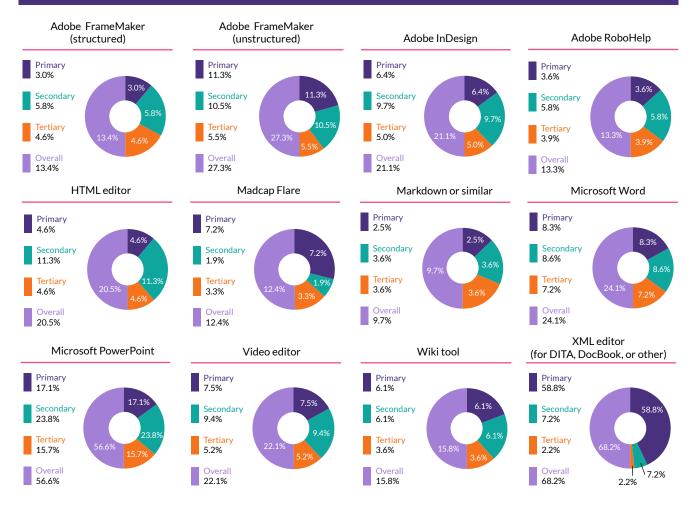
# Following the Trends 2017 - Is your content ready?

#### What type of content do you develop today? 100 User manuals 84.62% (including administration, configuration, installation, and reference manuals) 84.6% Release notes 60.99% 80 Embedded user assistance 57.14% (help systems) 61.0% Training materials 57.1% 37.36% 60 32.97% Knowledge base articles 37.4% 33.0% 30.8% Service manuals 30.77% 40 Other 23.63% 23.6% 21.4% 19.2% 21.43% Policy and procedure 20 12.1%

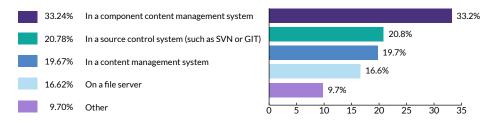
# What are the tools you use today to create content?

19.23% 12.09% Marketing materials

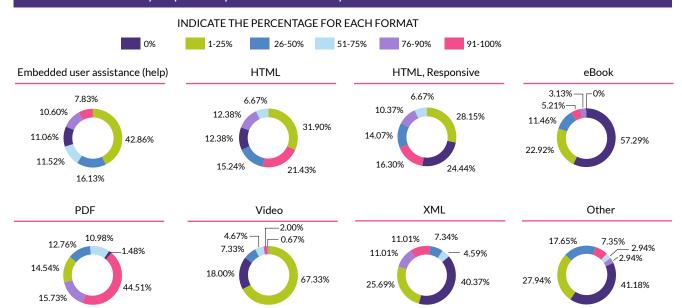
Social media content



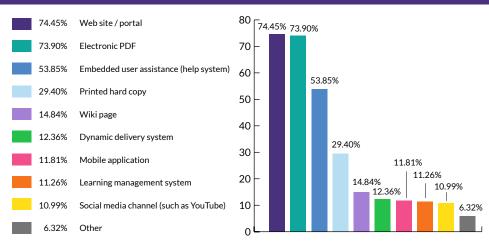
### How are you managing your content files?



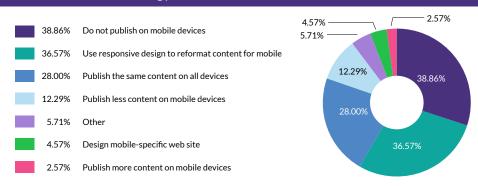
### In what formats do you publish your content today?



# How do you deliver your content today?

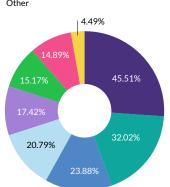


# What is your mobile device strategy?

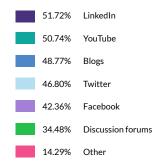


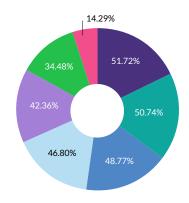
#### How do you use social media?





# What social media platforms do you use?





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



No, customers cannot contribute content



Yes, but only by adding comments to existing content



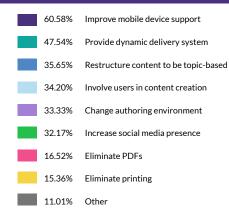
Other Yes, but only after the content has been curated by company experts

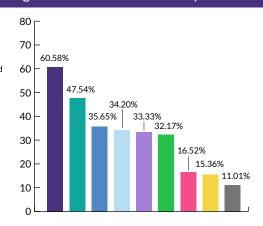
8.45%



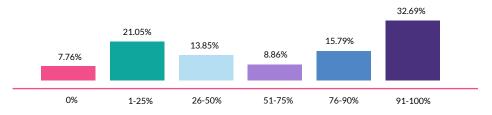
Yes, by contributing their own content to the website or portal

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

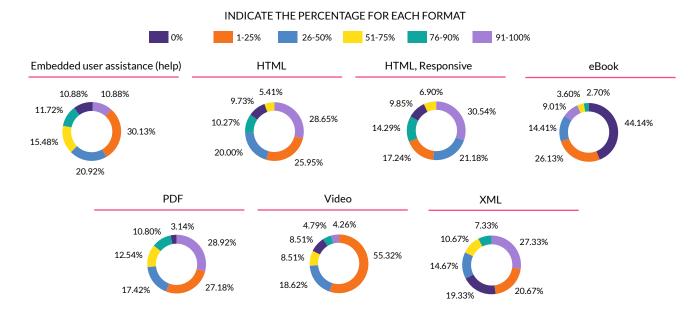




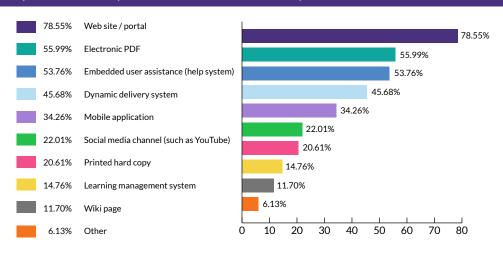
What percentage of your content do you plan to publish in electronic form (not in PDF) by the end of 2017?



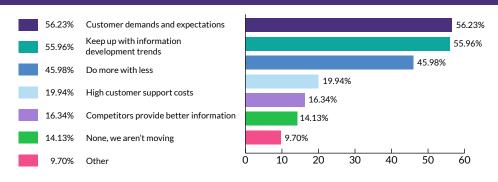
# What formats do you plan to use in two to three years?



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



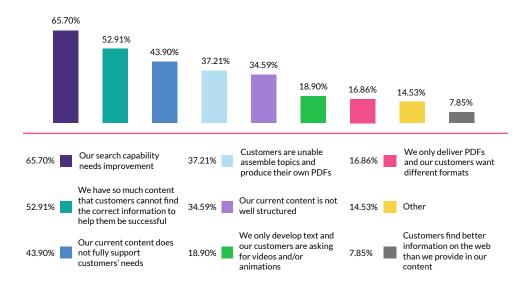
#### What business requirements are driving your move to new delivery mechanisms?



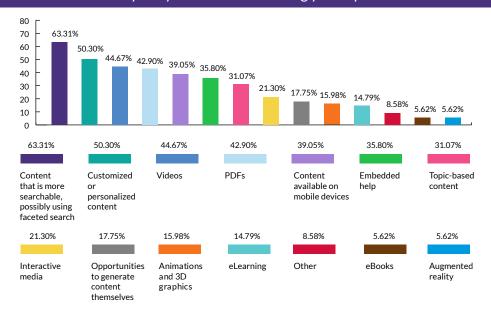
#### Is your content ready to support your future plans?



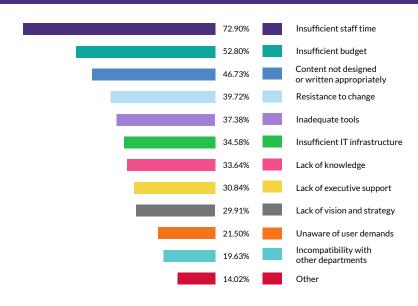
# What are the shortcomings of your content as it exists today?



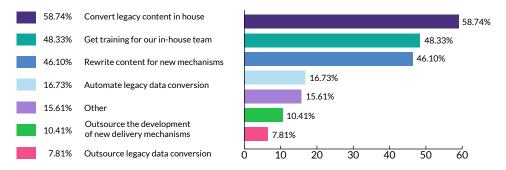
# What types of content delivery are your customers asking you to provide?



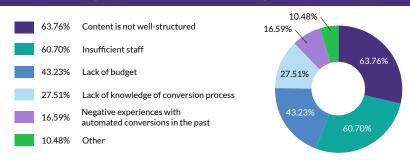
# If you answered "No" to the previous question, what barriers are you facing?



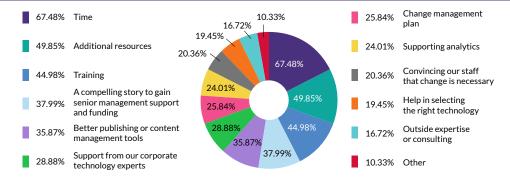
## If you are planning to move to new delivery mechanisms, what are you planning to do?



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



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



#### What is your role in your organization?



#### What industry do you work in?





