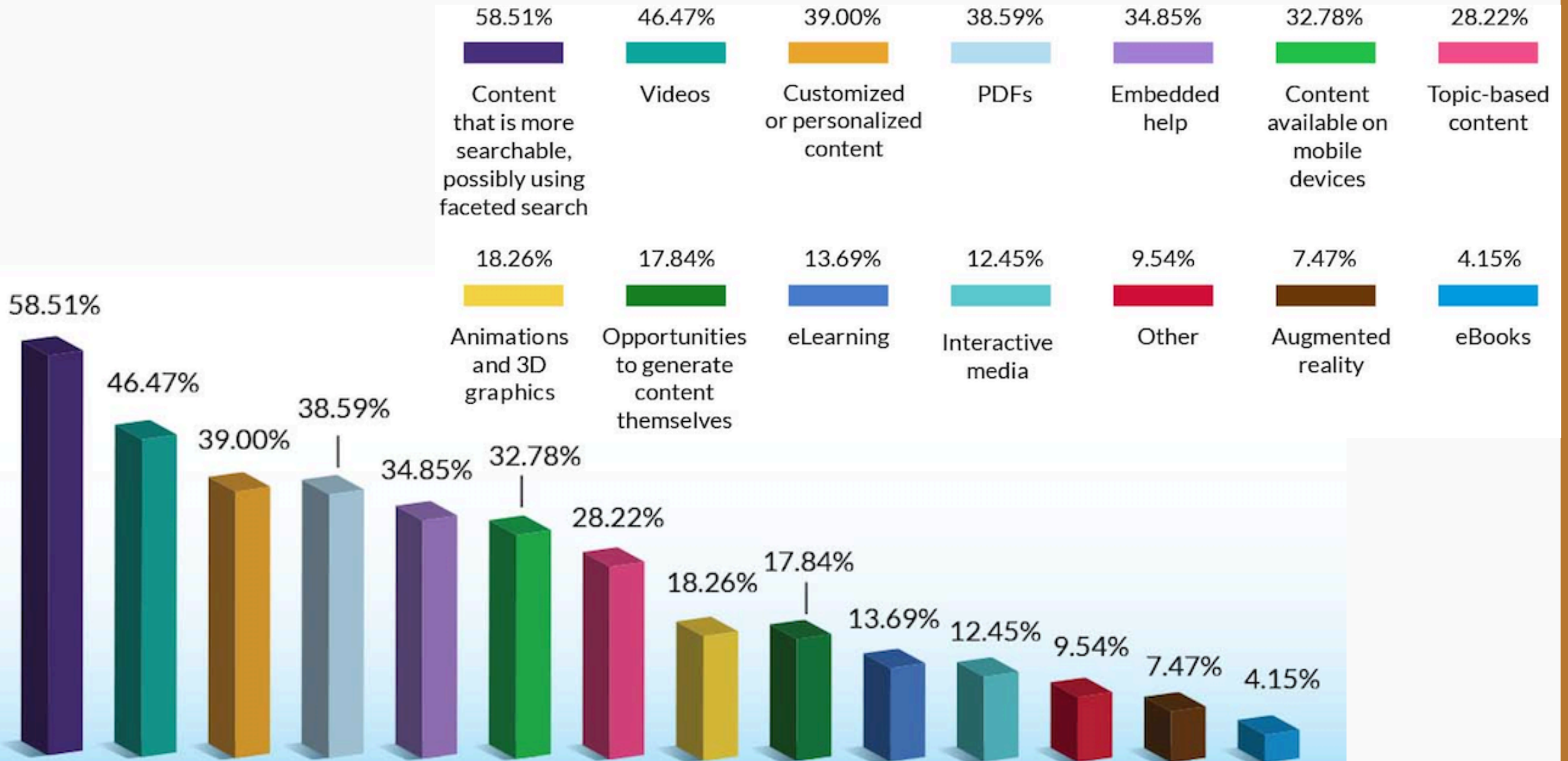
6.30%
Other

3.15%
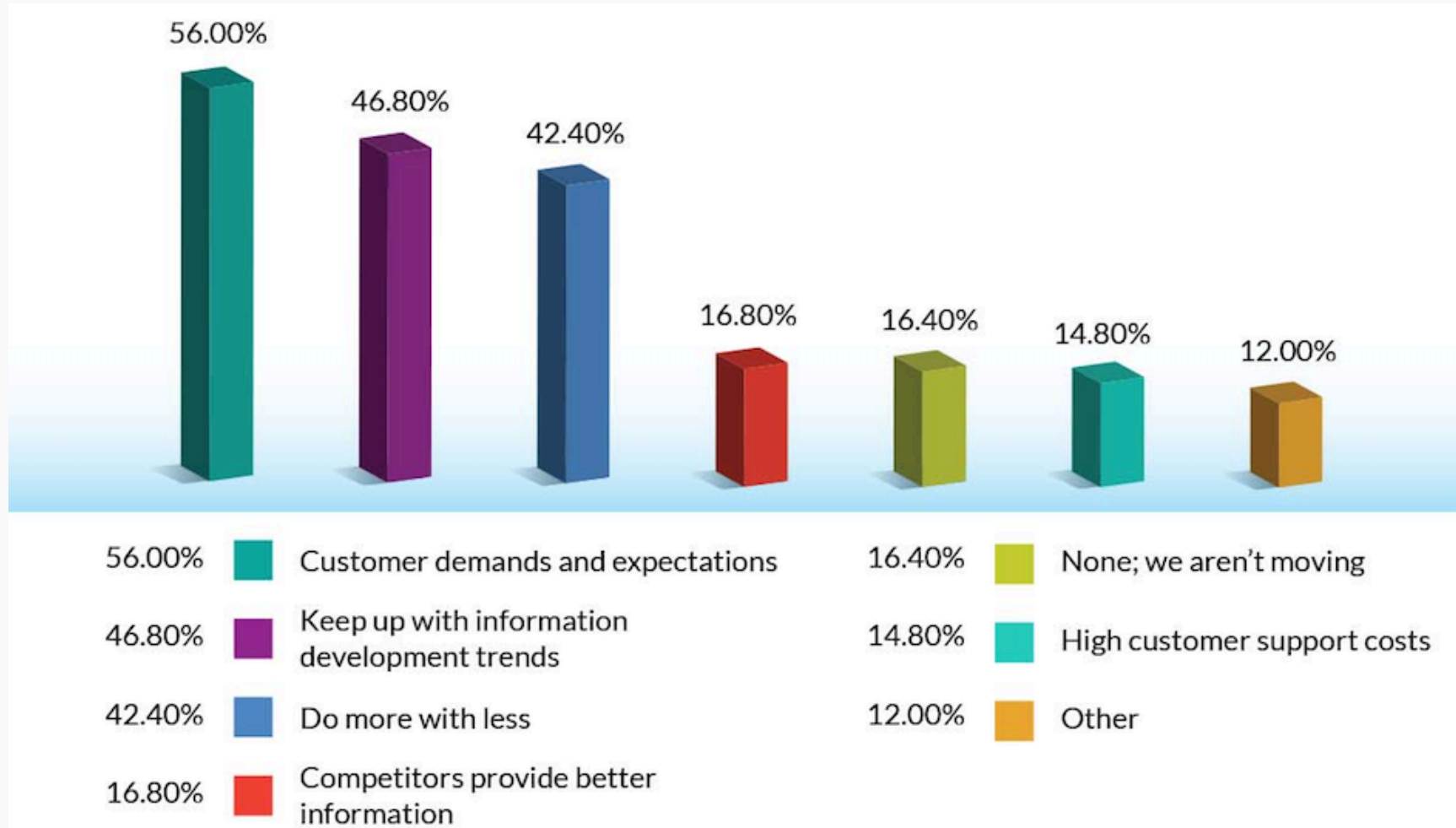Yes, by contributing their own content to the website or portal

Plans for the Next Few Years

Customer demands

Business requirements

Content strategy

41.80%
Improve mobile device support

39.75%
Provide dynamic delivery system

38.11%
Restructure content to be topic-based

38.11%
Change authoring environment

28.28%
Involve users in content creation

22.54%
Other

12.30%
Increase social media presence

11.89%
Eliminate PDFs

10.66%
Eliminate printing

Percent to be delivered electronically in one year

0%	1-25%	26-50%	51-75%	76-90%	91-100%
6.25%	21.88%	9.77%	10.16%	12.11%	39.84%
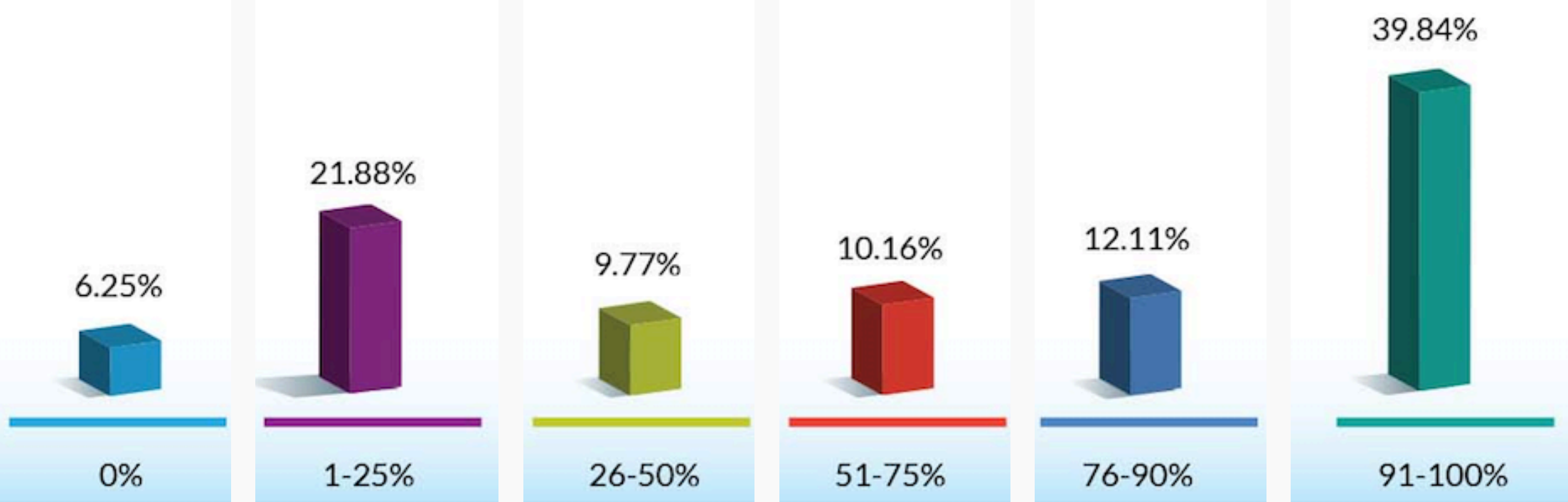
Delivery mechanisms

75.39%   Website / portal

57.03%   Embedded user assistance (help system)

55.86%   Electronic PDF

49.22%   Dynamic delivery system

27.34%   Mobile application

19.14%   Printed hard copy

16.41%   Learning management system

12.50%   Wiki page

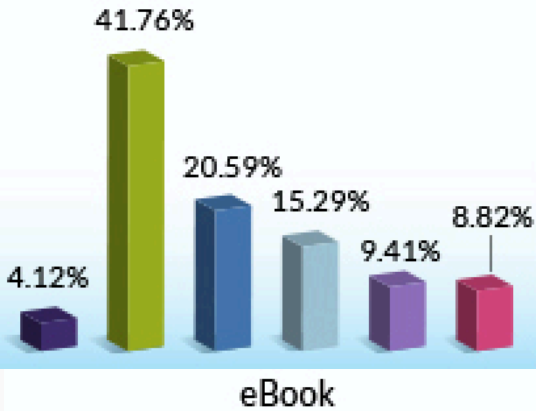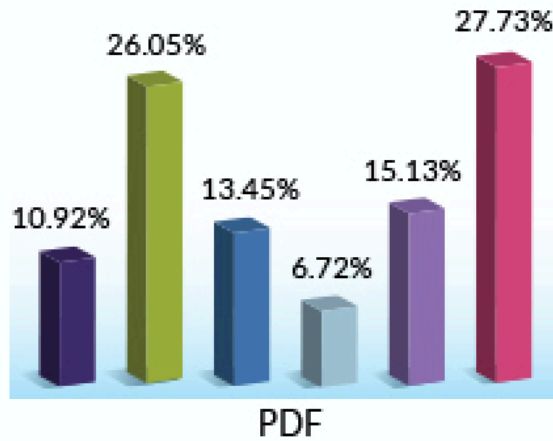12.11%   Social media channel (such as YouTube)

5.47%   Other

Publishing formats

Publishing | 2019 vs 2018

Legend: 0% | 1-25% | 26-50% | 51-75% | 76-90% | 91-100%

2019

HTML, Responsive: 7.69%, 11.89%, 11.89%, 11.19%, 21.68%, 35.66%

PDF: 3.43%, 22.06%, 16.18%, 10.78%, 17.65%, 29.90%

Video: 6.58%, 56.58%, 23.03%, 6.58%, 1.32%, 5.92%

XML: 18.82%, 17.65%, 16.47%, 8.24%, 14.12%, 24.71%

2018

HTML, Responsive: 19.66%, 28.21%, 7.69%, 5.13%, 17.09%, 22.22%

PDF: 3.20%, 13.52%, 12.46%, 9.61%, 19.22%, 41.99%

Video: 15.33%, 67.15%, 6.57%, 3.65%, 3.65%, 3.65%

XML: 34.15%, 32.93%, 1.22%, 7.32%, 6.10%, 18.29%
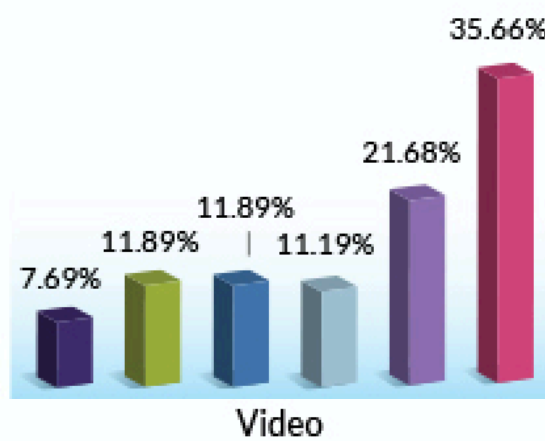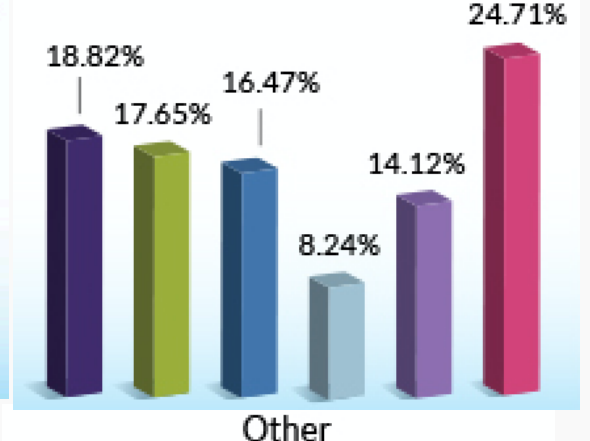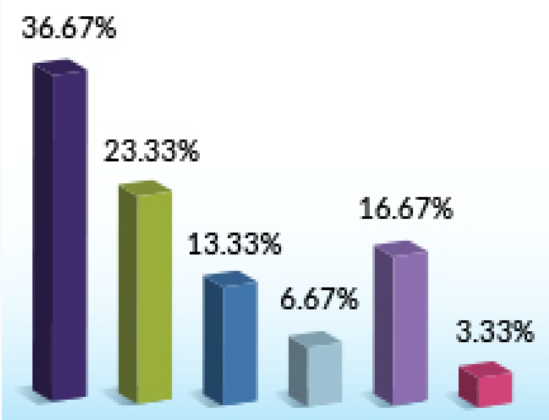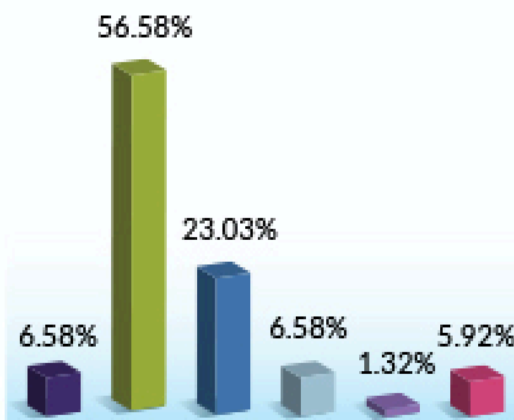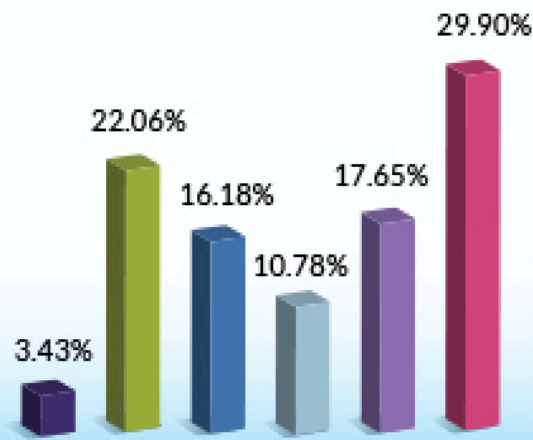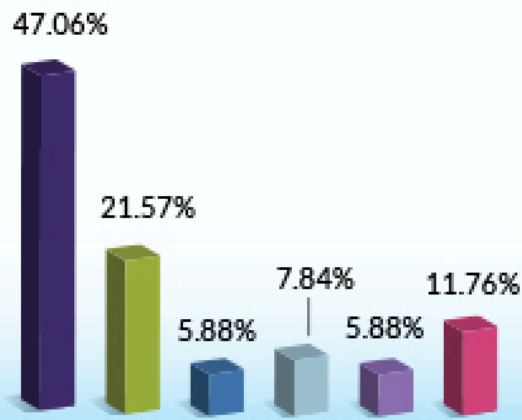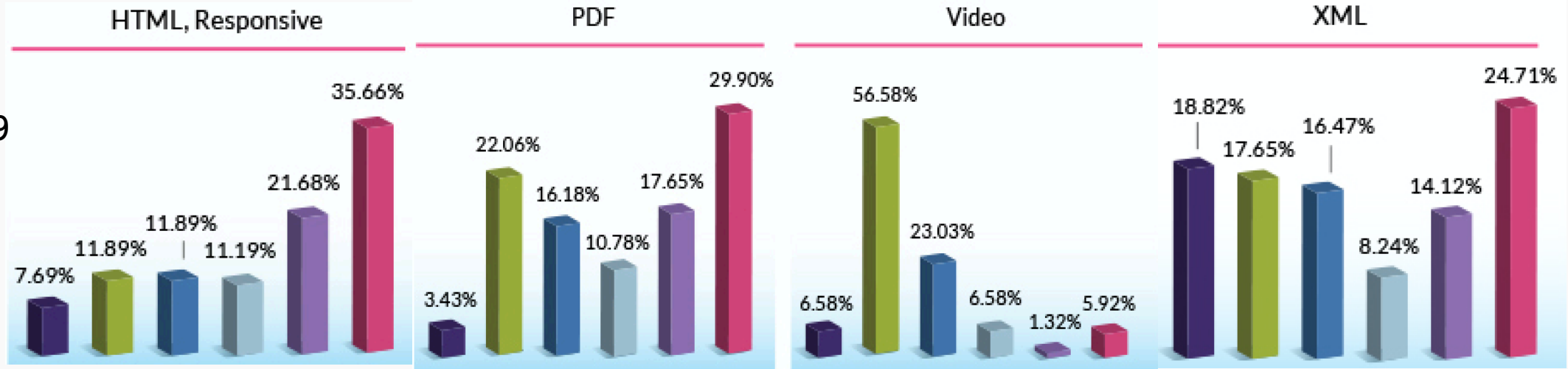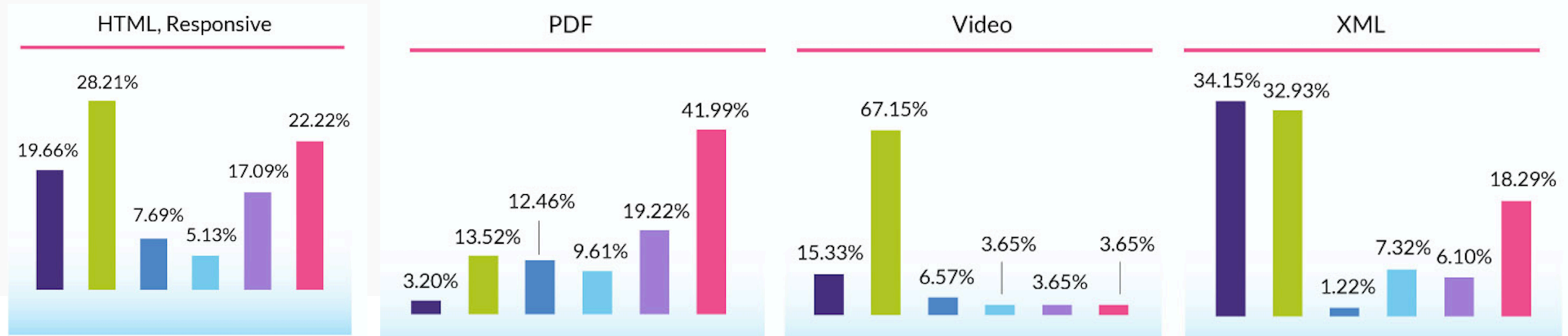
Implementation Strategies

Are you ready?

52.17% No

33.20% Yes

14.62% Don't really know
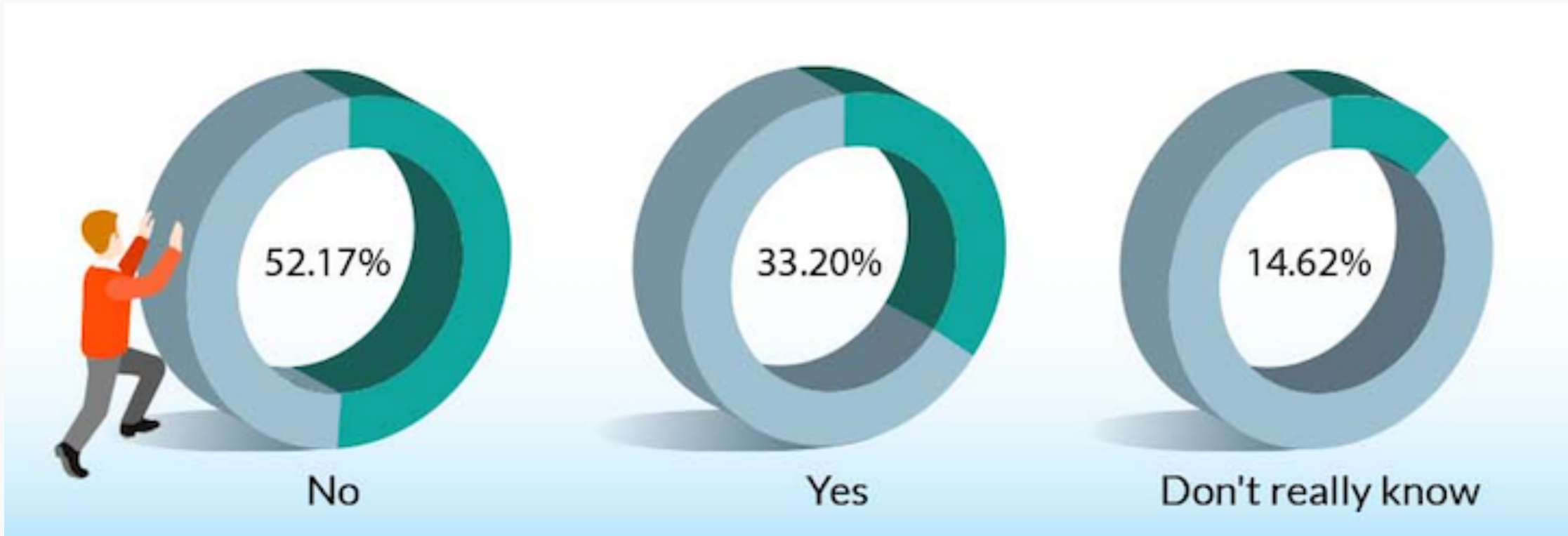
Shortcomings
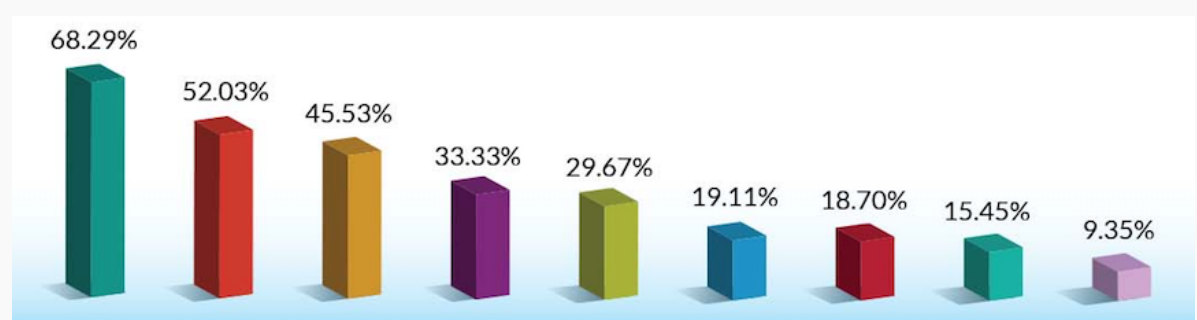
68.29%
Our search capability needs improvement

52.03%
We have so much content that customers cannot find the correct information to help them be successful

45.53%
Our current content does not fully support customers' needs

33.33%
Customers are unable to assemble topics and produce their own PDFs

29.67%
Our current content is not well structured

19.11%
We only deliver PDFs and our customers want different formats

18.70%
We only develop text and our customers are asking for videos and/or animations

15.45%
Other

9.35%
Customers find better information on the web than we provide in our content

Barriers

Barrier	Percentage
Insufficient staff time	71.07%
Insufficient budget	49.69%
Content not designed or written appropriately	49.69%
Resistance to change	38.99%
Inadequate tools	37.74%
Lack of knowledge	33.96%
Lack of vision and strategy	33.33%
Lack of executive support	30.82%
Insufficient IT infrastructure	30.19%
Unaware of user demands	25.79%
Incompatibility with other departments	24.53%
Other	10.06%

Needs

60.26%		Time
47.16%		Additional resources
40.61%		Funding
36.68%		Training
35.37%		Better publishing or content management tools
34.50%		A compelling story to gain senior management support and funding
34.06%		Executive buy-in
24.89%		Change management plan
22.27%		Convincing our staff that change is necessary
20.96%		Help in selecting the right technology
19.21%		Supporting analytics
17.47%		Outside expertise or consulting
16.59%		Support from our corporate technology experts
6.99%		Other

Conversion strategies

53.07%	■	Convert legacy content in-house
51.96%	■	Rewrite content for new mechanisms
48.04%	■	Get training for our in-house team
21.23%	■	Automate legacy data conversion
12.29%	■	Other
10.06%	■	Outsource legacy data conversion
6.15%	■	Outsource the development of new delivery mechanisms

53.07% 51.96% 48.04% 21.23% 12.29% 10.06% 6.15%

Conversion challenges

- 64.07% Content is not well-structured
- 61.68% Insufficient staff
- 37.72% Lack of budget
- 28.14% Lack of knowledge of conversion process
- 16.17% Negative experiences with automated conversions in the past
- 8.98% Other

We are ready to help

Since 1981, a global leader in helping organizations structure data and content for modern technologies and platforms.

Helping companies increase the value of their information by providing education, support, and assistance.

www.dclab.com

www.comtech-serv.com

Questions