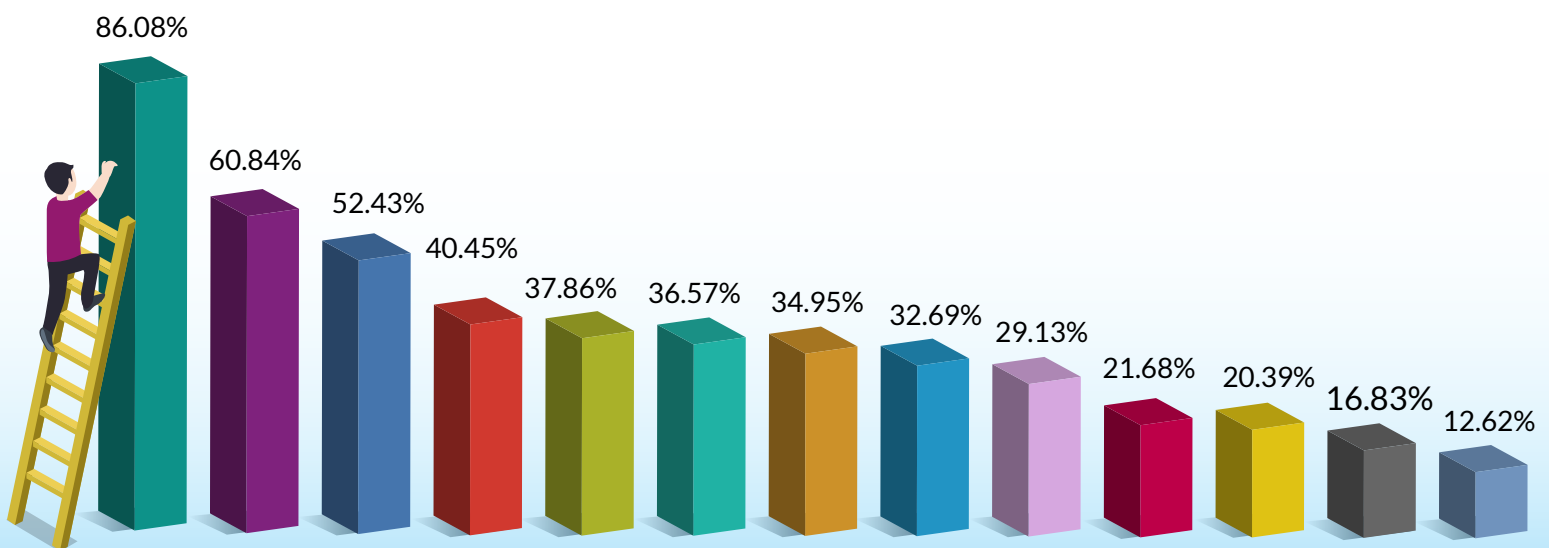

















Following the Trends 2018— Is your content ready?

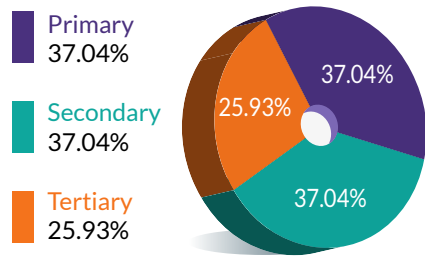
Q1 What type of content do you develop today?



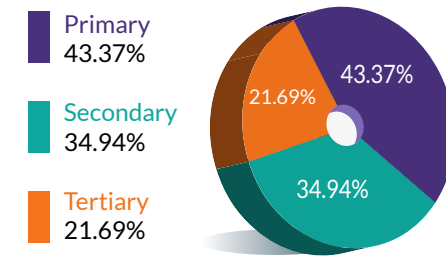
- | | | | | | |
|--------|---|---|--------|---|-------------------------|
| 86.08% |  | User manuals
(including administration, configuration,
installation, and reference manuals) | 34.95% |  | Knowledge base articles |
| 60.84% |  | Release notes | 32.69% |  | Training materials |
| 52.43% |  | Embedded user assistance
(help systems) | 29.13% |  | UI / UX Strings |
| 40.45% |  | API docs | 21.68% |  | Policy and procedure |
| 37.86% |  | Videos | 20.39% |  | Marketing materials |
| 36.57% |  | Service manuals | 16.83% |  | Other |
| | | | 12.62% |  | Social media content |

Q2 What are the tools you use today to create content?

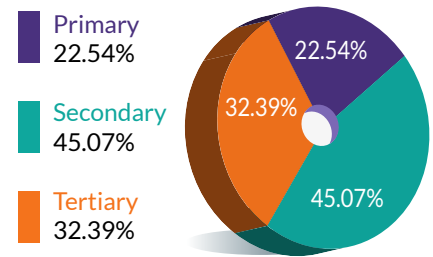
Adobe FrameMaker (structured)



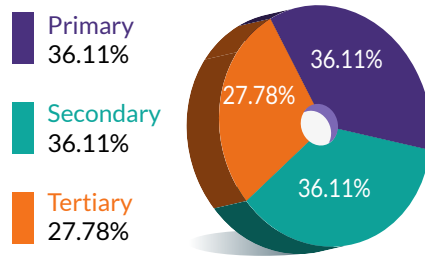
Adobe FrameMaker (unstructured)



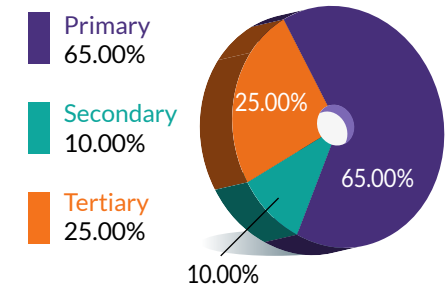
Adobe InDesign



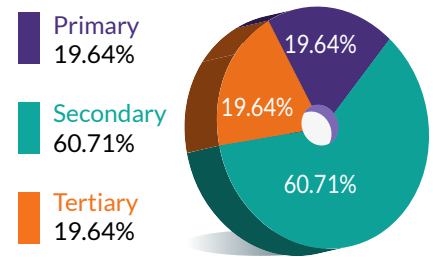
Adobe RoboHelp



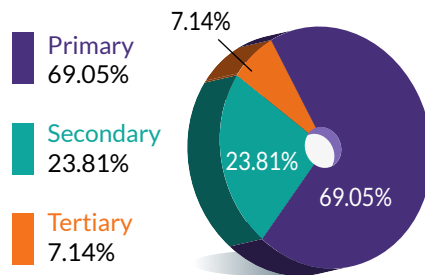
Author-IT



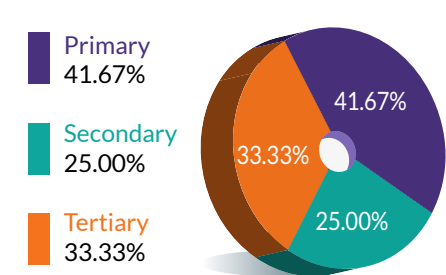
HTML editor



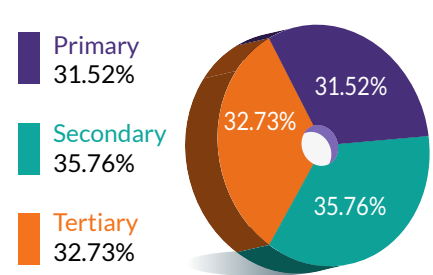
Madcap Flare



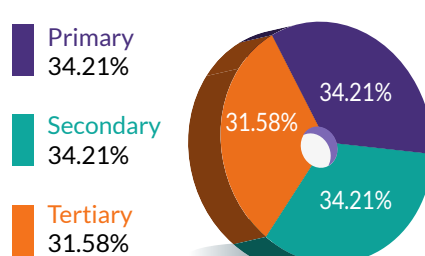
Markdown or similar



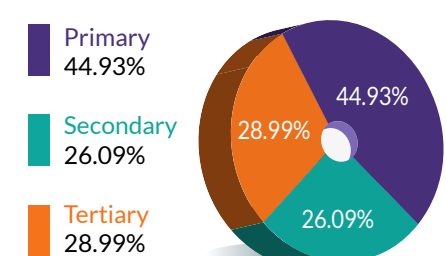
Microsoft Word



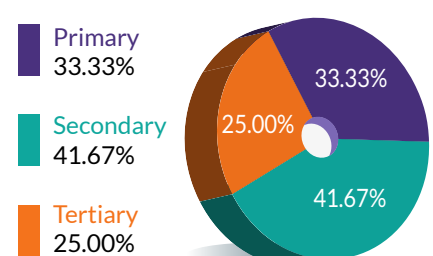
Microsoft PowerPoint



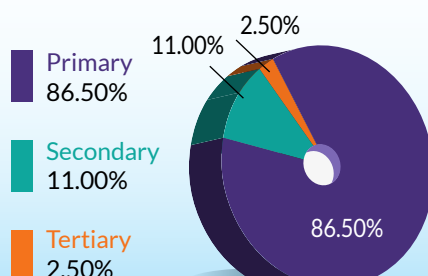
Video editor



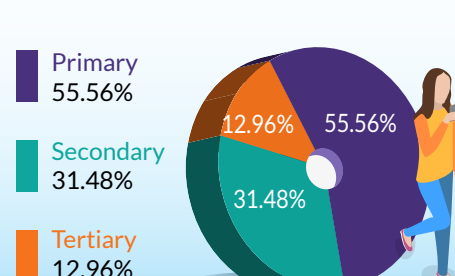
Wiki tool



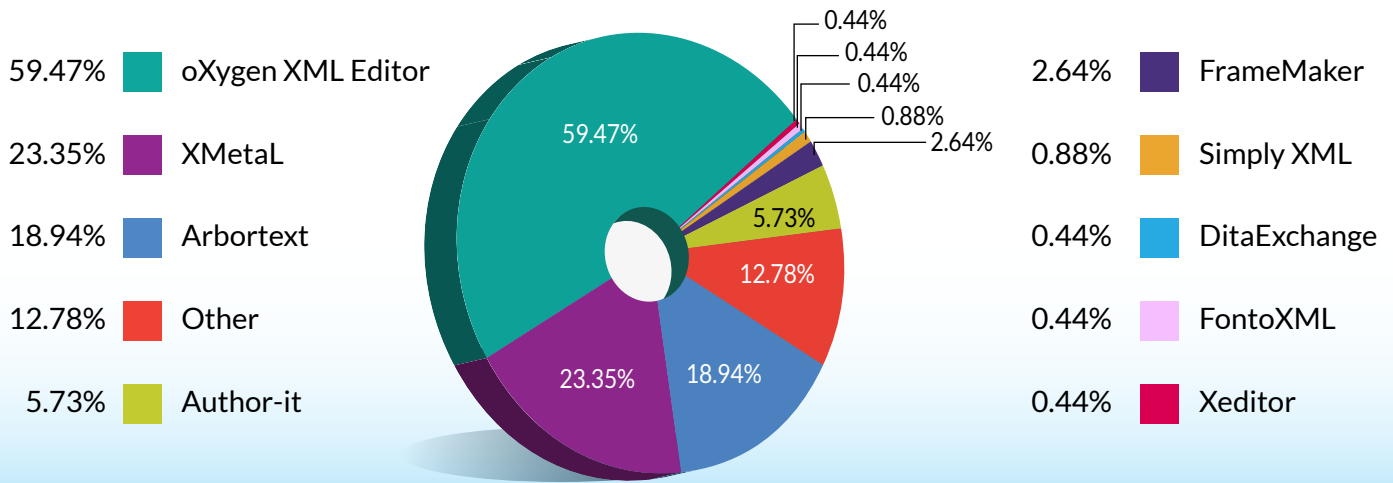
XML editor
(for DITA, DocBook, or other)



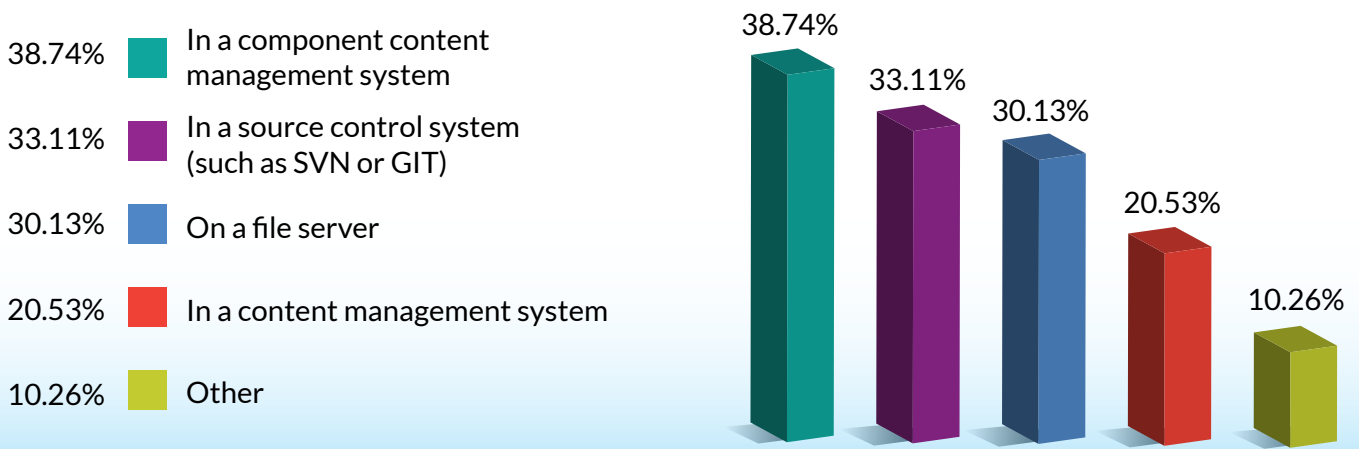
Other



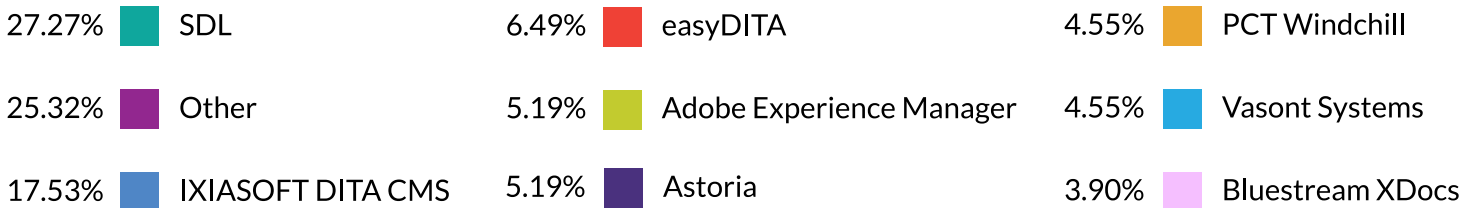
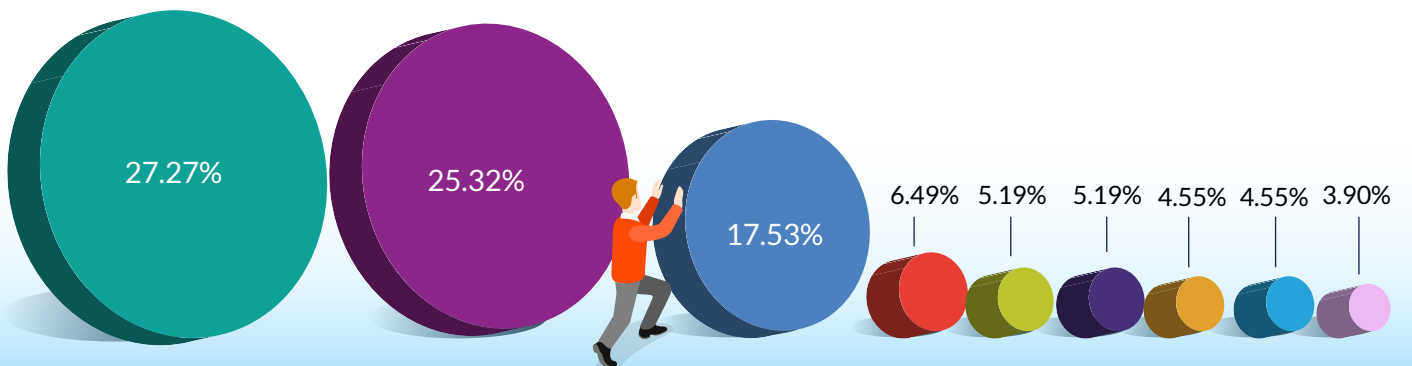
Q3 If you are using an XML editor, which one?



Q4 How are you managing your content files?



Q5 If you are using a component Content Management System (cCMS), which one?

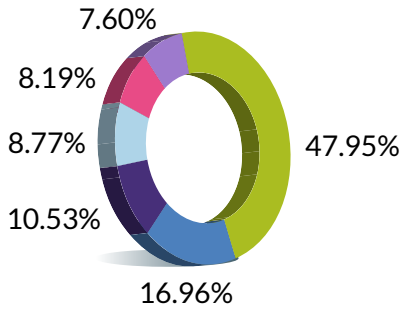


Q6 In what formats do you publish your content today?

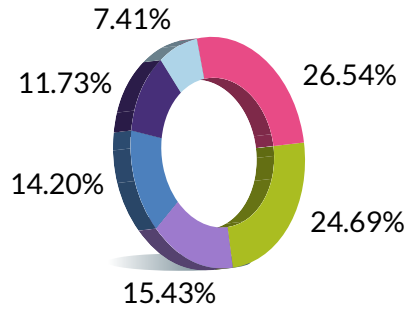
INDICATE THE PERCENTAGE FOR EACH FORMAT



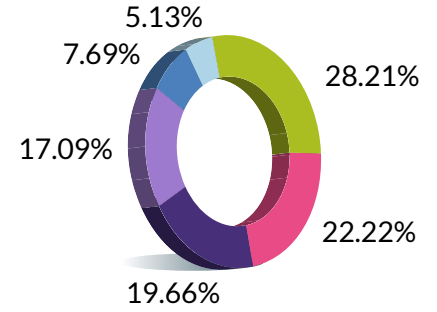
Embedded user assistance (help)



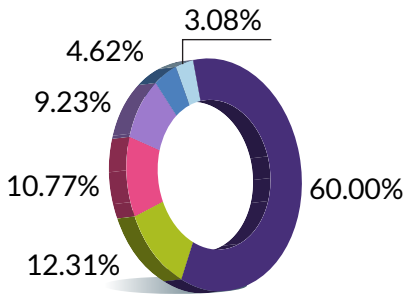
HTML



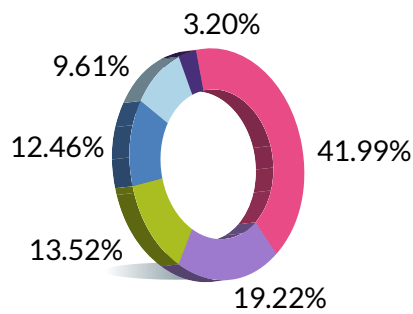
HTML, Responsive



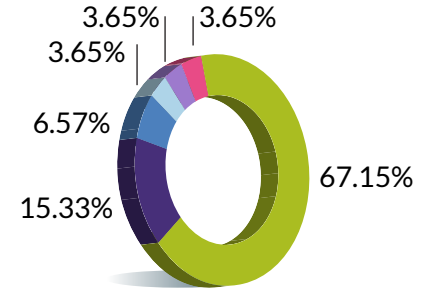
eBook



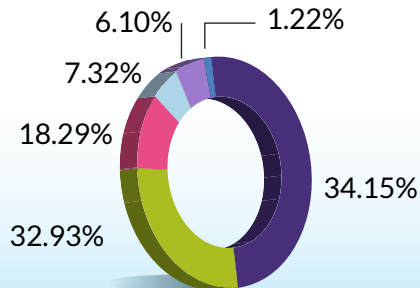
PDF



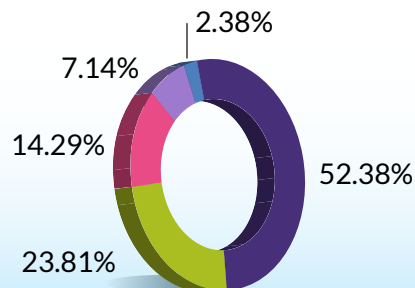
Video



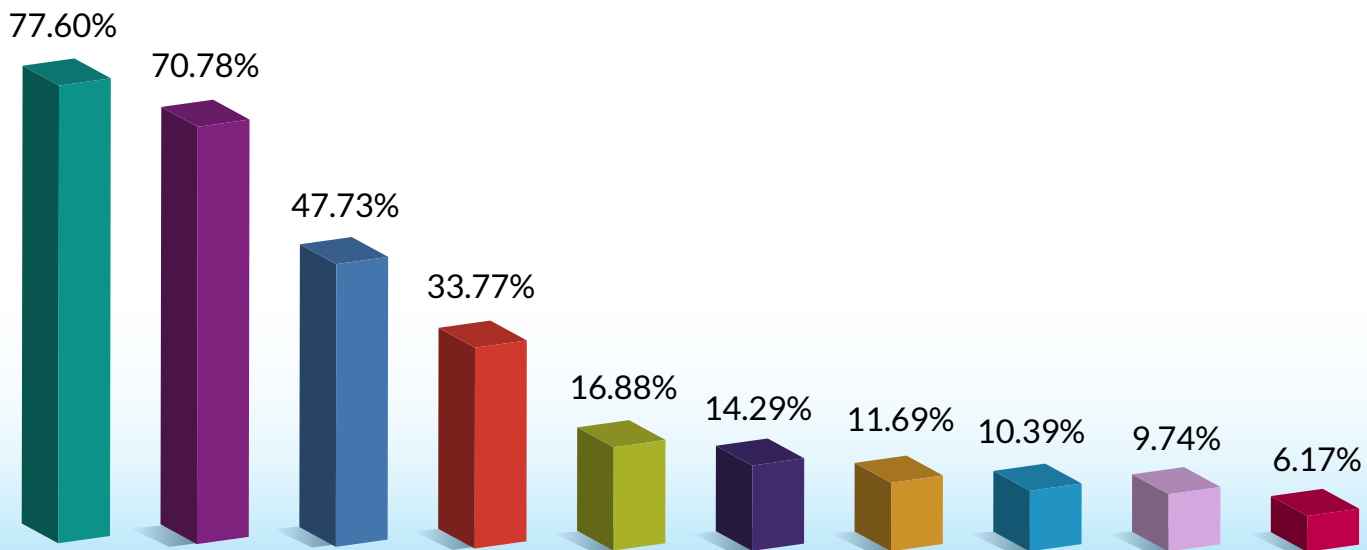
XML



Other



Q7 How do you deliver your content today?



77.60% Website / portal

70.78% Electronic PDF

47.73% Embedded user assistance (help system)

33.77% Printed hard copy

16.88% Dynamic delivery system

14.29% Mobile application

11.69% Learning management system

10.39% Social media channel (such as YouTube)

9.74% Wiki page

6.17% Other

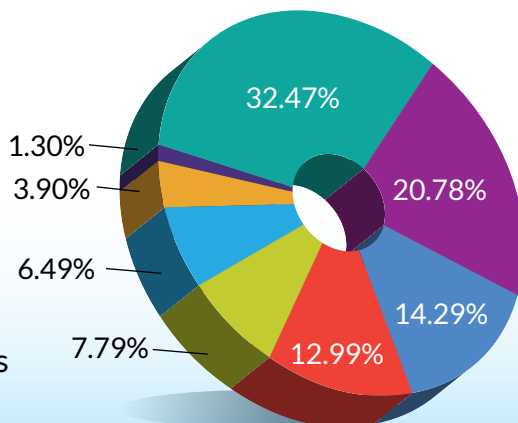
Q8 If you are using a dynamic delivery system, which one?

32.47% Home-Grown / In-House Solution

20.78% Other

14.29% Zoomin

12.99% Antidot Fluid Topics



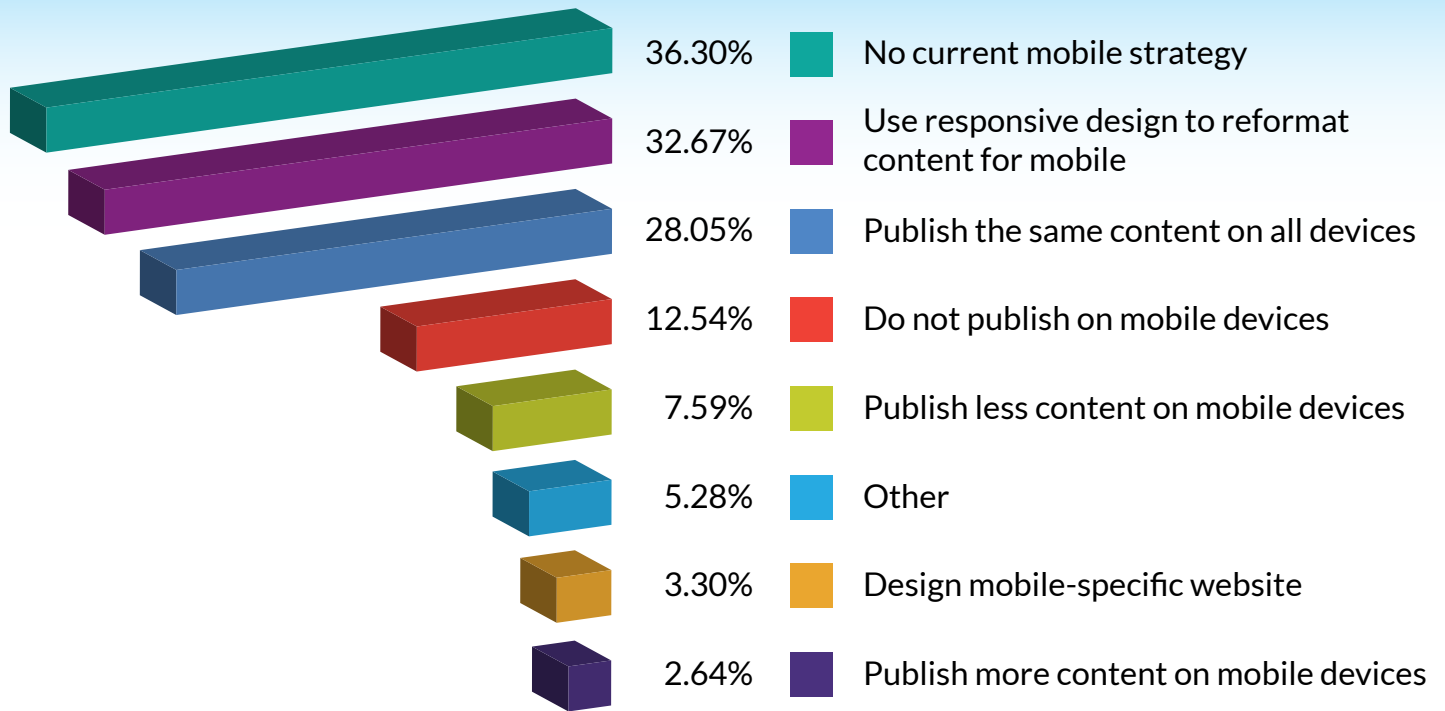
7.79% SDL Knowledge Center

6.49% Mindtouch

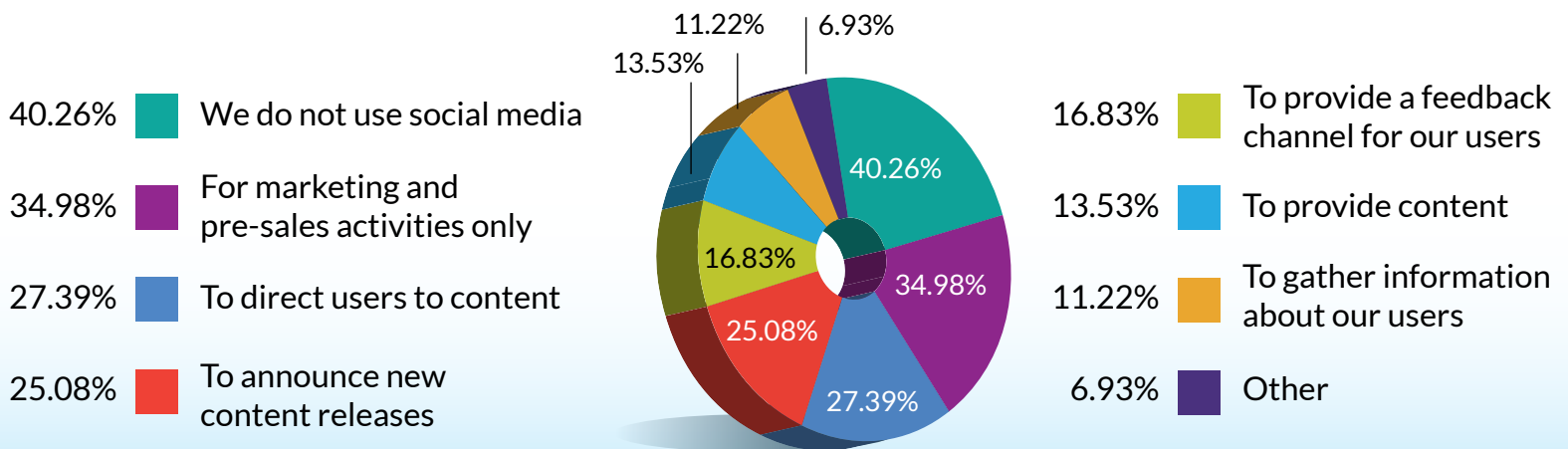
3.90% Congility DITAwab

1.30% Titania Software

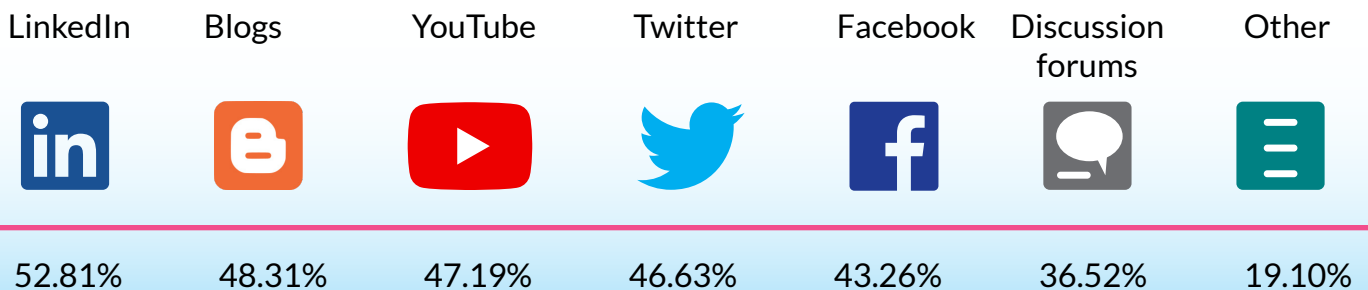
Q 9 What is your mobile device strategy?



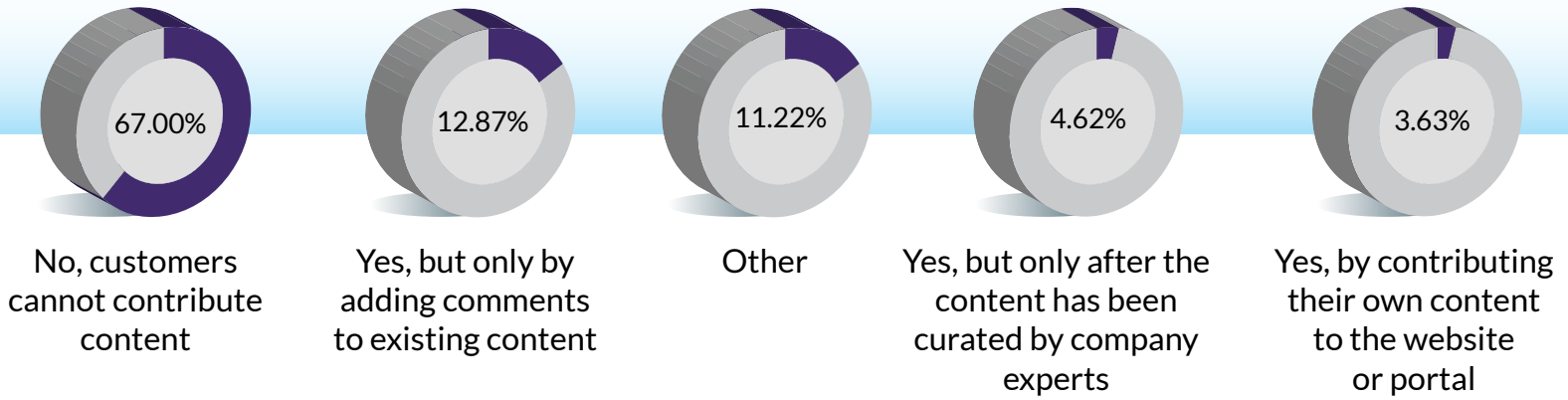
Q 10 How do you use social media?



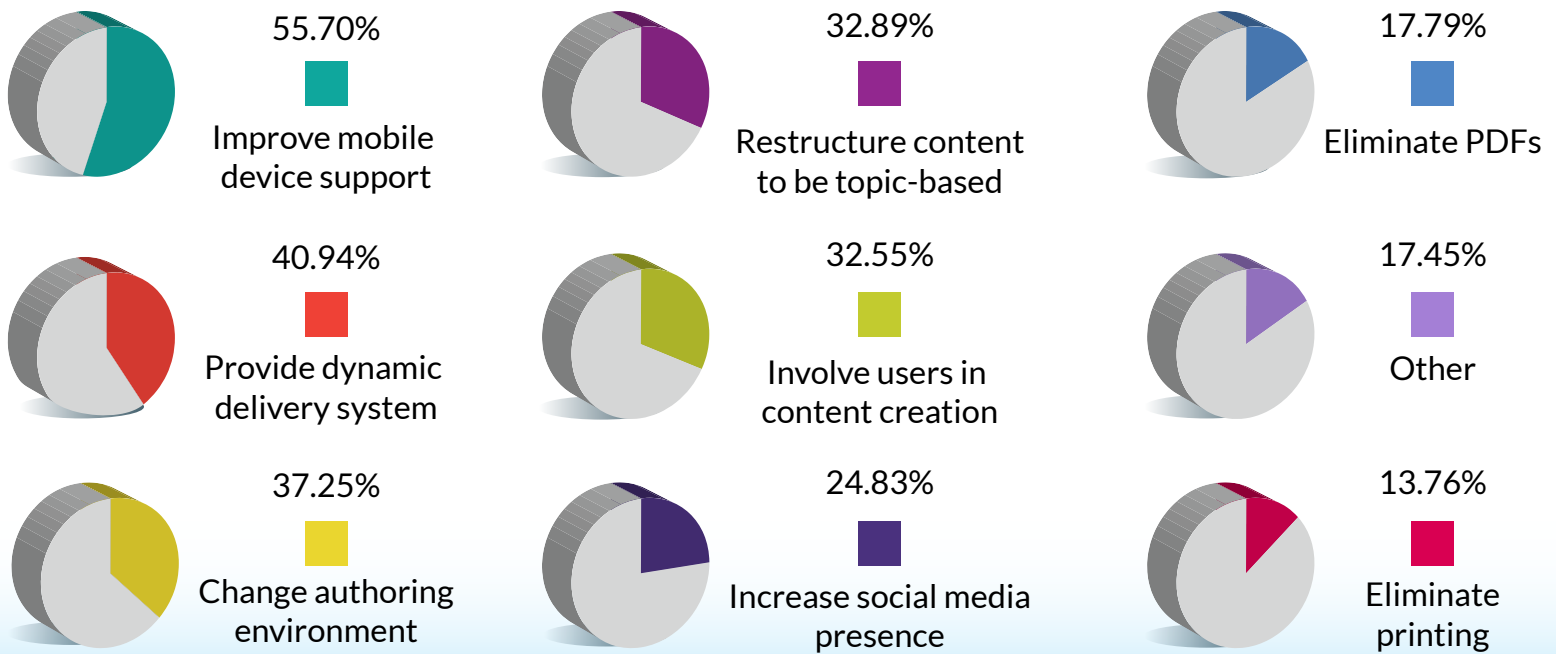
Q 11 What social media platforms do you use?



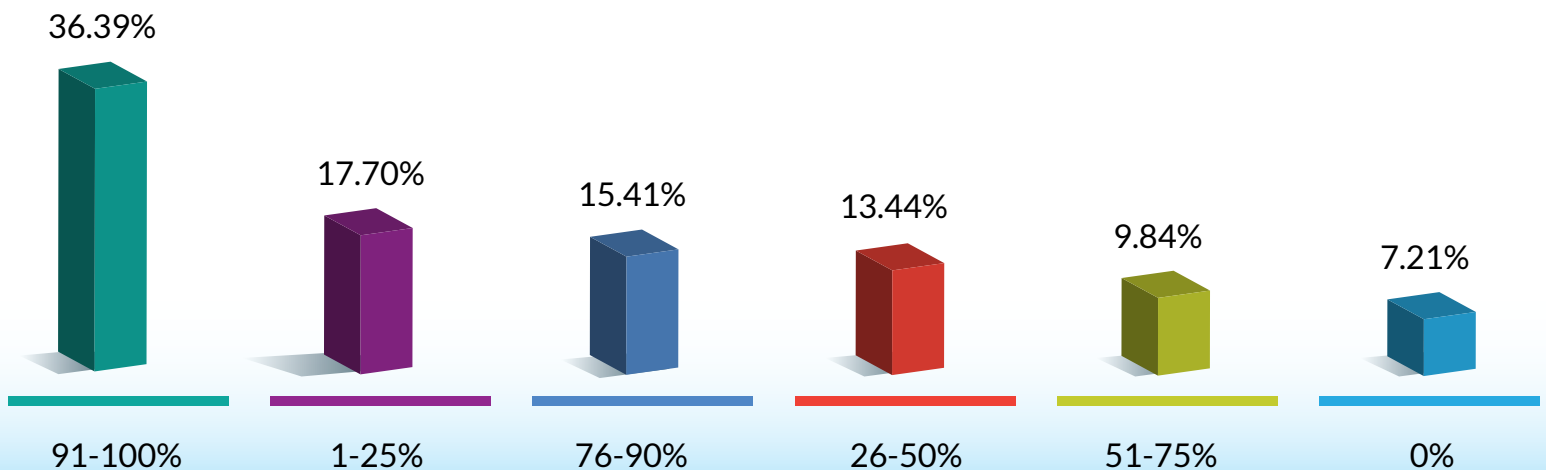
Q 12 Are customers able to contribute content to your information website or portal?



Q 13 How do you expect your content strategy to change in the next two to three years?



Q 14 What percentage of your content do you plan to publish in electronic form (not in PDF) by the end of 2018?

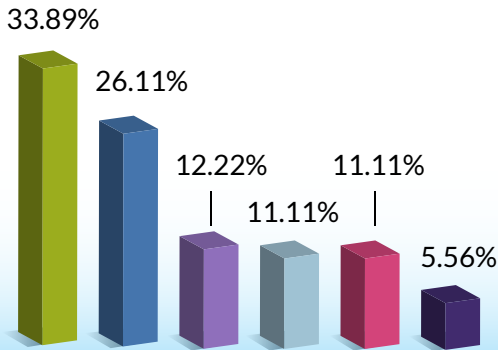


Q 15 What formats do you plan to use in two to three years?

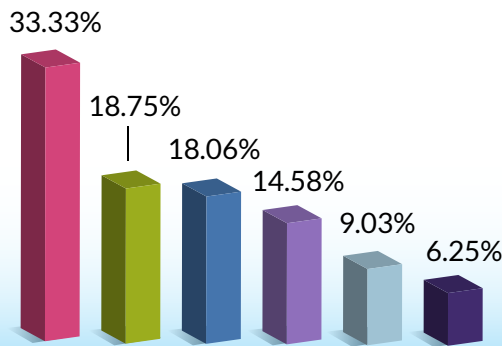
INDICATE THE PERCENTAGE FOR EACH FORMAT



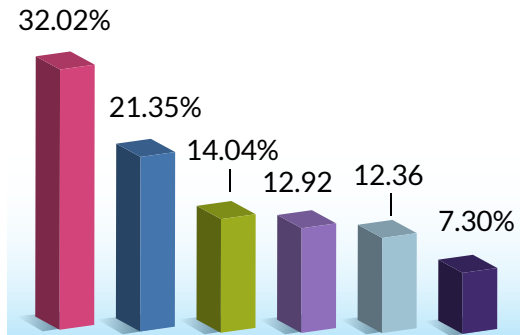
Embedded user assistance (help)



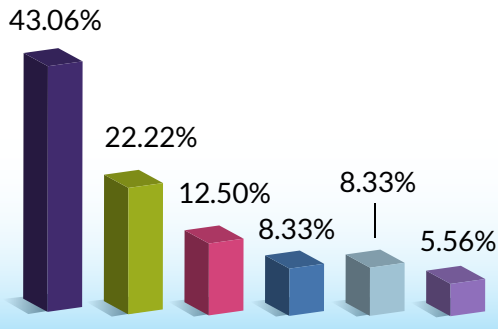
HTML



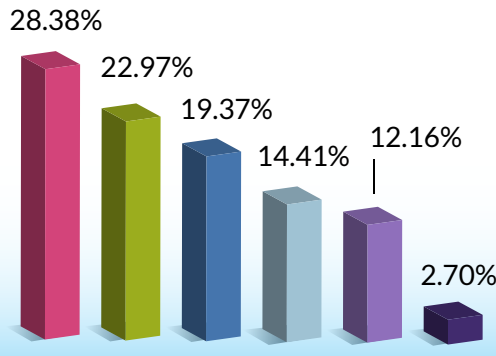
HTML, Responsive



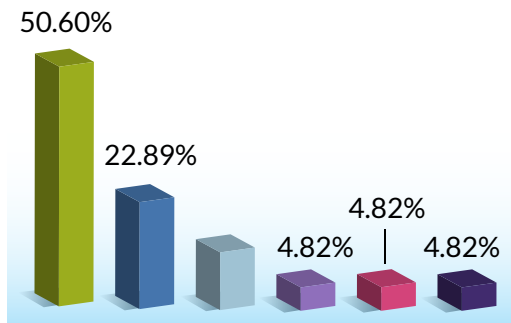
eBook



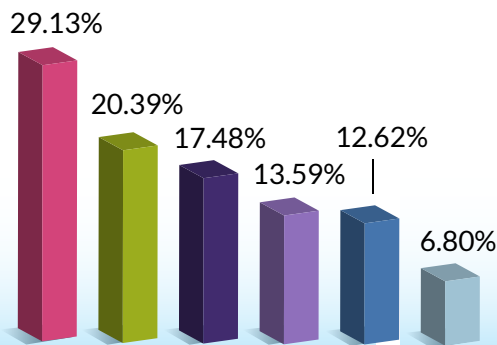
PDF



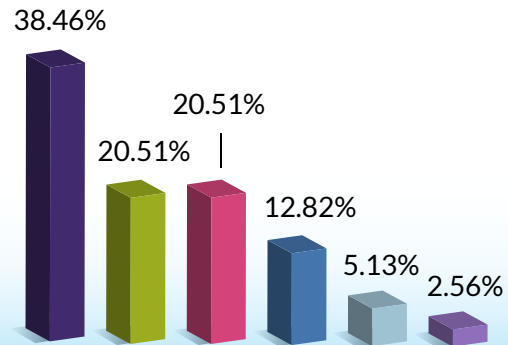
Video



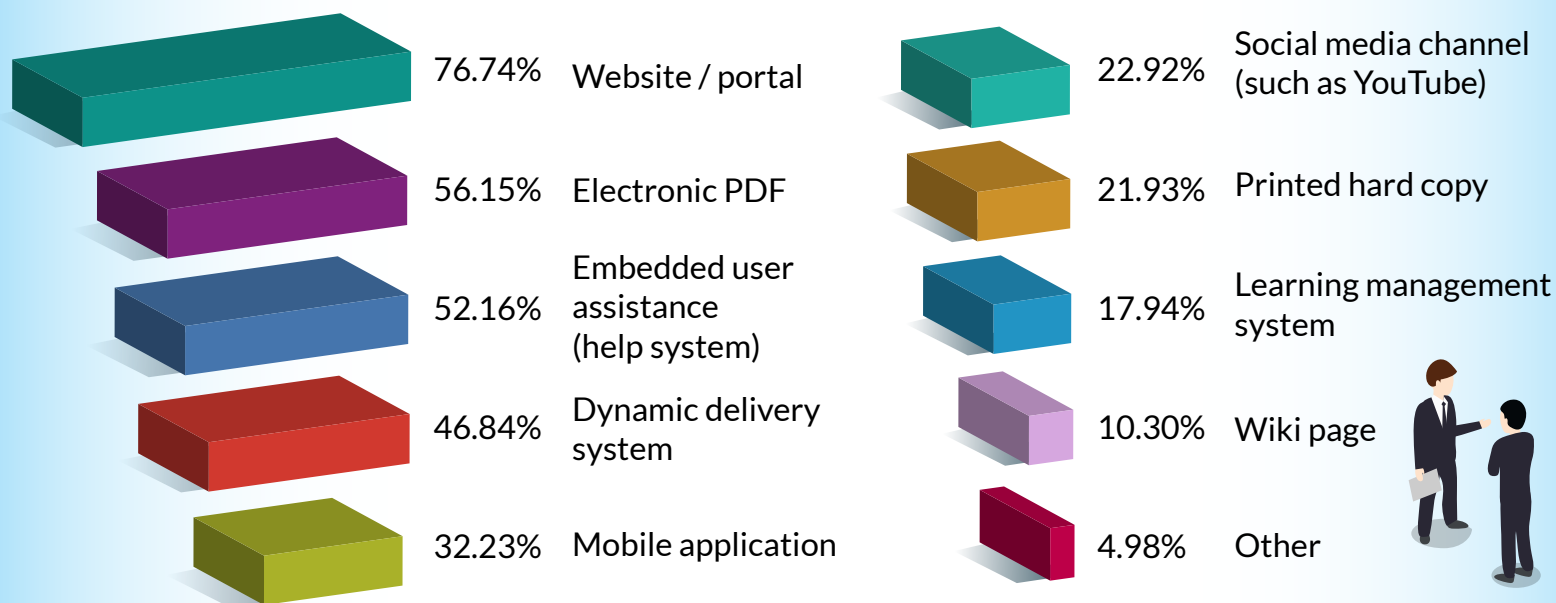
XML



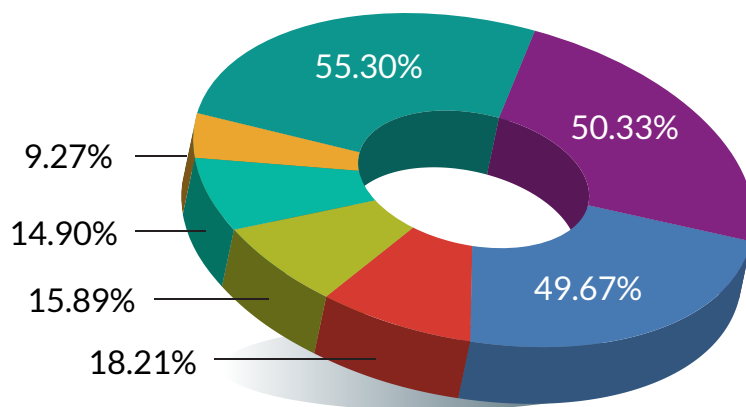
Other



Q 16 How do you plan to deliver your content in two to three years?



Q 17 What business requirements are driving your move to new delivery mechanisms?



55.30% Customer demands and expectations

15.89% Competitors provide better information

50.33% Keep up with information development trends

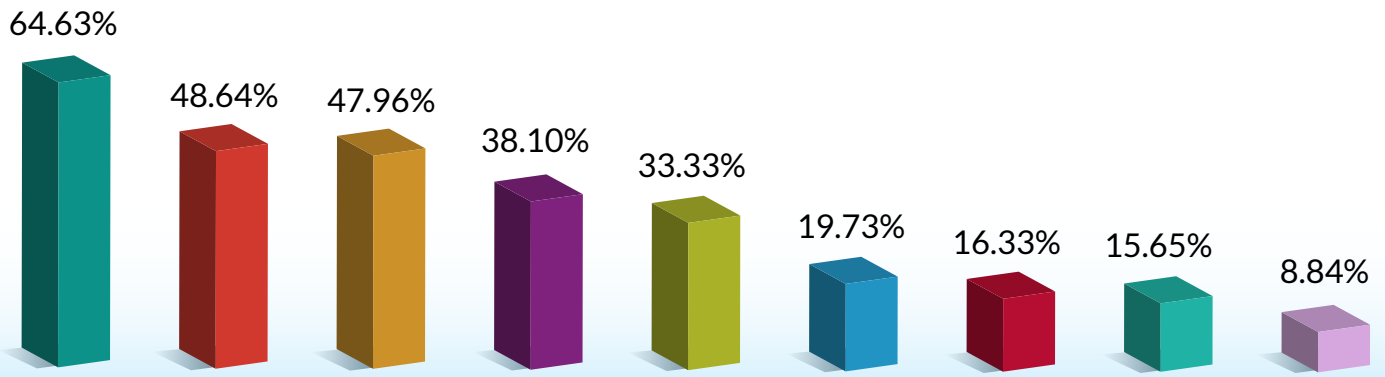
14.90% None; we aren't moving

49.67% Do more with less

9.27% Other

18.21% High customer support costs

Q 18 What are the shortcomings of your content as it exists today?



64.63%



Our search capability needs improvement

38.10%



Customers are unable to assemble topics and produce their own PDFs

16.33%



Other

48.64%



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

33.33%



Our current content is not well structured

15.65%



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

47.96%



Our current content does not fully support customers' needs

19.73%



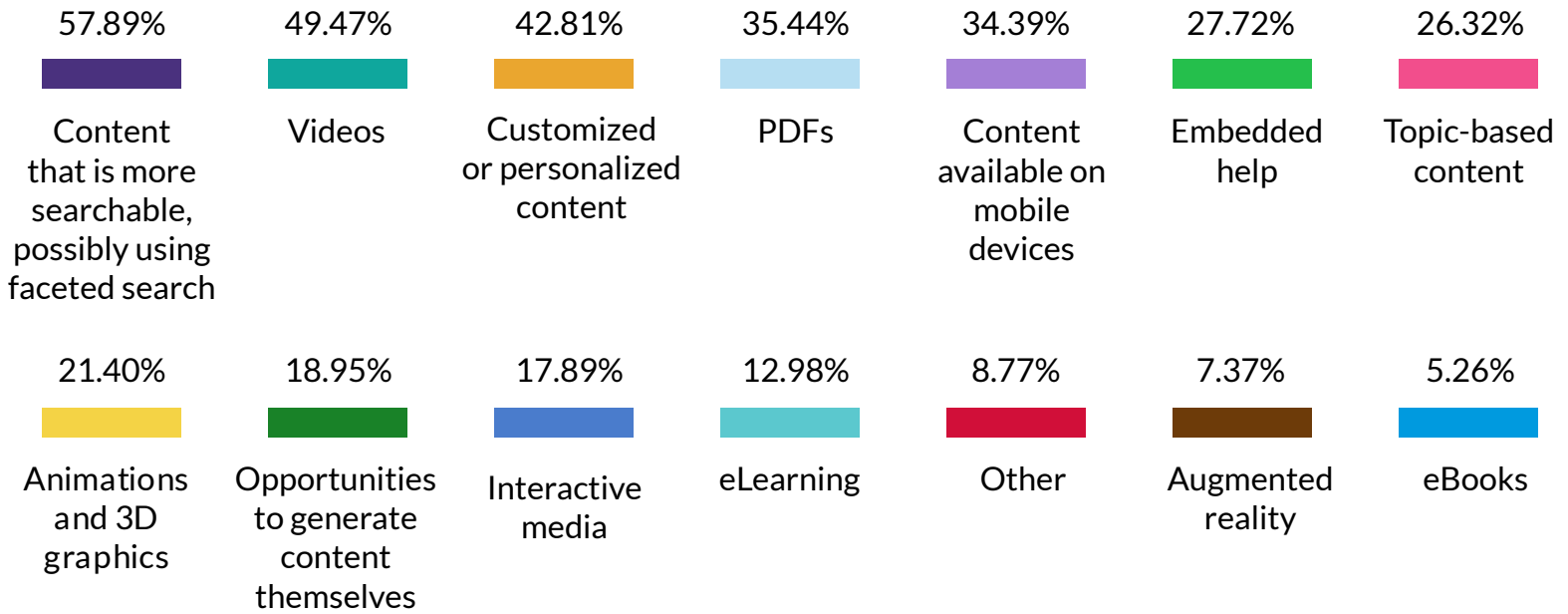
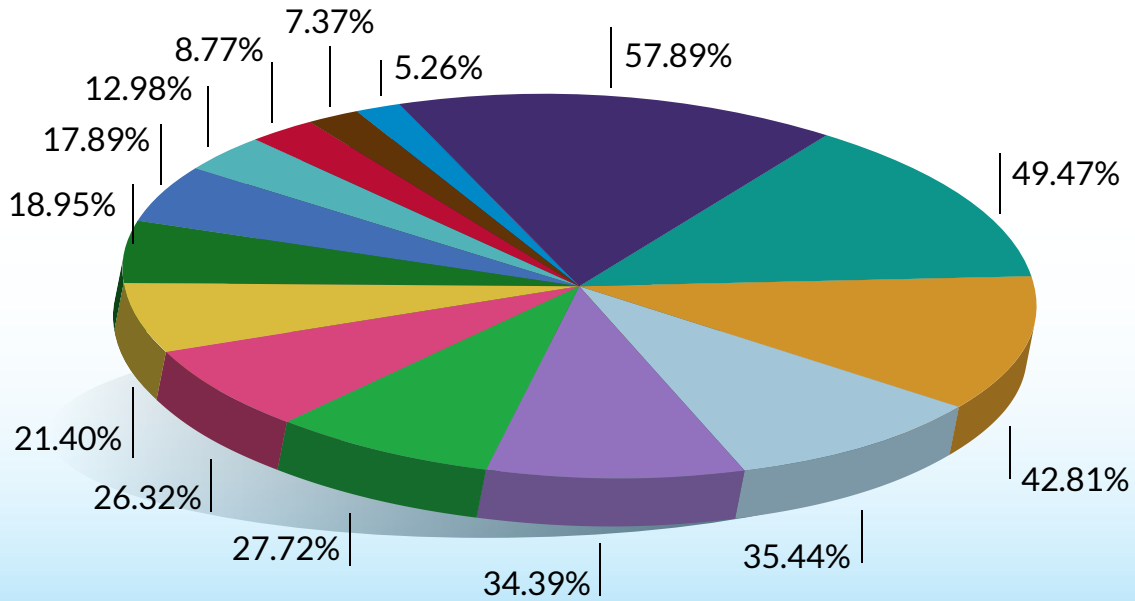
We only deliver PDFs and our customers want different formats

8.84%

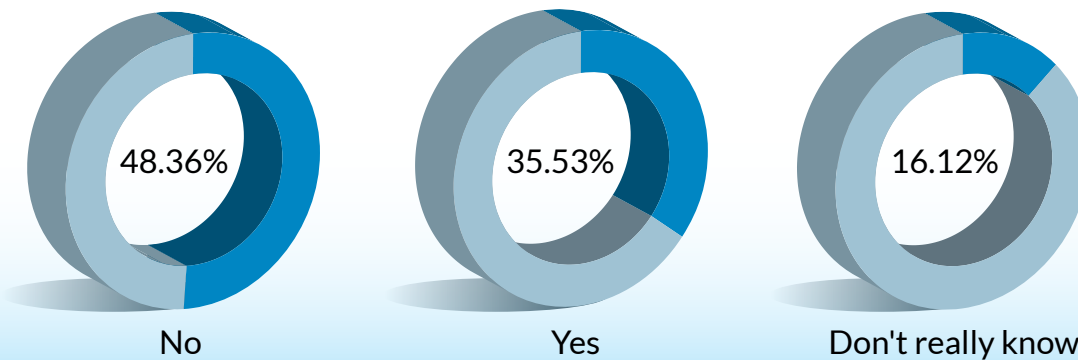


Customers find better information on the web than we provide in our content

Q 19 What types of content delivery are your customers asking you to provide?



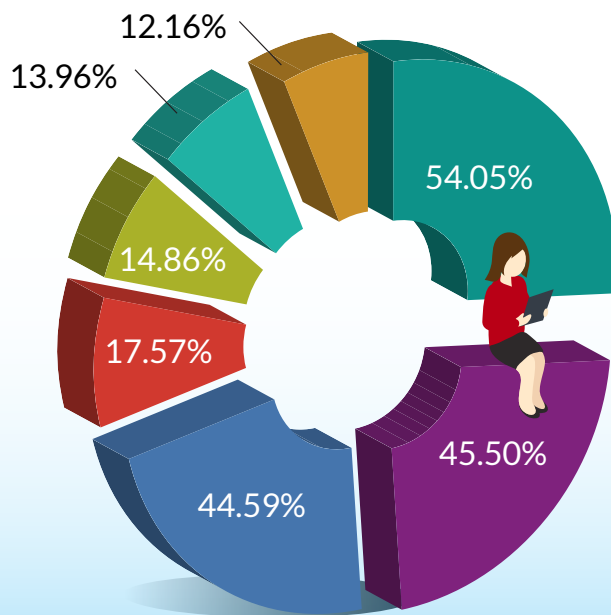
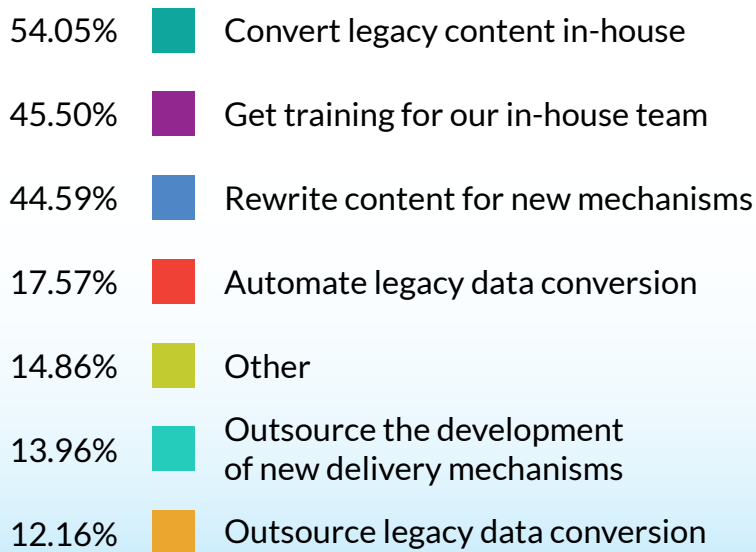
Q 20 Is your content ready to support your future plans?



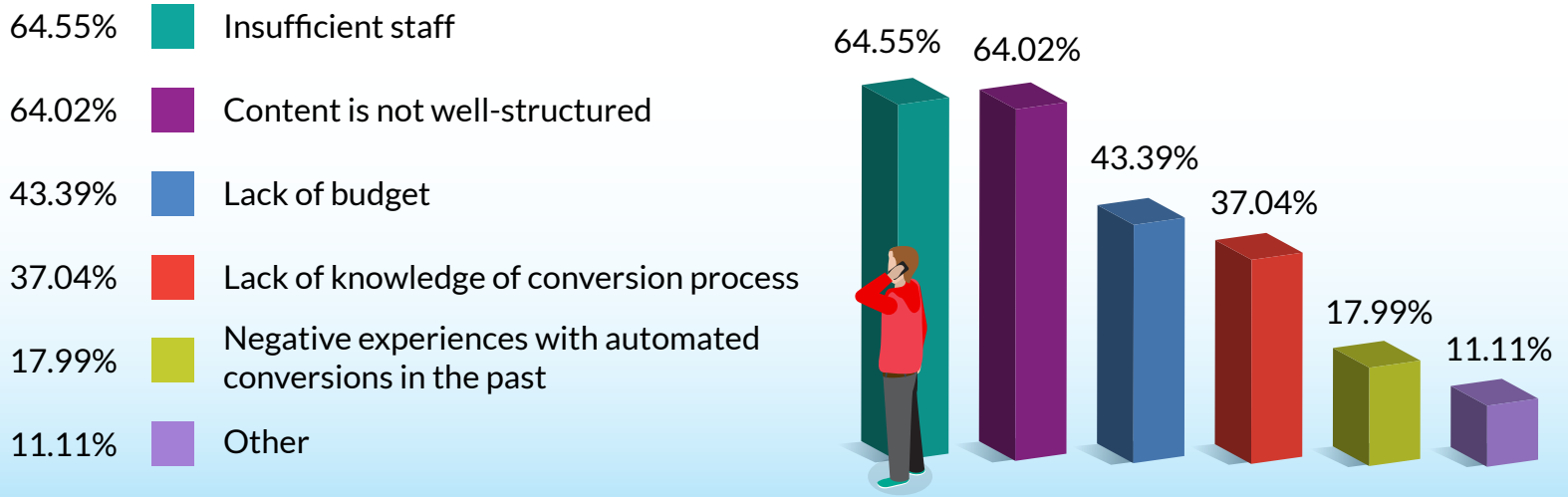
Q 21 If you answered "No" to the previous question, what barriers are you facing?



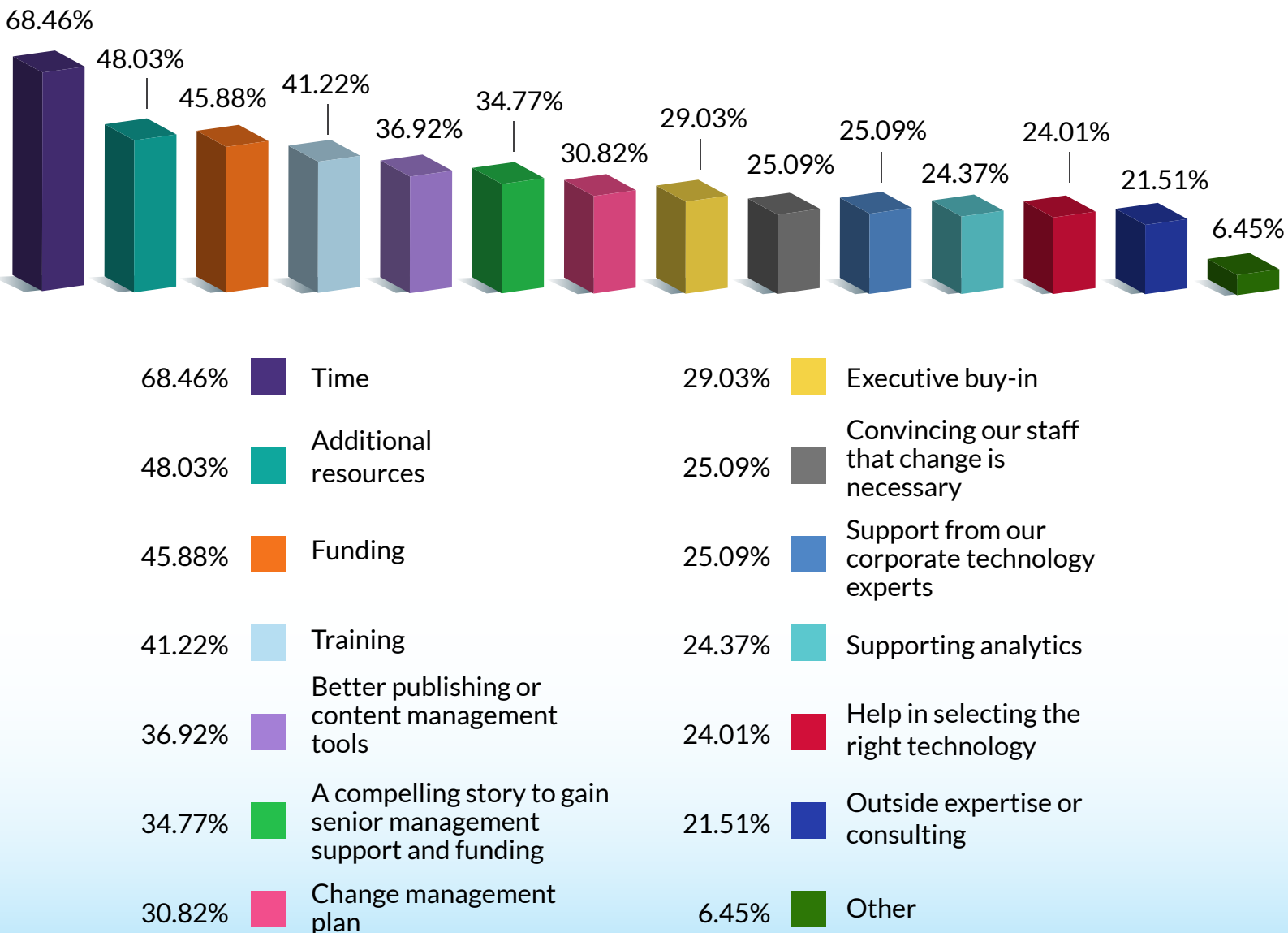
Q 22 If you are planning to move to new delivery mechanisms, what are you planning to do?



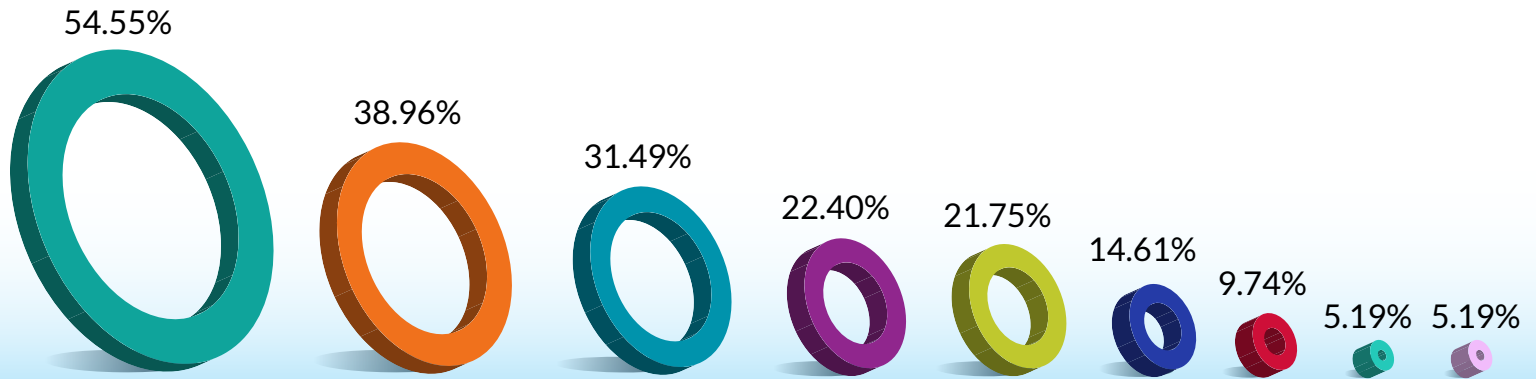
Q 23 If you plan to convert legacy content, what challenges do you anticipate?



Q 24 What must be in place before you can implement your future plans?



Q 25 What is your role in your organization?



54.55%

Writer / Information Developer
Content Developer

22.40%

Content Strategist

9.74%

Other

38.96%

Manager / Executive / Owner

21.75%

Editor

5.19%

Service and Support

31.49%

Information Architect

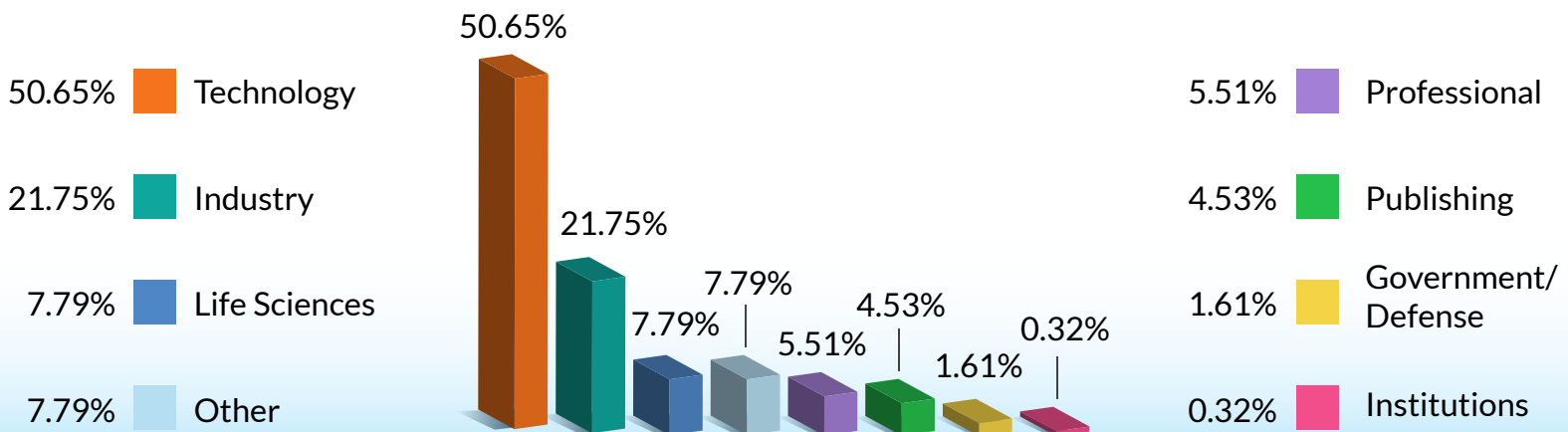
14.61%

Publisher

5.19%

Consultant

Q 26 What industry do you work in?



DCL
Data Conversion
Laboratory Inc.

