



## MarketPulse Survey for OpenText *Intelligent Content*

May 2024

Foundry Research sponsored by OpenText, MarketPulse Survey: Intelligent Content, May 2024



# Method and Objectives

## Survey goals

We surveyed IT decision-makers at U.S. enterprises to understand their plans to integrate content management with AI.

We evaluate the business benefits of enhancing content management with AI, challenges that could be solved by integrating content management with AI, and specific use cases for GenAI content management.

We determine the top capabilities and offerings that providers can supply to enable the integration of content management and GenAI. Lastly, we evaluate expectations around AI integration and the factors that are most important when selecting an AI technology partner.

Total respondents **101**

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## Collection method

Online questionnaire

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Geography **U.S.**

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## Field dates

May 7, 2024 – May 15, 2024

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Number of questions **7**

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Average revenue: **\$5.49B**

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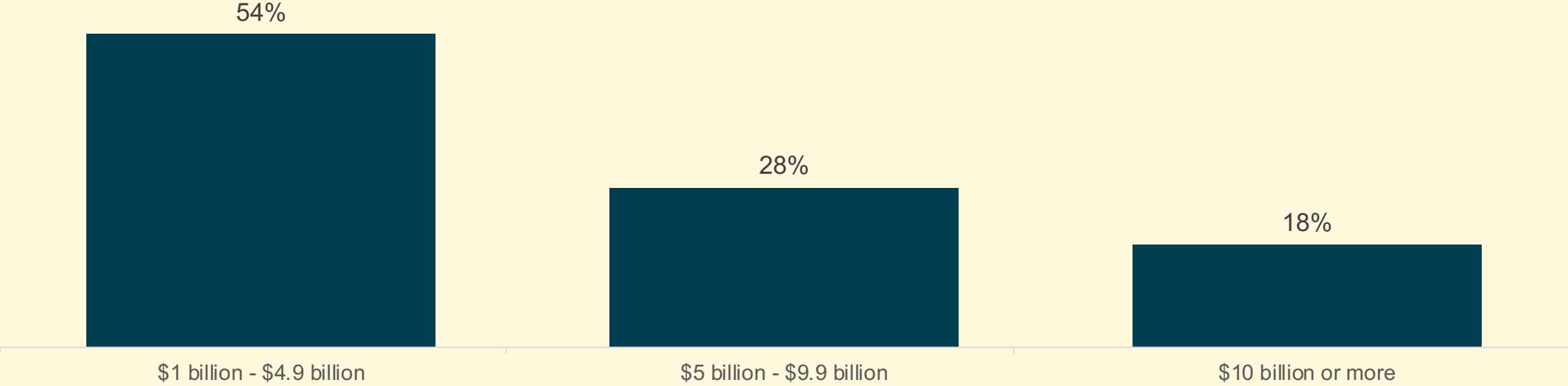
## Senior Decision-makers

To qualify for this survey, respondents were required to be employed in IT or LOB management or data/analytics roles and involved in technology decisions. Qualified respondents are employed at companies that are using or planning to leverage AI technology.

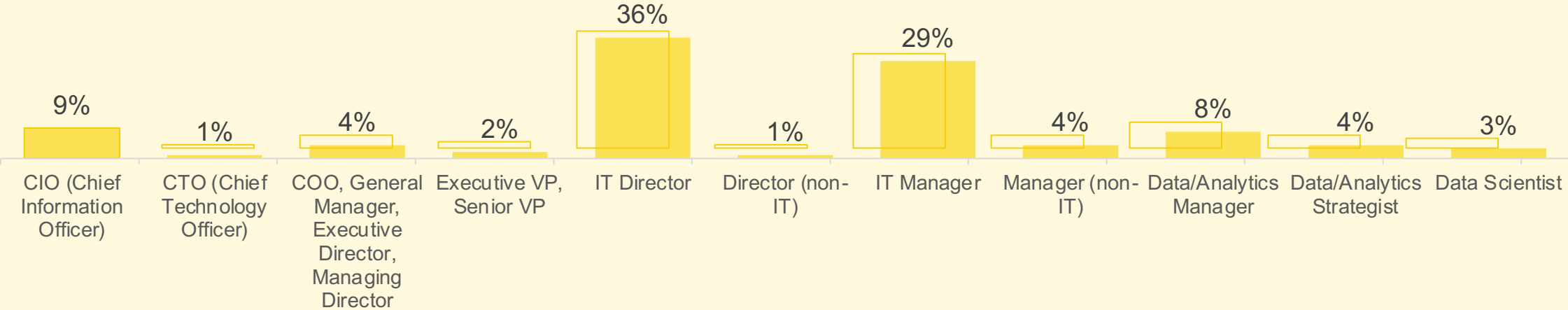
# Respondent Profile

# Annual revenues

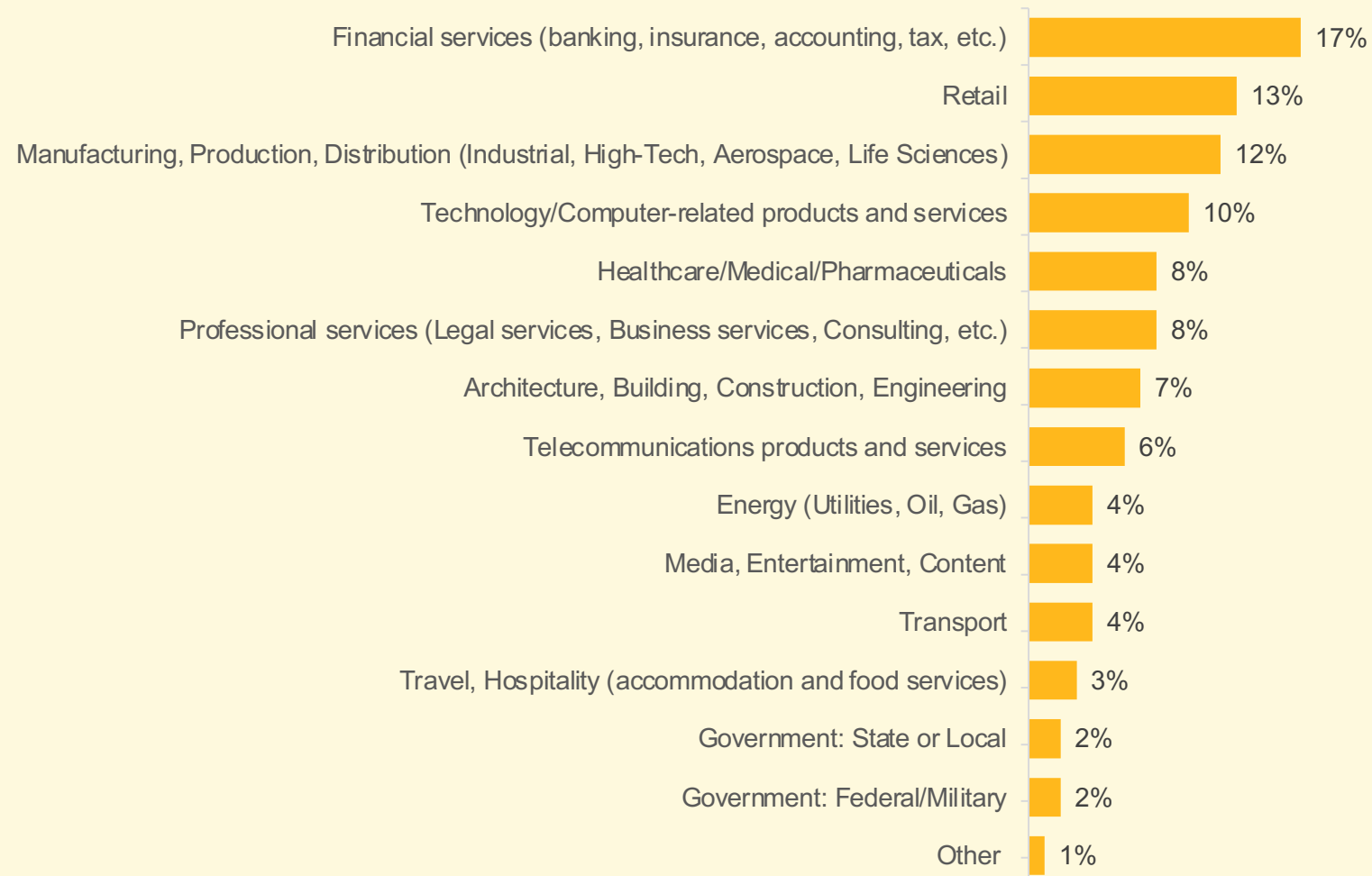
Mean: \$5.49 billion



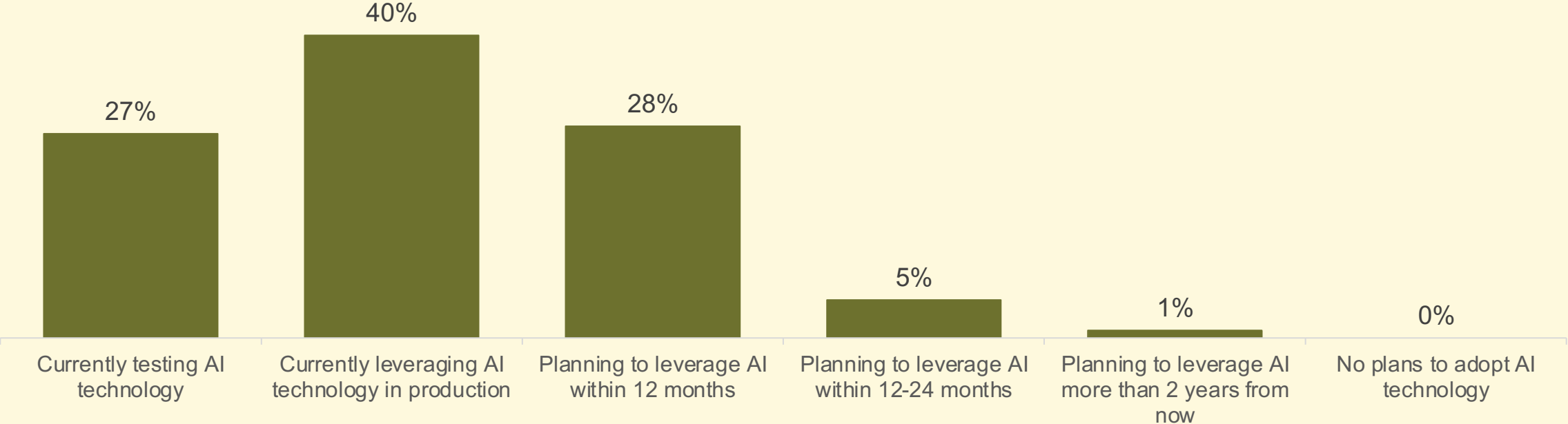
# Job title



# Primary Industry



# Expected timeframe to leverage AI technology



# Executive Summary



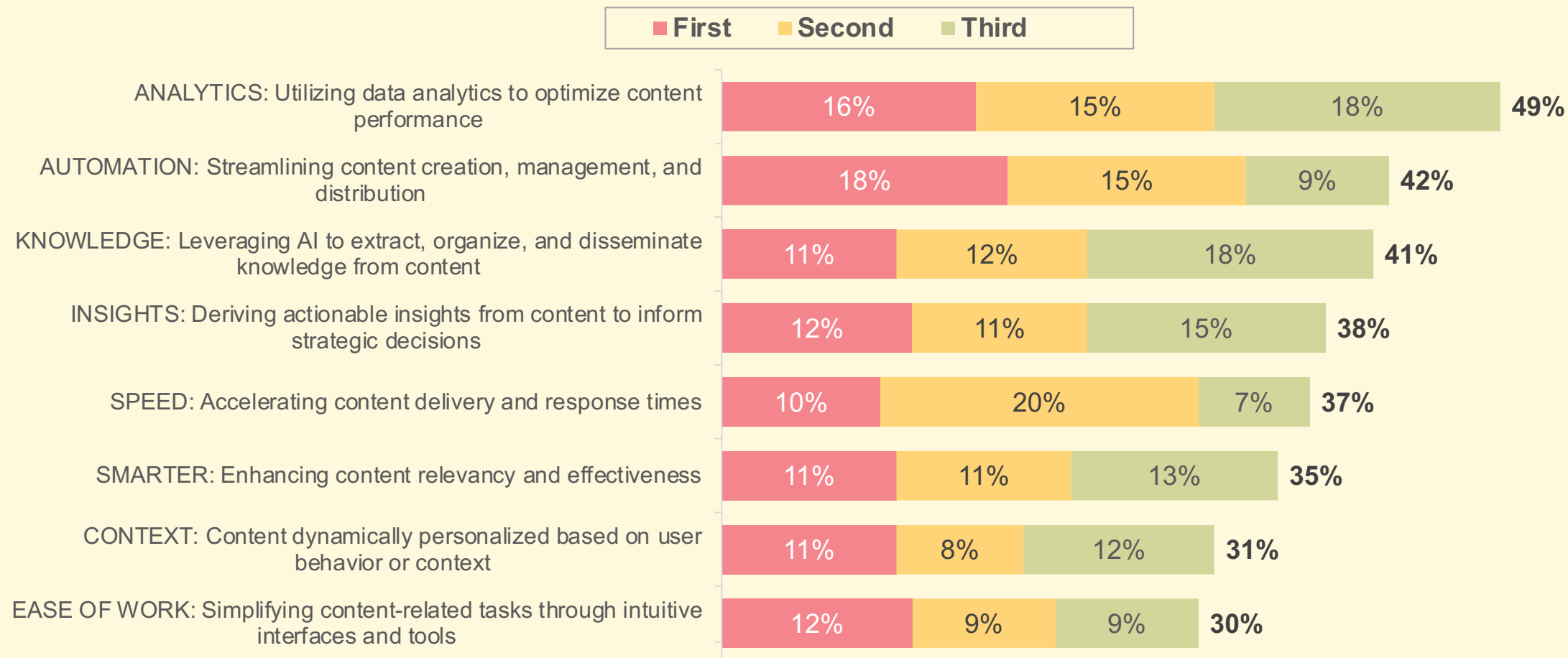
# Summary of Findings

- **When asked what comes to mind when they think of “intelligent content”, decision-makers most often associate the term with *analytics* and *automation*** (each is ranked among the top three descriptors by 49% and 42% of decision-makers, respectively).
- **Seven in ten (70%) have started implementing AI solutions (49%) or have invested significantly in AI infrastructure (21%).** Twenty-three percent (23%) recognize the potential of AI but do not have a fully developed technology strategy, and 8% lack the resources or readiness to embrace AI technology.
- **Decision-makers cite increased productivity (42%), improved decision-making (40%) and optimized content performance (40%) as top potential benefits of AI-enabled content management.**
- **Lack of user engagement (54%) and manual work (51%) are perceived as the primary challenges that could be addressed by integrating GenAI and content management,** by delivering personalized content experiences and automating workflows.
- **Business process automation (47%), helping users find relevant content (45%), and code development/testing (41%) are the top GenAI content management use cases planned for testing over the next 12 months.**
- **Business process automation (59%) is expected to be the most relevant use case for GenAI content management over the next 3 years.** Decision-makers also expect the use of GenAI to search and understand content from multiple sources (49%) and to help users find relevant content (49%) will be among the most relevant future use cases.
- **Compliance (47% rank in the top three) and security (44%) are the most important capabilities enterprises need from providers to help integrate content management with GenAI.**
  - In fact, **the top expectation around how AI solutions will co-exist with existing technology is the assurance of robust security and compliance protocols** (25% rank as the number one expectation).
- **Decision-makers prioritize customized solutions (35%), ongoing support (35%), and flexible pricing models (35%) when evaluating solutions to enable GenAI content management.**
- **Flexibility of model support (70% rate as “critical” or “very important”), integration with existing systems (70%), multimodal AI (70%), and an existing track record of providing AI solutions (70%) are top factors when selecting an AI technology partner.**

# Results

# *Analytics* and *automation* are the descriptors most often associated with the term “intelligent content”

What comes to mind when you see the term “intelligent content”?  
(Select and rank the top 3)

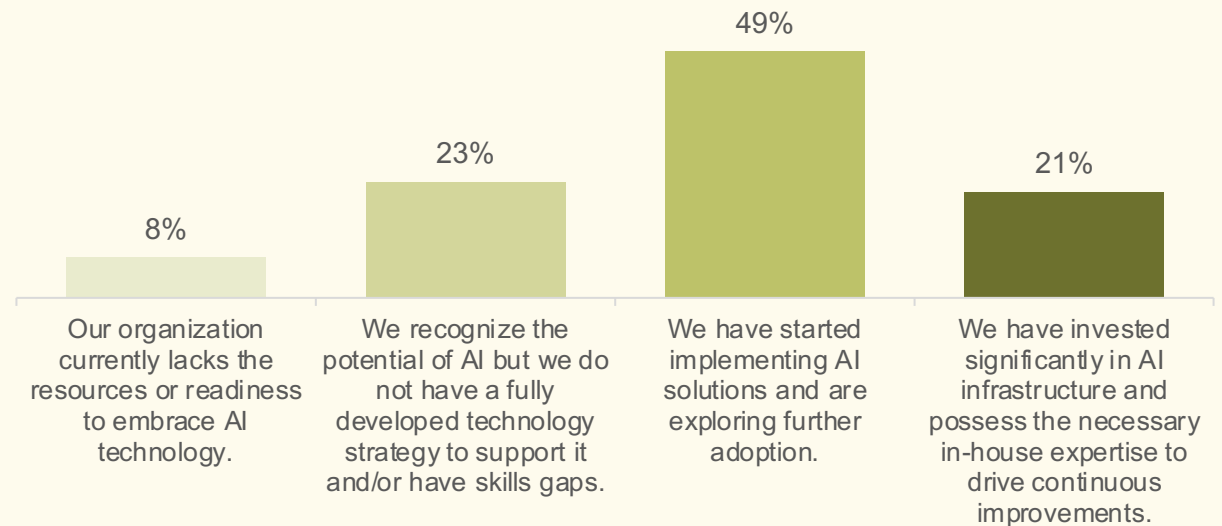


# 70%

*are implementing AI solutions or have already invested significantly in AI*

Q2: How would you describe your organization's readiness to adopt AI technology?  
Base: 101

How would you describe your organization's readiness to adopt AI technology?



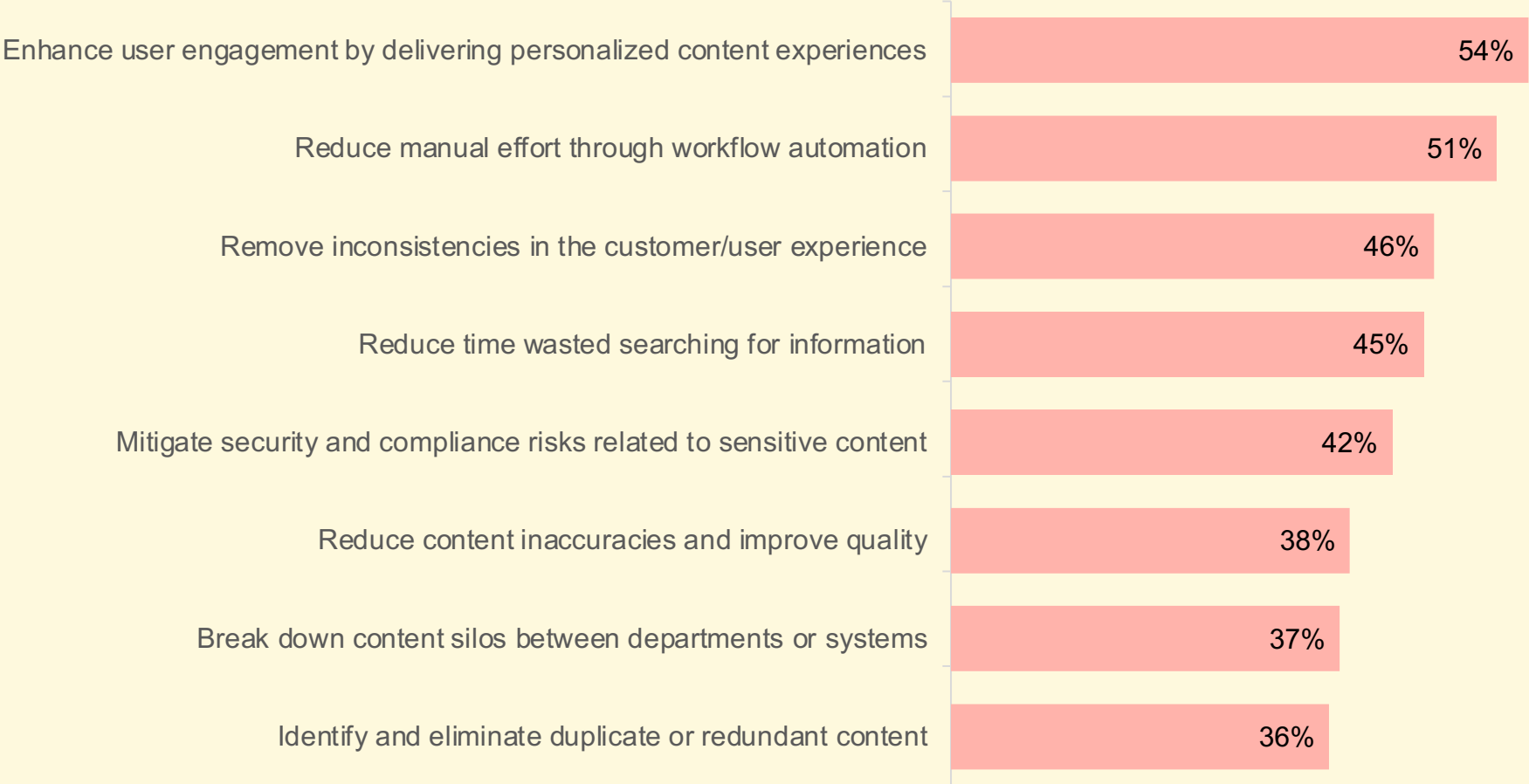
# Decision-makers cite increased productivity, improved decision-making and optimized content performance as top potential benefits of AI-enabled content management

Most important ways AI could enhance content management  
(Select three)



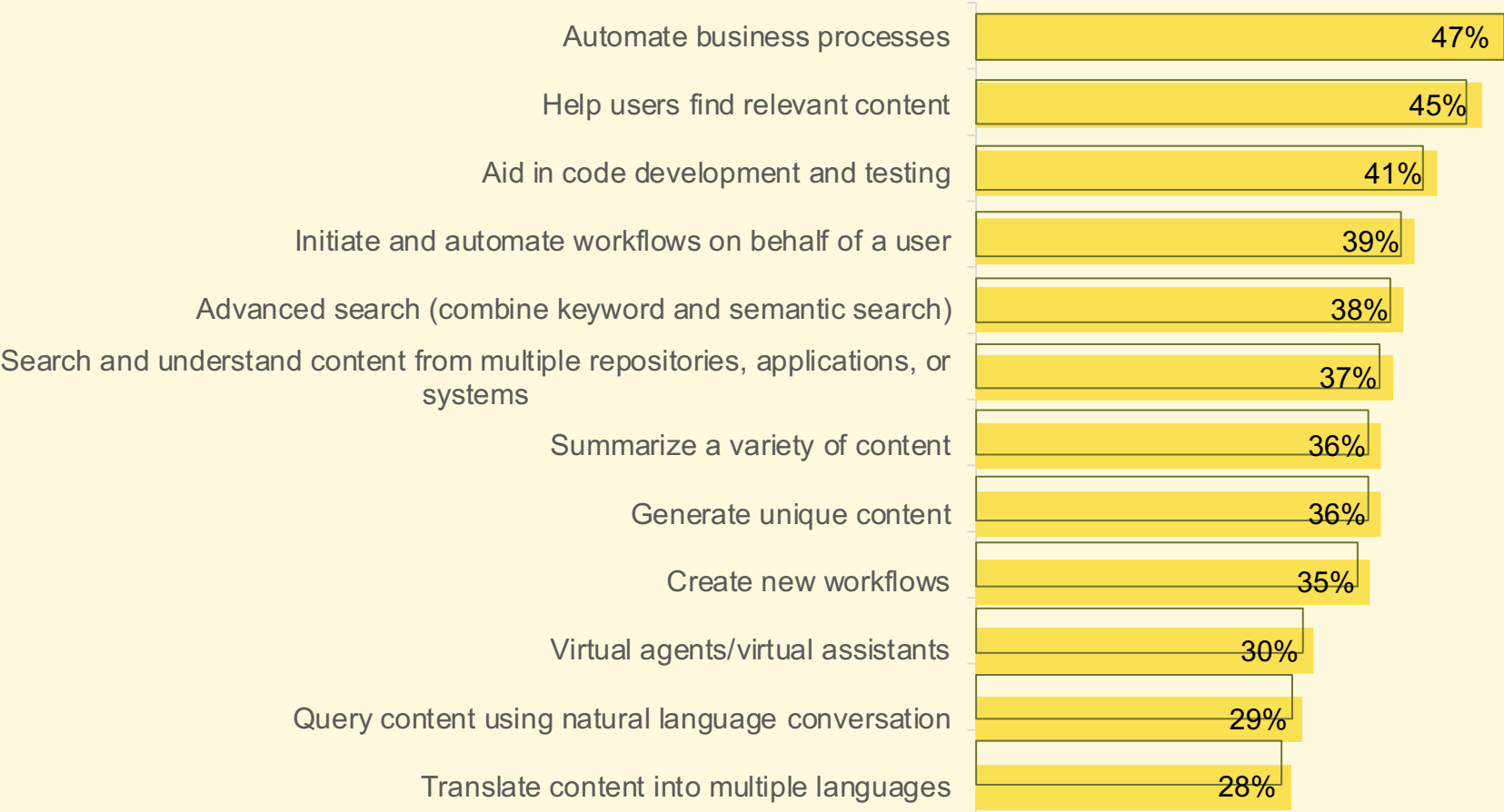
# Lack of user engagement and manual work are perceived as the primary challenges that could be addressed by integrating GenAI and content management

Top challenges that could be solved by integrating GenAI and content management  
(Select all that apply)



# Process automation, helping users find relevant content, and code development are the top GenAI content management use cases planned for testing over the next 12 months

GenAI content management use cases being tested  
over the next 12 months  
(Select all that apply)



# Business process automation is expected to be the most relevant use case for GenAI content management over the next 3 years

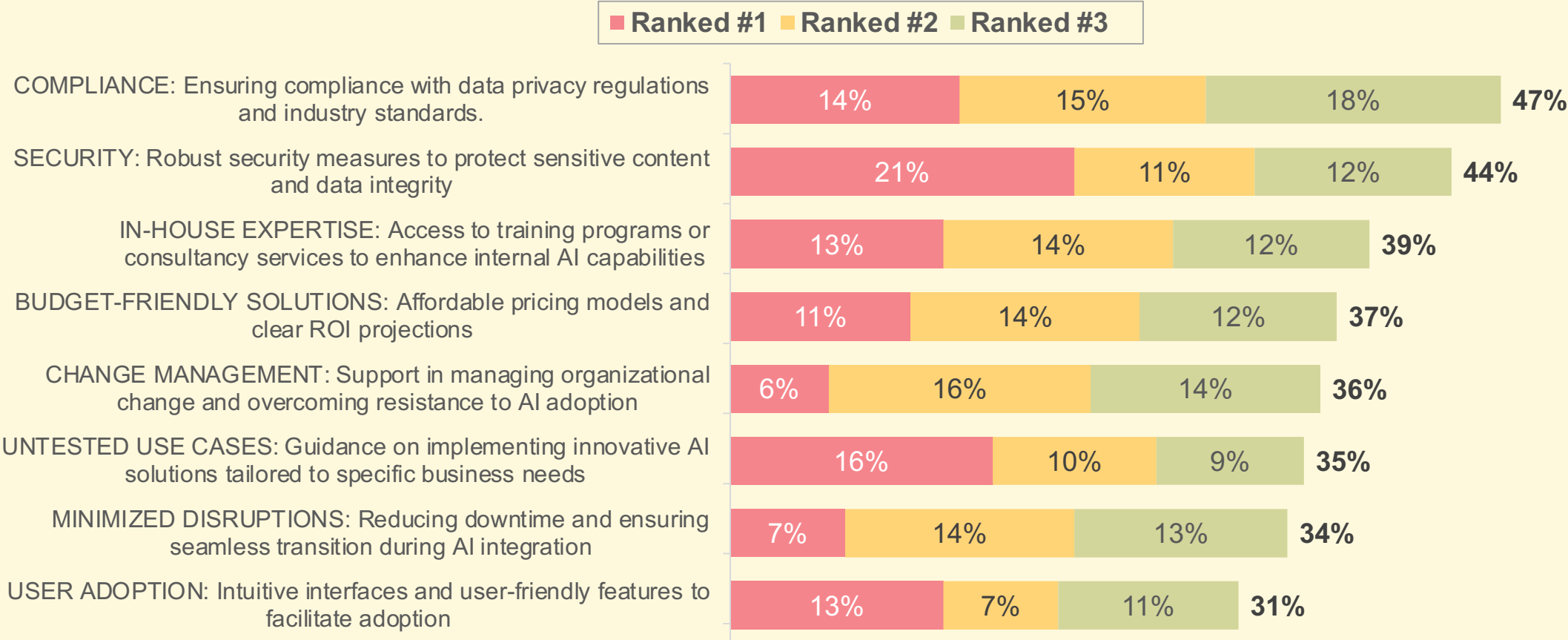
GenAI content management use cases that will be most relevant over the next 3 years  
(Select five)





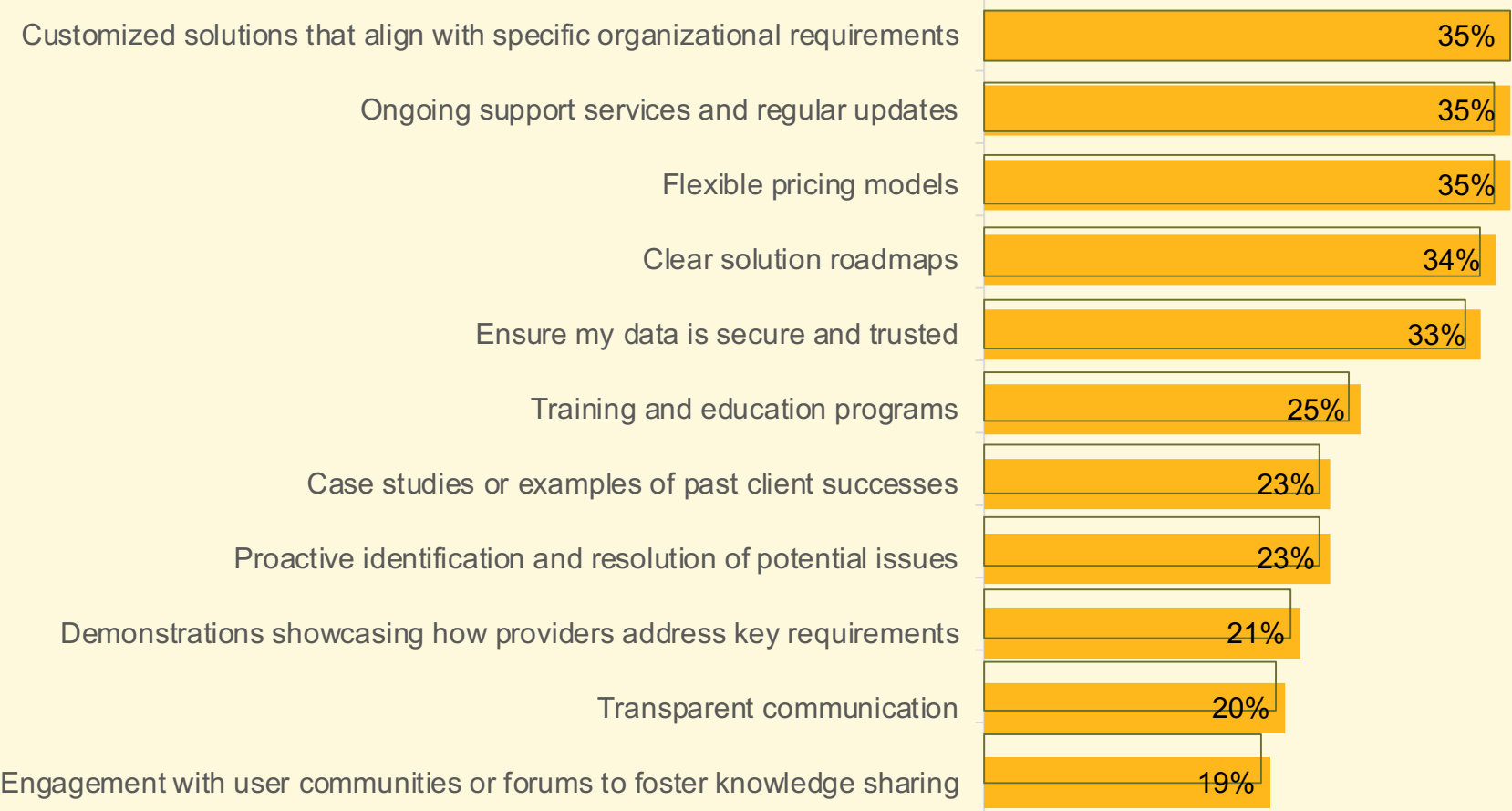
# Compliance and security are the most important capabilities enterprises need from providers to help integrate content management with GenAI

What does your organization need from providers to have the ability to integrate content management with Gen AI?  
(Select and rank the top 3)



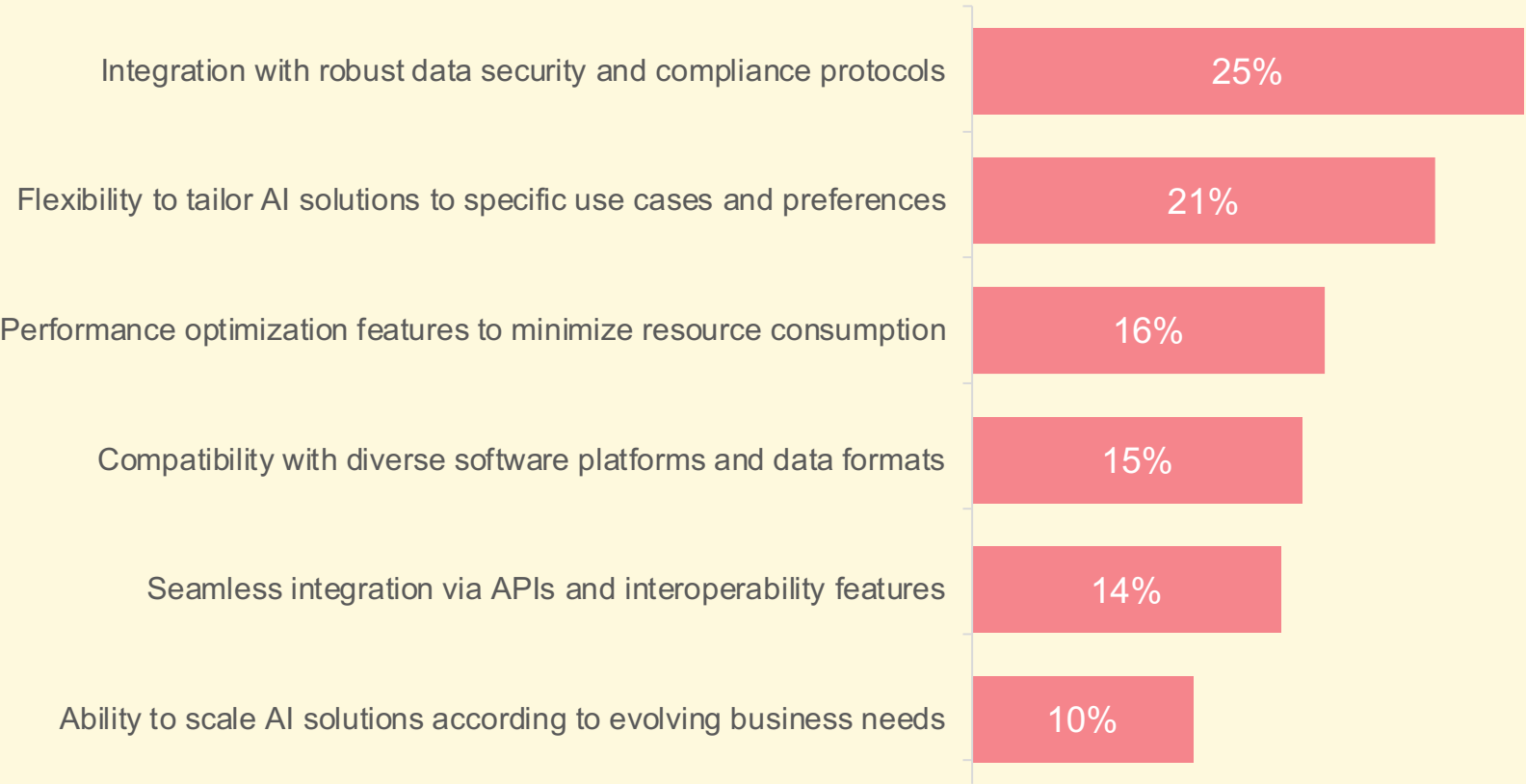
# Decision-makers prioritize customized solutions, ongoing support, and flexible pricing models when evaluating solutions to enable GenAI content management

Top ways providers can enable the integration of content management with GenAI  
(Select three)

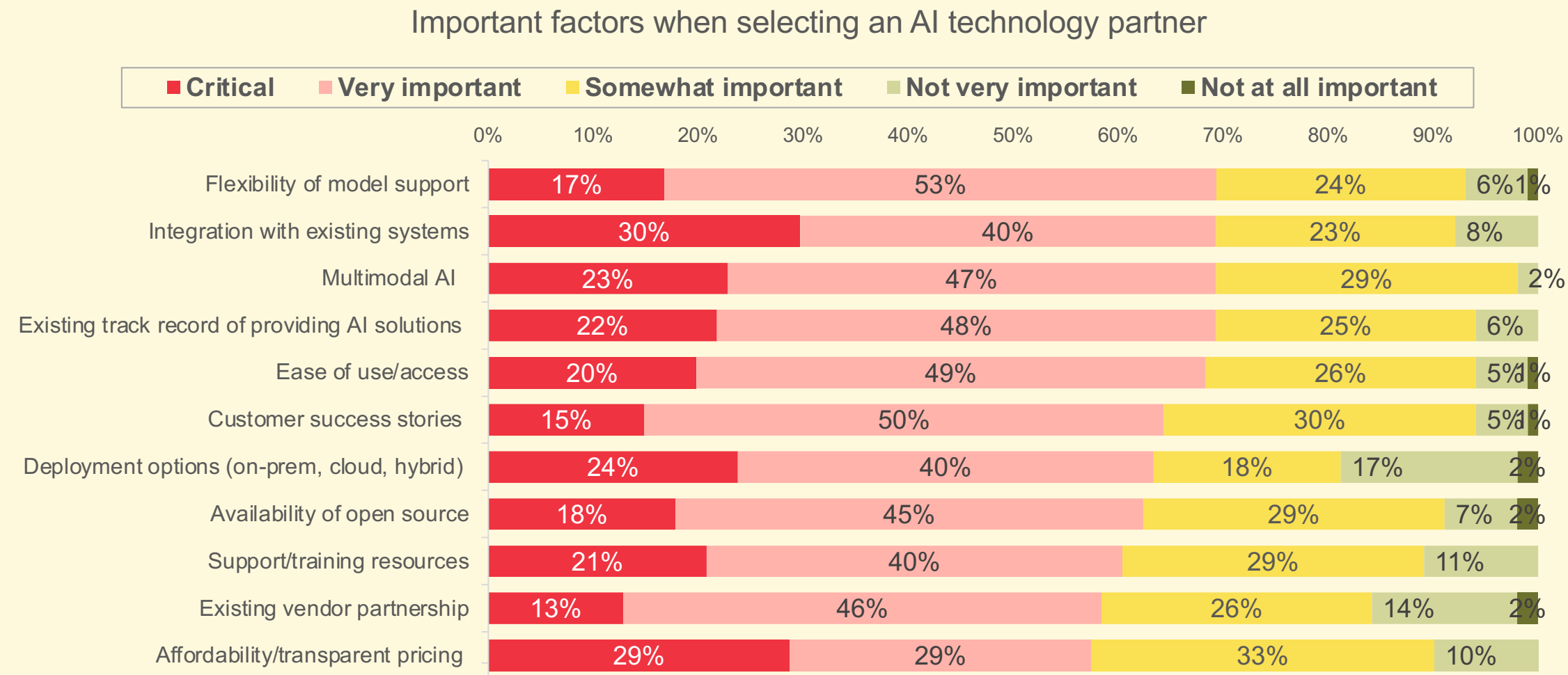


# The top expectation around how AI solutions will co-exist with existing technology is the assurance of robust security and compliance protocols

What are your expectations for how different AI solutions should co-exist and integrate with your existing technology stack?  
(Rank in order of importance – Ranked #1)



# Flexibility of model support, integration with existing systems, multimodal AI, and an existing track record as an AI provider are top factors when selecting an AI technology partner



# Contact

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