



# MarketPulse Survey for OpenText *SaaS Content Management Solutions*

February 2024

Foundry Research

Foundry Research sponsored by OpenText, MarketPulse Survey: SaaS Content Management Solutions, March 2024



# Method and Objectives

## Survey goals

We surveyed IT and other line of business technology decision-makers at U.S. mid-market and enterprise organizations to understand adoption of SaaS content management solutions.

We uncover the top business objectives and potential benefits driving interest in a SaaS content management solution as well as challenges that may be slowing adoption. We determine the stakeholders involved in the purchase of SaaS solutions, important capabilities and criteria when evaluating SaaS content management solutions/providers, and top information sources during the purchase process.

Lastly, we evaluate use cases for AI/GenAI as part of a content management solution.

Total respondents **100**

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## Collection method

Online questionnaire

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Geography **U.S.**

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## Field dates

February 7, 2024 – February 20, 2024

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Number of questions **15**

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Company size segments:

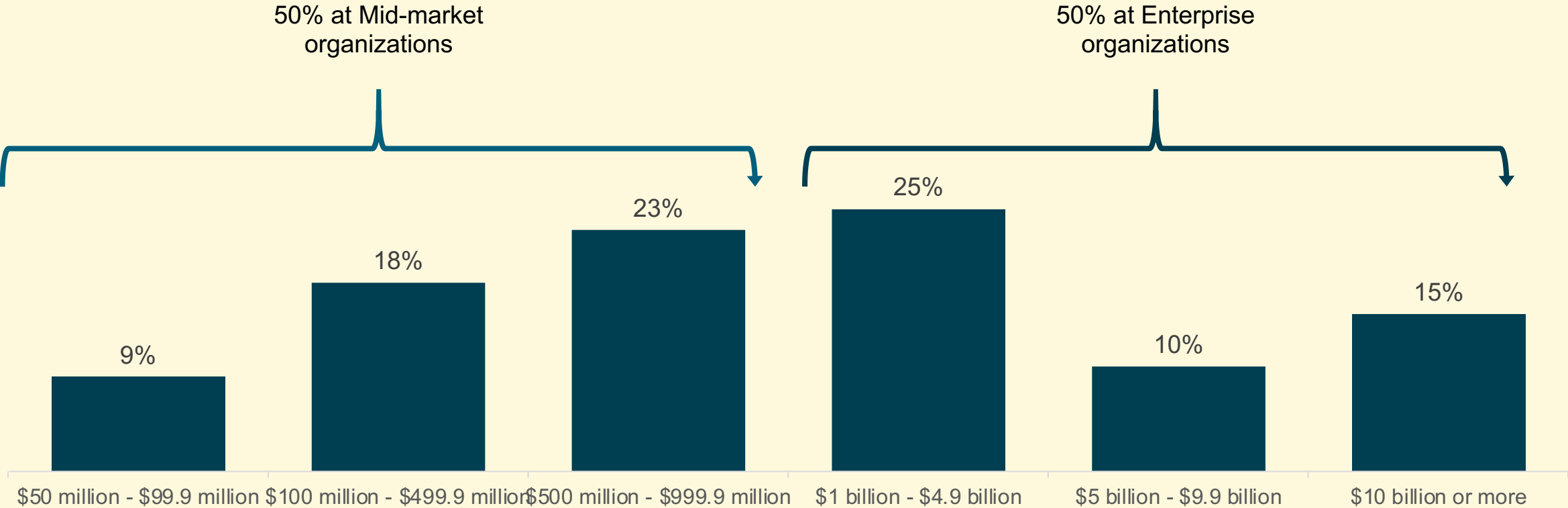
- **Enterprise (revenues of \$1B or more) (50%)**
  - **Mid-market (revenues of \$50M - \$999.9M) (50%)**
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## Senior Decision-makers

To qualify for this survey, respondents were required to be employed in senior management role (Director and above) and involved in SaaS decisions at their organizations.

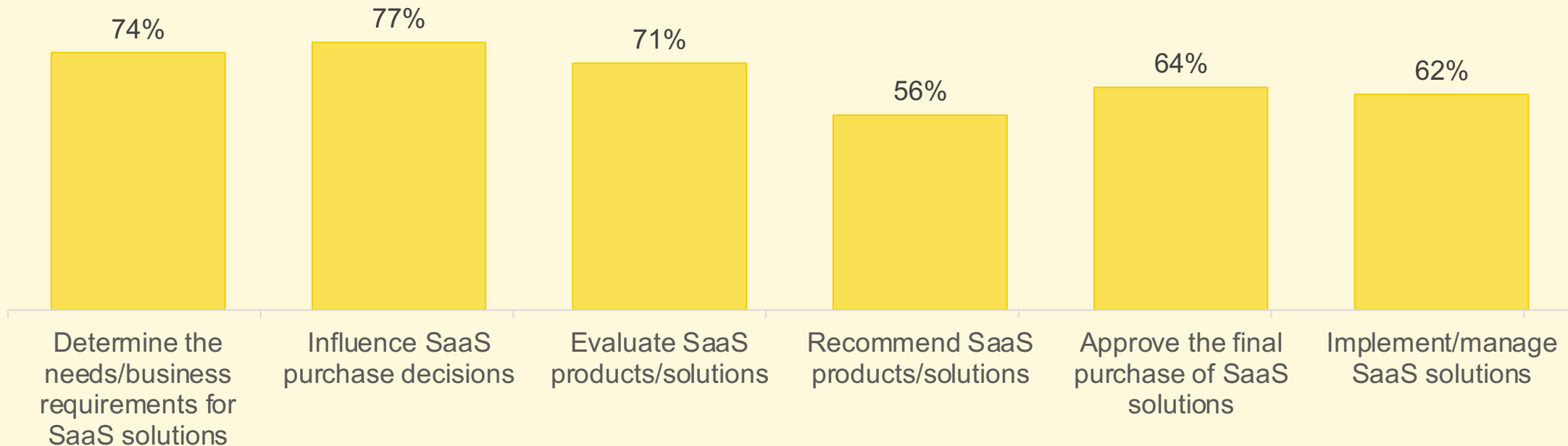
# Respondent Profile

# Company Size by Revenue

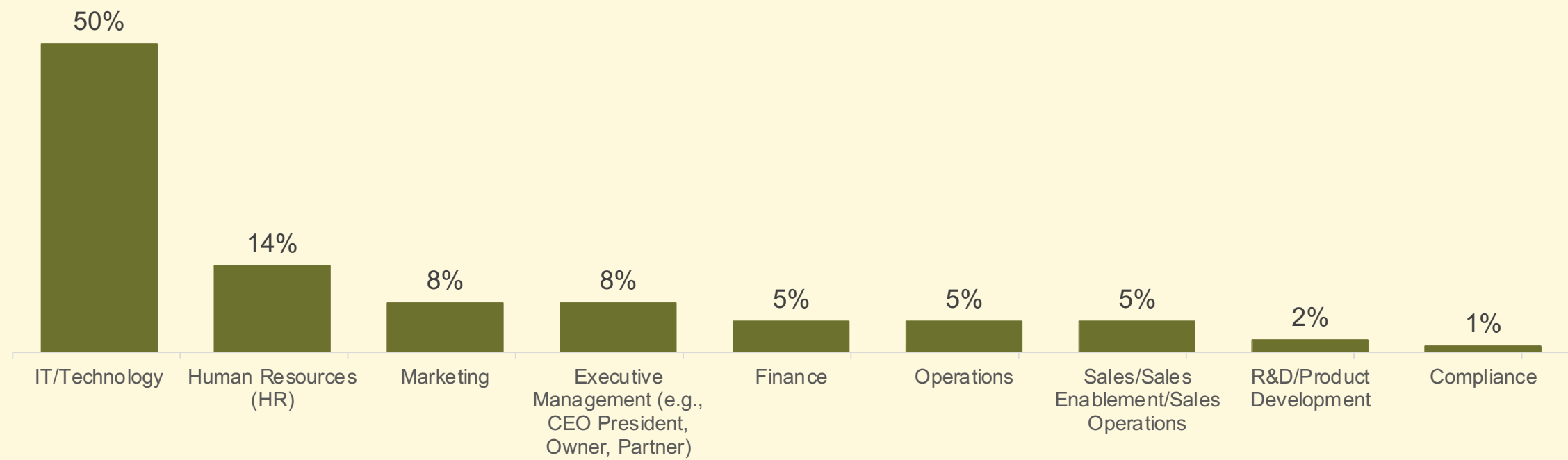


# Involvement in SaaS purchase decisions

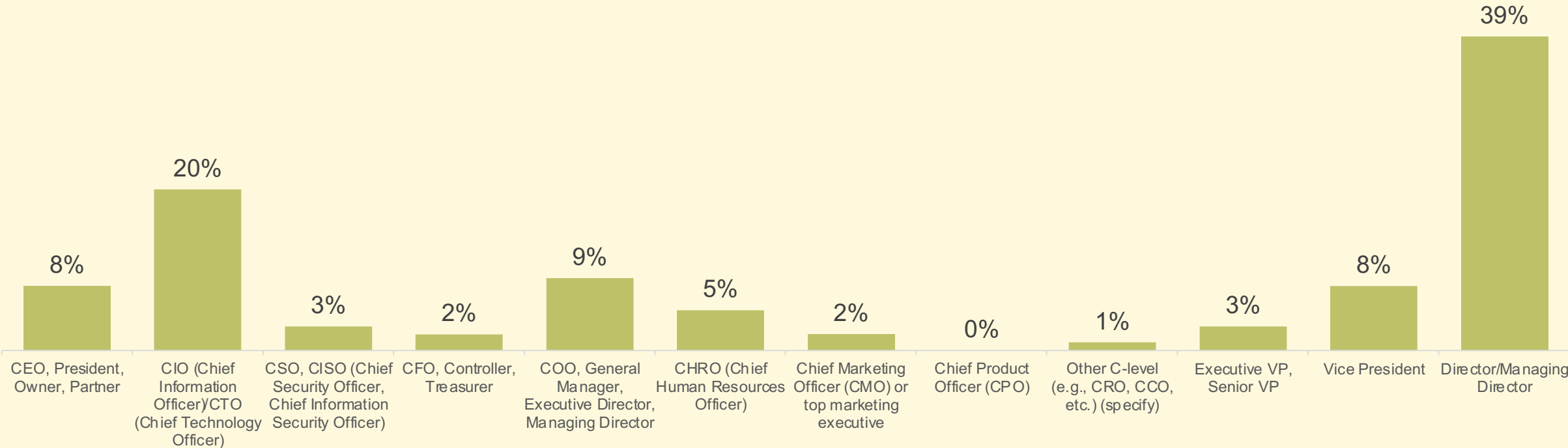
*For the purposes of this survey, we define a **SaaS solution** as a third-party managed, cloud-native, software application or platform that is shared among multiple users or organizations, each of whom accesses and uses the software independently.*



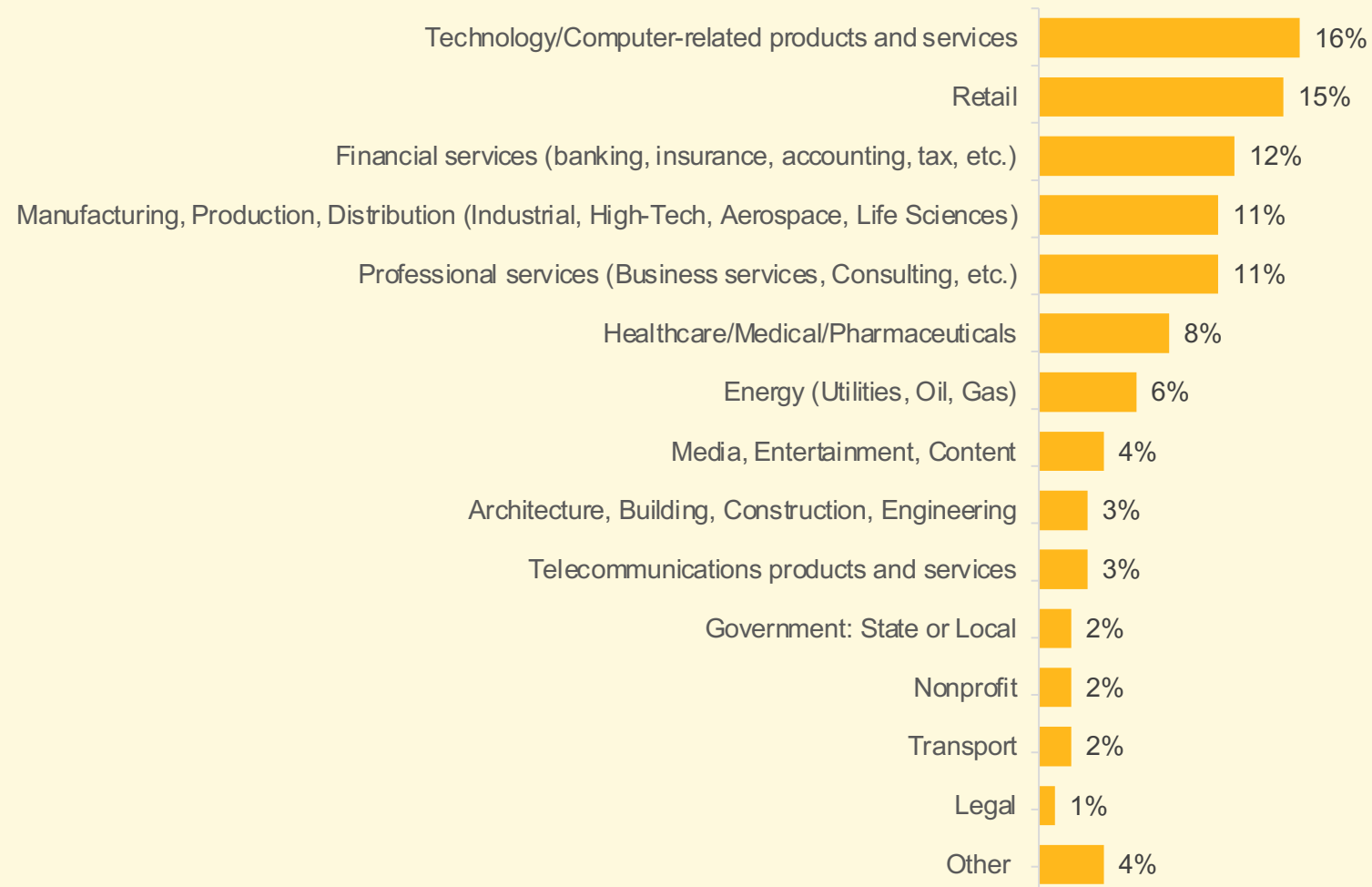
# Job Function



# Job Title



# Primary Industry





# Executive Summary

# Summary of Findings

- **Most decision-makers consider it important to have a SaaS deployment option when evaluating content management solutions.** In fact, 61% rate the availability of a SaaS option as “critical” (9 or 10 on a 10-point scale) and 96% rate the importance as a “7” or above.
- **Nearly three-quarters of decision-makers (74%) report their organizations are in the market for a SaaS content management solution.** One quarter (26%) are currently using and 20% are testing or piloting a SaaS content management solution. Twenty-three percent (23%) are planning implementation, 18% are researching or putting out RFPs, and 13% are interested but haven’t started researching SaaS content management solutions.
  - Of those in the market for a SaaS content management solution 42% are interested in a new solution (30% are interested in purchasing and 12% are evaluating new solutions). More than half (58%) plan to migrate data from an existing solution to a SaaS solution (upgrade).
- **Interest in SaaS content management solutions is primarily driven by the potential for efficiency (56%) and productivity (54%) improvements.** Other top drivers include data security and compliance improvement (43%), improving customer experiences (41%), accelerating adoption of new technology capabilities (35%), and improving workforce collaboration (33%).
  - ITDMs are more likely than those in other LOB roles to cite CX improvement (52% of IT compared to 30% of LOB roles) and employee engagement (36% compared to 13%) as drivers of interest in SaaS content management solutions.
- **Departments and business units are interested in several potential benefits of SaaS content management solutions,** including accelerated response time to requests, inquiries and RFPs (42%), improved information access (41%), streamlined workflows to improve digital experiences for employees (33%), the ability to enable “work from anywhere” (33%), and reduced human error (31%).
- **IT/technology decision makers cite cost efficiency (62%), ease of management and maintenance (52%) and easier integration with new and existing technologies (50%) as the most appealing benefits of SaaS content management solutions.**
- **Though interest in a SaaS content management solution is high, concerns about technology integration (39%) and data security/compliance (32%) are slowing adoption.** Other inhibitors include lack of in-house expertise and knowledge (26%), lack of buy in from IT (24%) and governance concerns regarding data ownership and control (23%).

# Summary of Findings (continued)

- **IT (80%), Compliance/Risk (45%), Data analytics/BI (42%), HR (35%), Operations (35%) and Customer service/support teams (32%) are most likely to be prioritizing the use of SaaS content management solutions.**
- **IT/Technology departments are typically taking the lead during the purchase process for SaaS solutions** – determining needs (77%), determining features and requirements (70%), evaluating solutions and vendors (70%), making the final selection (66%) and approving the purchase (57%). Lines of business using or planning to use the solution are most often involved in determining features and requirements (60%).
  - Eight in ten (82%) report the purchase of a SaaS content management solution will be fully funded by IT (55%) or that budget will be shared between IT and Line(s) of business (27%). Just 16% indicate that the lines of business using the solution will have sole budget responsibility.
- **Data security (66% rating as a 9 or 10 where “10” is “Critical”), integration with other SaaS applications (58%), and the ability to improve efficiencies (56%) are top capabilities when evaluating SaaS content management solutions.** Those in IT roles place higher importance on SaaS integration (64% compared to 52% of LOB decision makers), advanced search (54% compared to 44%) , GenAI capabilities (52% versus 38%) and low code/no code (36% compared to 18%) when evaluating SaaS content management solutions.
- **When evaluating SaaS content management solution providers, decision-makers prioritize features and functionality (69% rating as a 9 or 10 where “10” is “Critical”) as well as speed of implementation (time required) (58%).** The availability of customer success services is more likely to be an important vendor evaluation criteria among those in IT roles (62% compared to 42% of LOB decision makers), as well as the option of a “self-service” buying experience (42% versus 28%).
- **Decision-makers are likely to turn to technology vendors (websites (58%) and sales reps (54%)) and technology sites and publications (48%) to help evaluate content management solutions.**
- **Nearly all decision-makers (98%) are interested in leveraging GenAI with a content management solution.** One-third (32%) are already leveraging GenAI capabilities, 39% are planning to leverage GenAI, and 27% are interested in GenAI but still researching.
  - Top anticipated uses of AI/GenAI include detecting and blocking cyberattacks (49%), enhancing personalization (45%), assessing risk and compliance requirements (44%), deploying virtual assistants (43%), and improving search capabilities (43%).

# Results

# 96%

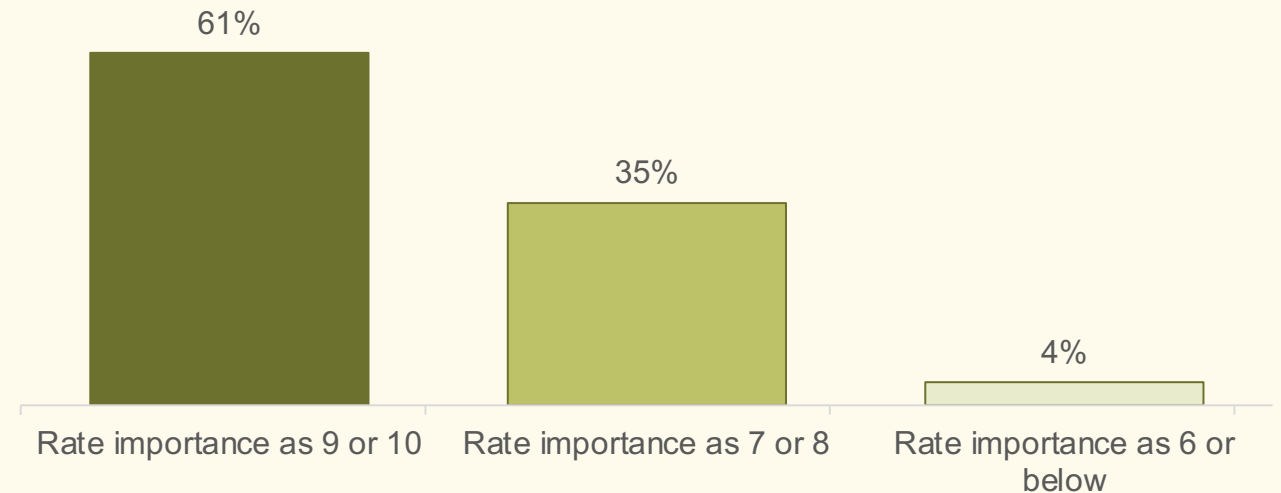
*Consider it important to have a SaaS deployment option when evaluating content management solutions*

Q1: When evaluating content management solutions for your business, how important is the availability of a SaaS deployment option, relative to other solution features?

Base: 100

When evaluating content management solutions for your business, how important is the availability of a SaaS deployment option, relative to other solution features?

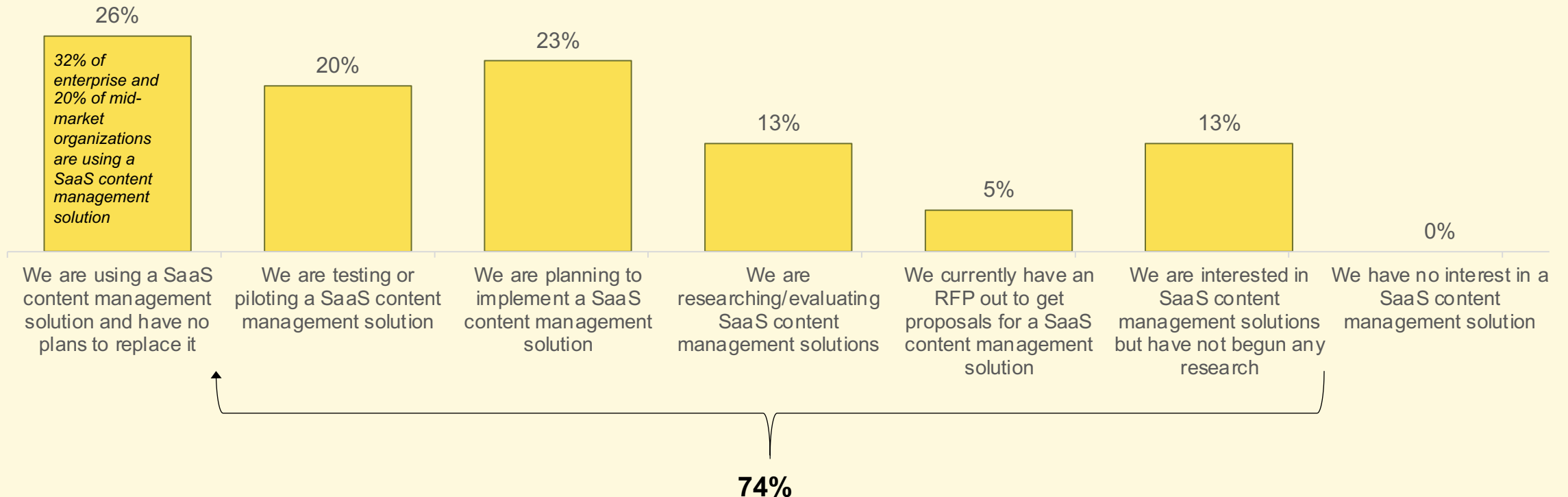
*10=Critical; 1=Not important*



# Nearly three-quarters (74%) are in the market for a SaaS content management solution

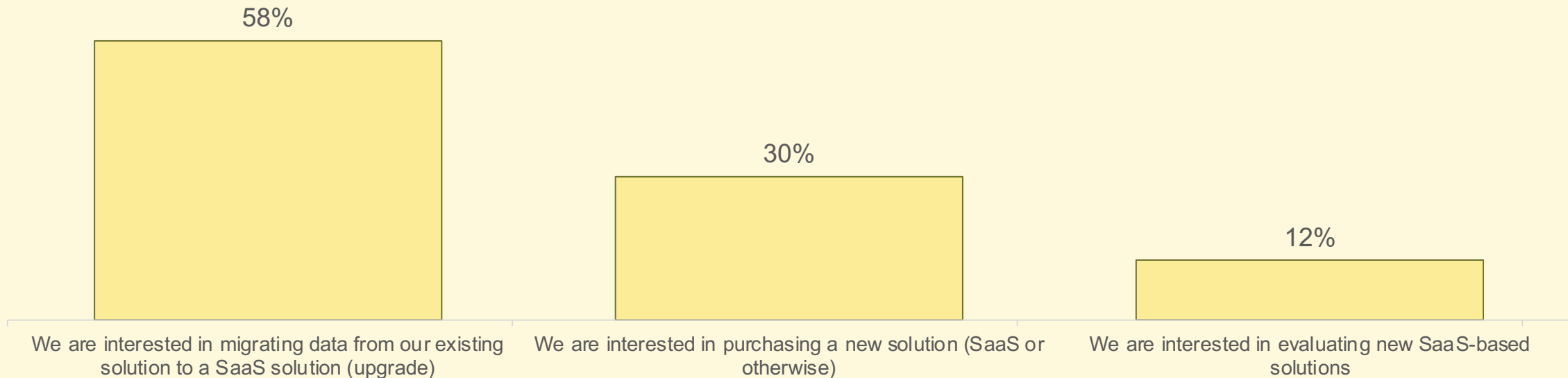
## Adoption of a centrally managed SaaS content management solution - Next 12 months

For the purposes of this survey, we define a **SaaS solution** as a third-party managed, cloud-native, software application or platform that is shared among multiple users or organizations, each of whom accesses and uses the software independently.



Forty-two percent (42%) of those in the market for a SaaS content management solution are interested in a new solution; 58% plan to upgrade an existing solution

Plan for deploying a content management solution  
(among those in the market for a SaaS solution)



*A **SaaS content management solution** is a cloud-based software platform that enables organizations to create, store, retrieve, organize, collaborate on, and manage various types of digital content and documents. SaaS content management solutions combine information management and process automation and may integrate with key business or engineering applications (e.g. ERP, CRM, PLM, Office applications, etc.).*

# Interest in SaaS content management solutions is primarily driven by the potential for efficiency and productivity improvements

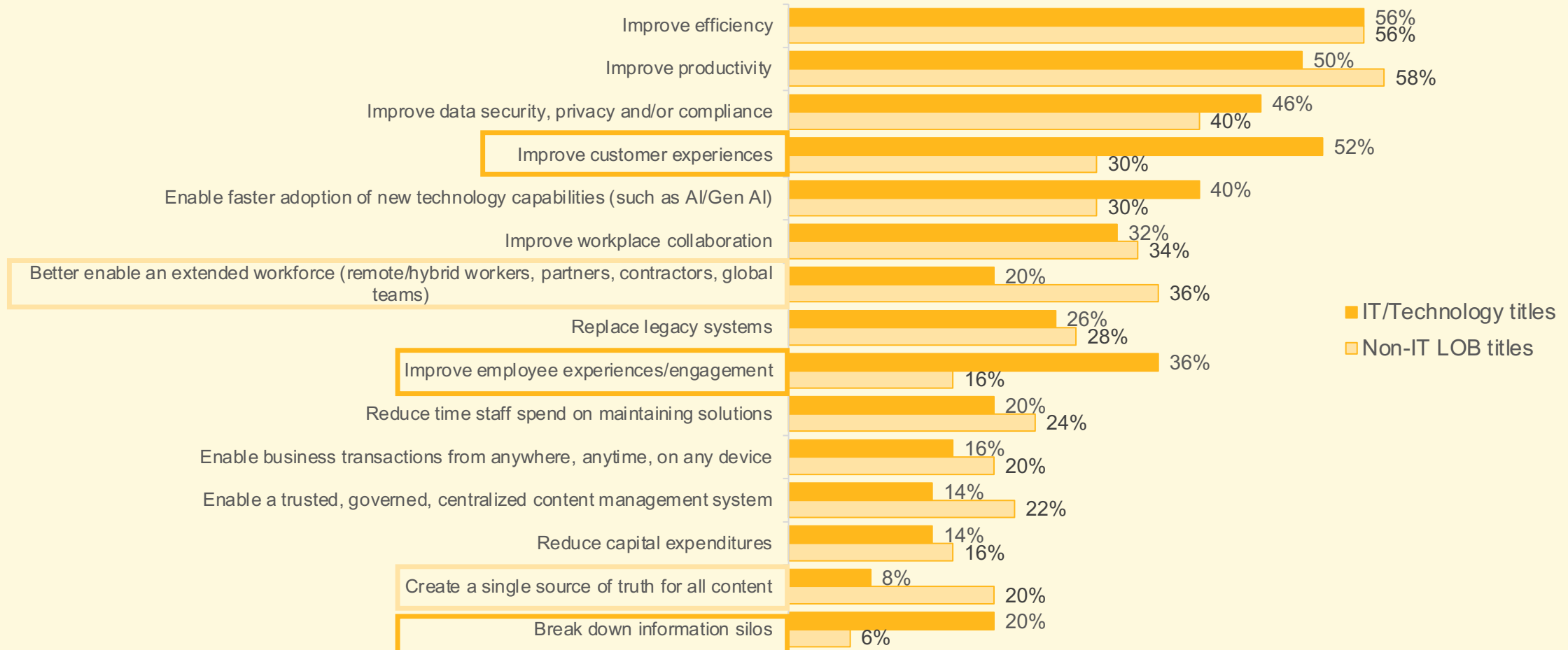
Drivers of interest in SaaS content management solutions  
(Select up to five)





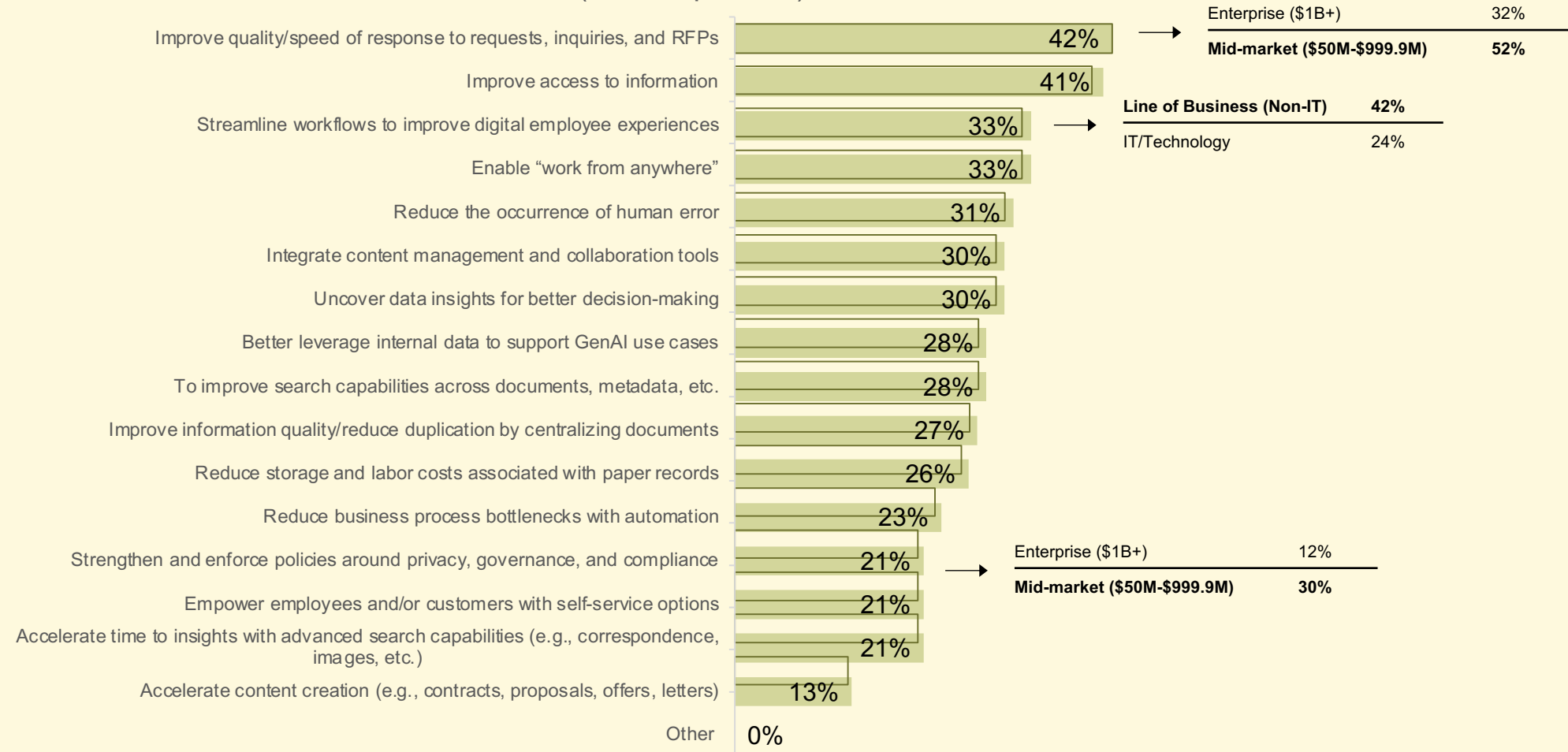
# ITDMs are more likely than those in other LOB roles to cite CX improvement and employee engagement as drivers of interest in SaaS content management solutions

Drivers of interest in SaaS content management solutions  
~ By Role ~  
(Select up to five)



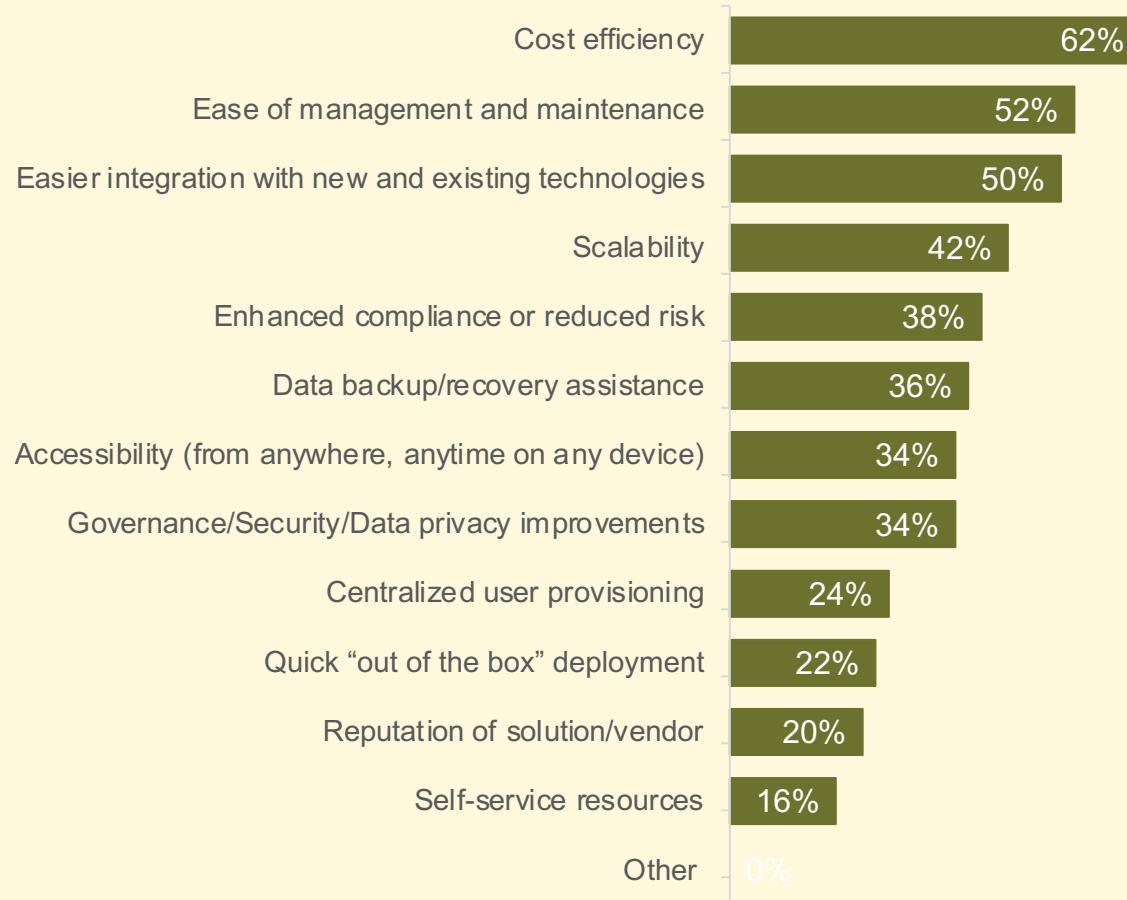
Departments are interested in several potential benefits of SaaS content management solutions, including accelerated response time and improved information access

Most appealing potential benefits of SaaS content management solutions for departments/business units  
(Select up to five)



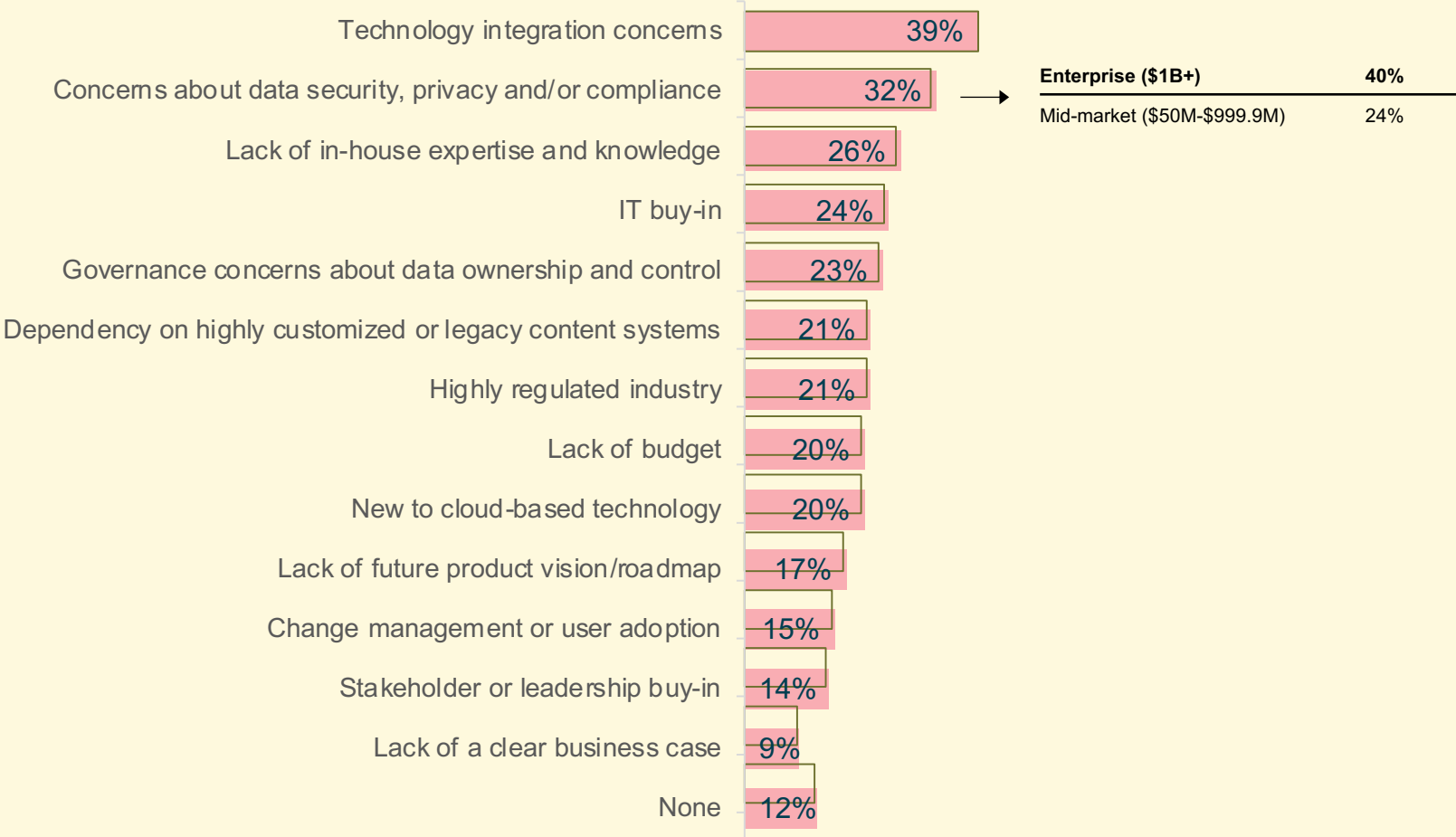
# IT/technology decision makers cite cost efficiency, ease of management and easier integrations as the most appealing benefits of SaaS content management solutions

Most appealing potential benefits of SaaS content management solutions from an IT/technology standpoint  
(Asked of IT/Technology titles ~ Select up to five)



# Concerns about technology integration and data security/ compliance are the top inhibitors of SaaS content management solution adoption

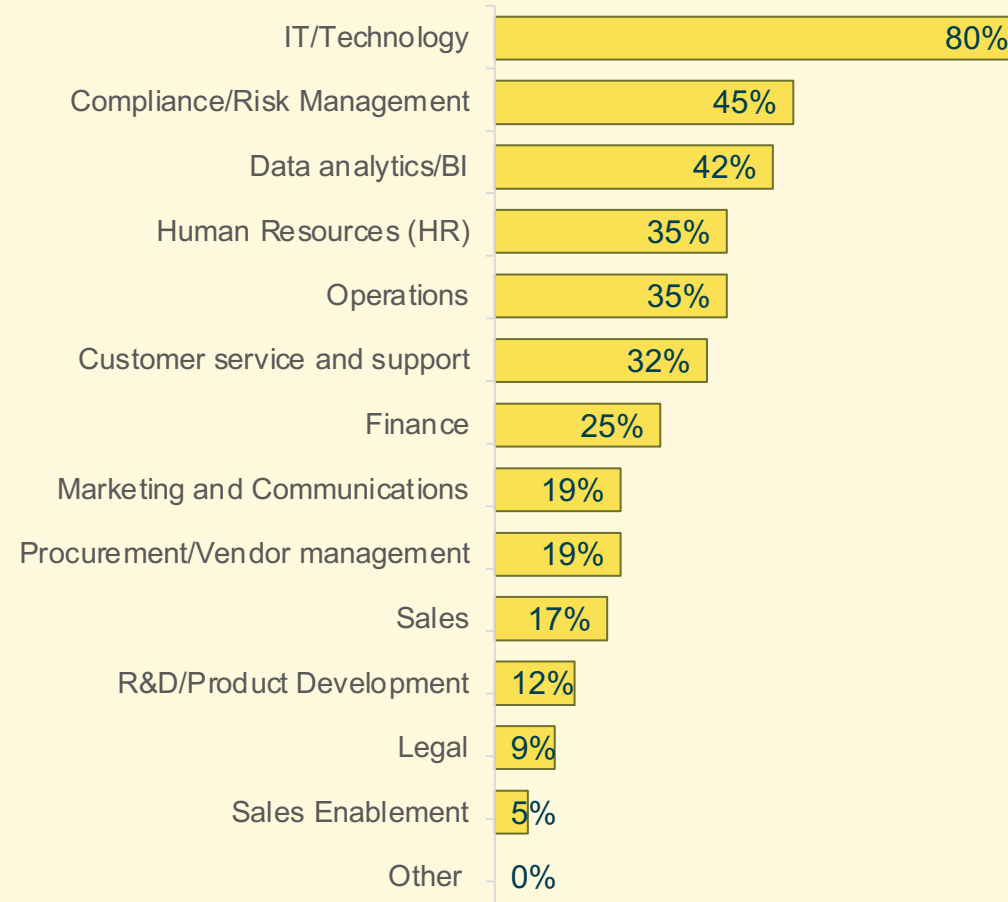
Inhibitors of SaaS content management solution adoption  
(Select all that apply)



# IT, Compliance/Risk, Data analytics/BI, HR, Operations and Customer service/support teams are championing the use of SaaS content management solutions

## Teams or departments prioritizing implementation of SaaS content management solutions

(Asked of IT/Technology titles ~ Select up to five)



# IT/Technology departments take the lead during the SaaS purchase process

Individuals involved at each stage of the SaaS purchase process

<b>HEAT MAP:</b>	
	More involved
	Less involved

	Stages of the SaaS Purchase Process				
<b>Roles involved:</b>	<b>Determining the business need</b>	<b>Determining feature requirements</b>	<b>Evaluating solutions/vendors</b>	<b>Making the final vendor selection</b>	<b>Authorizing the purchase</b>
IT/Technology	77%	70%	70%	66%	57%
Line(s) of business using/planning to use the solution (e.g., HR, Marketing, Sales)	53%	60%	53%	50%	33%
Compliance/Risk Management	43%	38%	39%	29%	24%
Procurement/Vendor management	23%	24%	34%	33%	26%
Finance	21%	25%	28%	30%	41%
Consultants	21%	21%	26%	12%	7%
Legal	18%	28%	13%	21%	26%
Not sure	2%	1%	2%	1%	4%

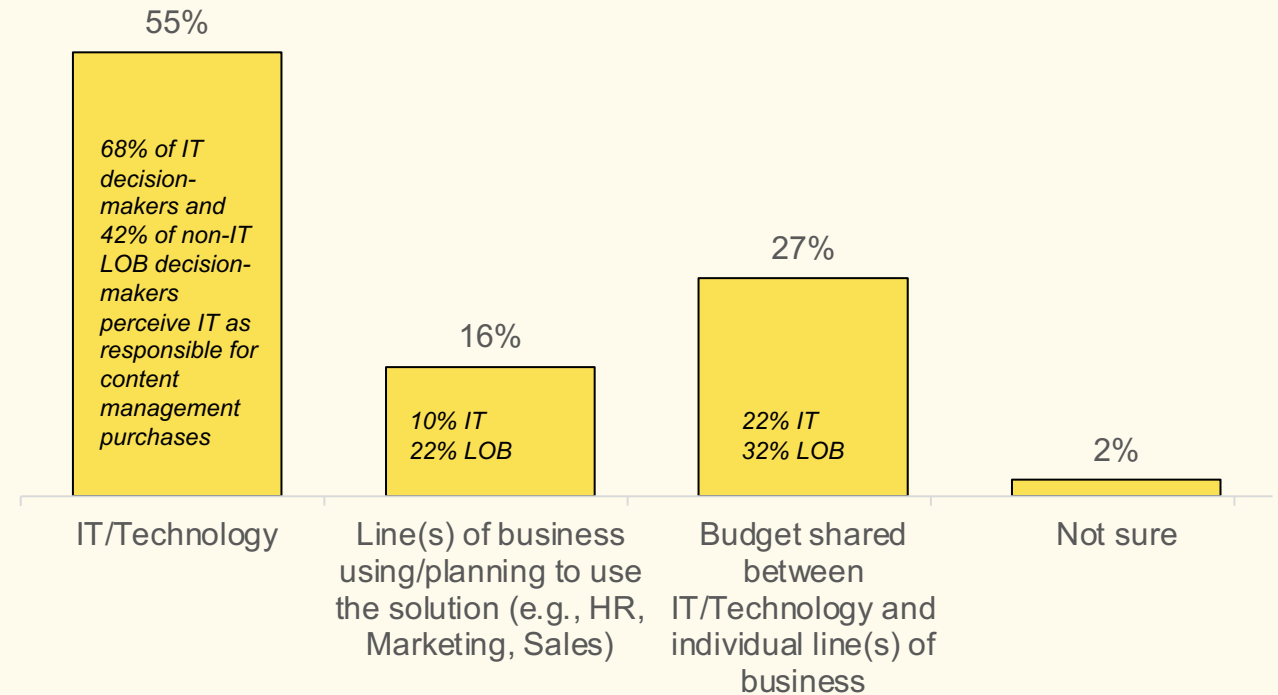
# 82%

*report the purchase of a SaaS content management solution will be fully or partially funded by IT*

Q10: Which team(s) did or will fund the purchase of a SaaS content management solution at your organization?

Base: 100

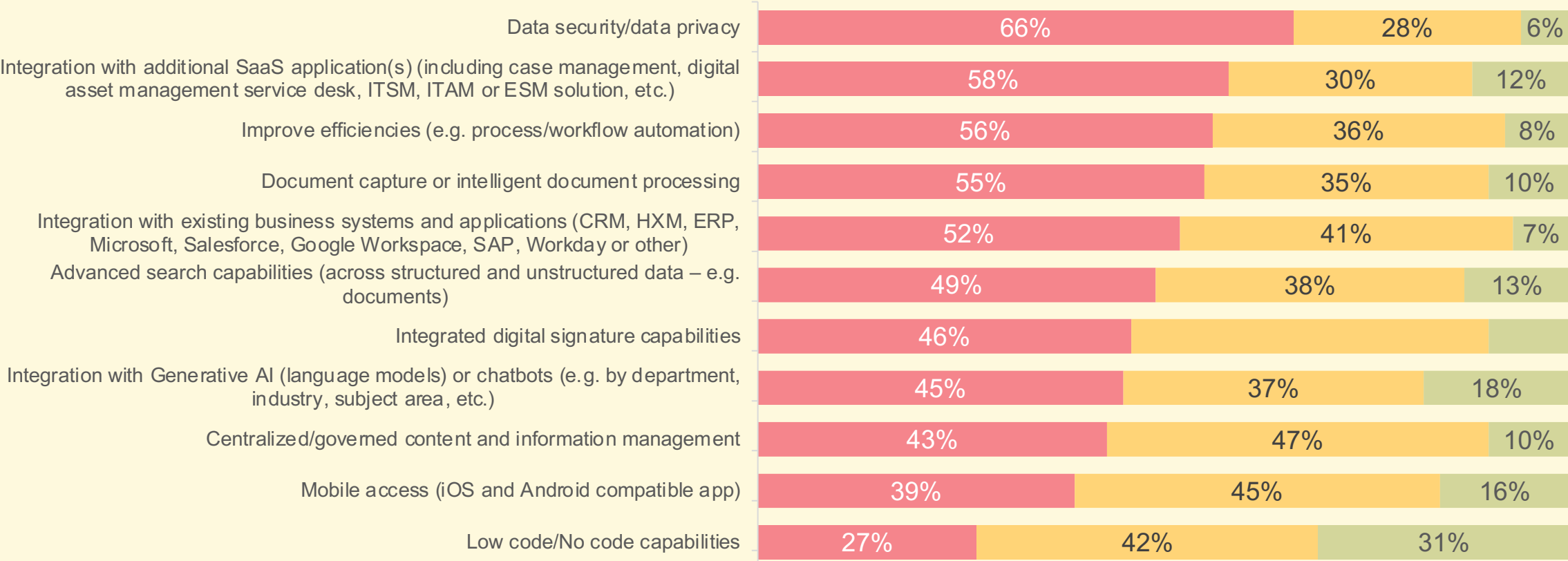
## Team responsible for funding a SaaS content management solution purchase



# Data security, integration with other SaaS applications, and the ability to improve efficiencies are top capabilities when evaluating SaaS content management solutions

Importance of capabilities when evaluating SaaS content management solutions  
(10-point scale)

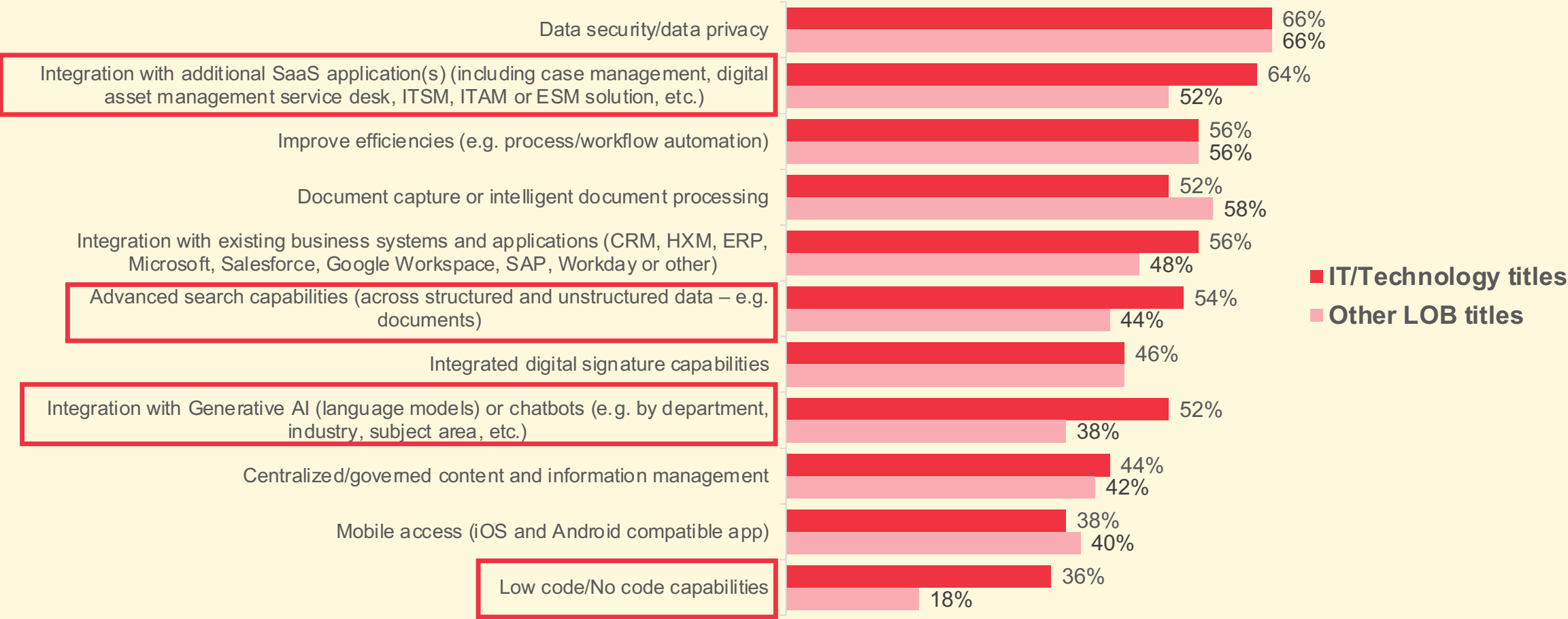
■ Rating NET 9/10 (Critical)      ■ Rating 7/8      ■ Rating 1-6 (Less important)





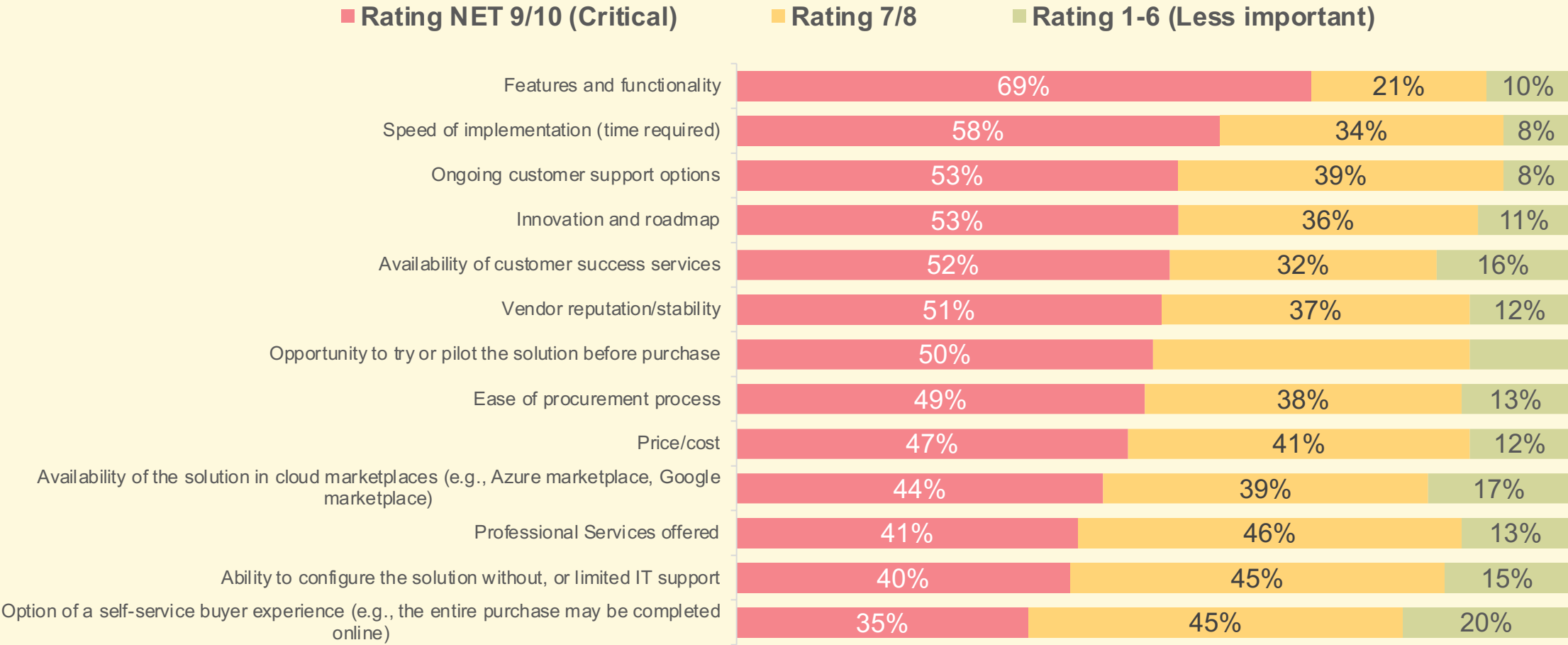
# Those in IT roles place higher importance on SaaS integration, advanced search, GenAI capabilities and low code/no code when evaluating SaaS content management solutions

Importance of capabilities when evaluating SaaS content management solutions  
(% rating as a “9” or “10” on a 10-point scale)



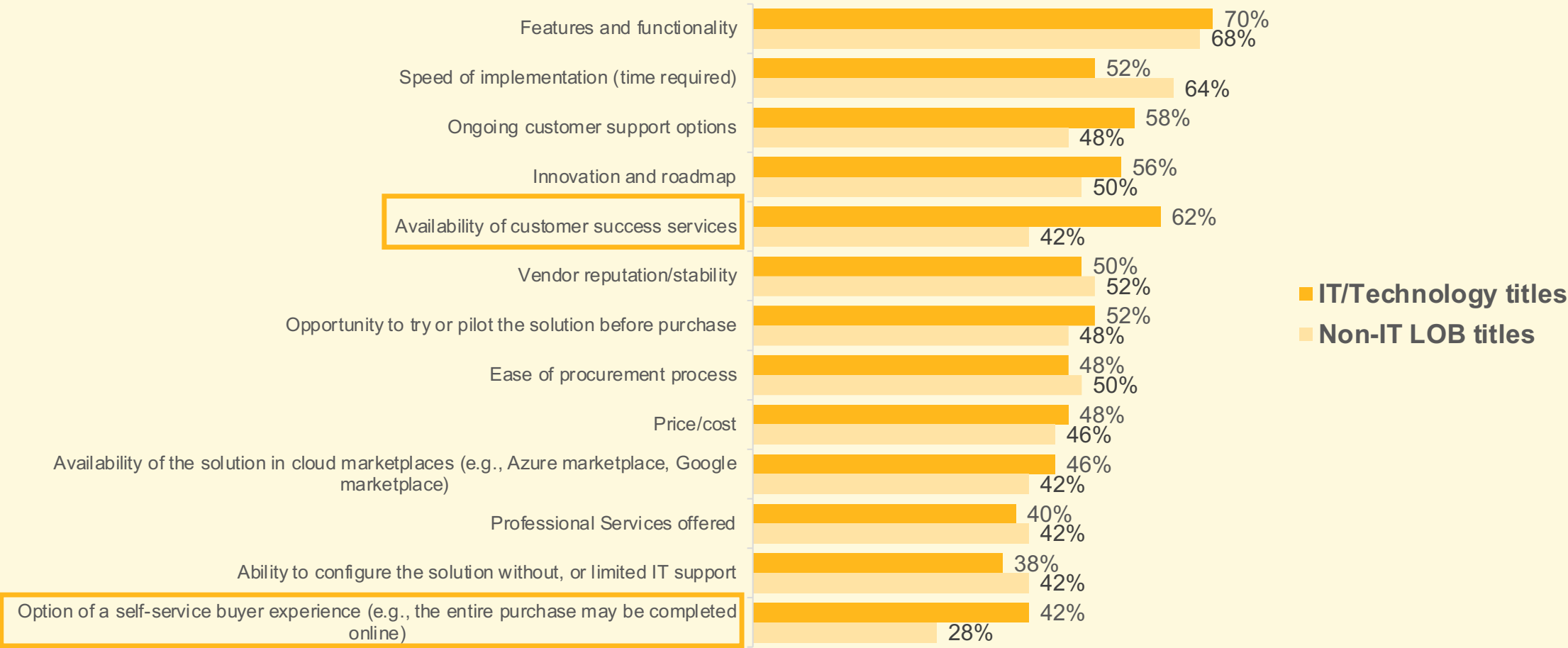
# When evaluating SaaS content management solution providers, decision-makers prioritize features and functionality as well as speed of implementation

Importance of criteria when evaluating SaaS content management solution providers  
(10-point scale)



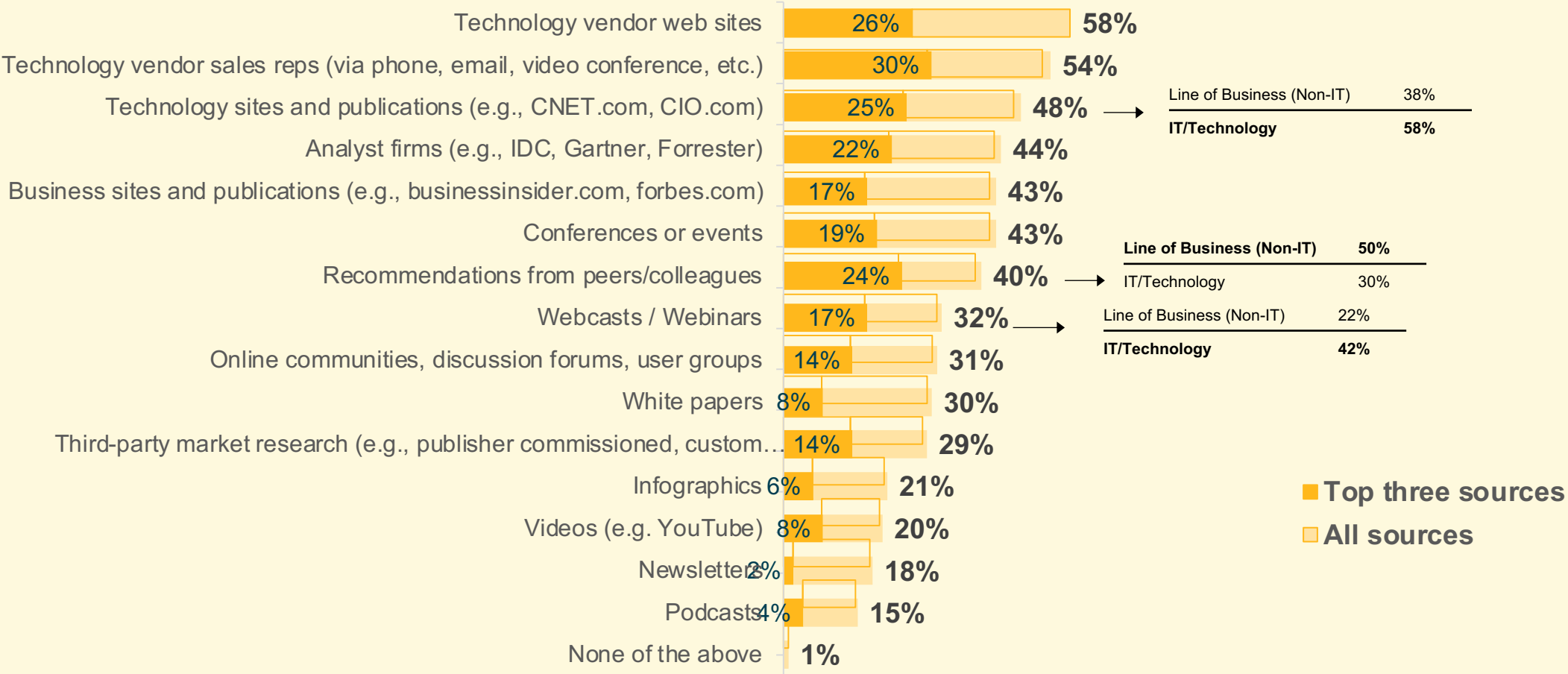
# The availability of customer success services is more likely to be an important vendor evaluation criteria among those in IT roles

Importance of criteria when evaluating SaaS content management solution providers  
(% rating as a “9” or “10” on a 10-point scale)



Decision-makers are likely to turn to technology vendors (websites, sales reps) and technology sites and publications to help evaluate content management solutions

Information sources relied upon to help evaluate SaaS content management solutions

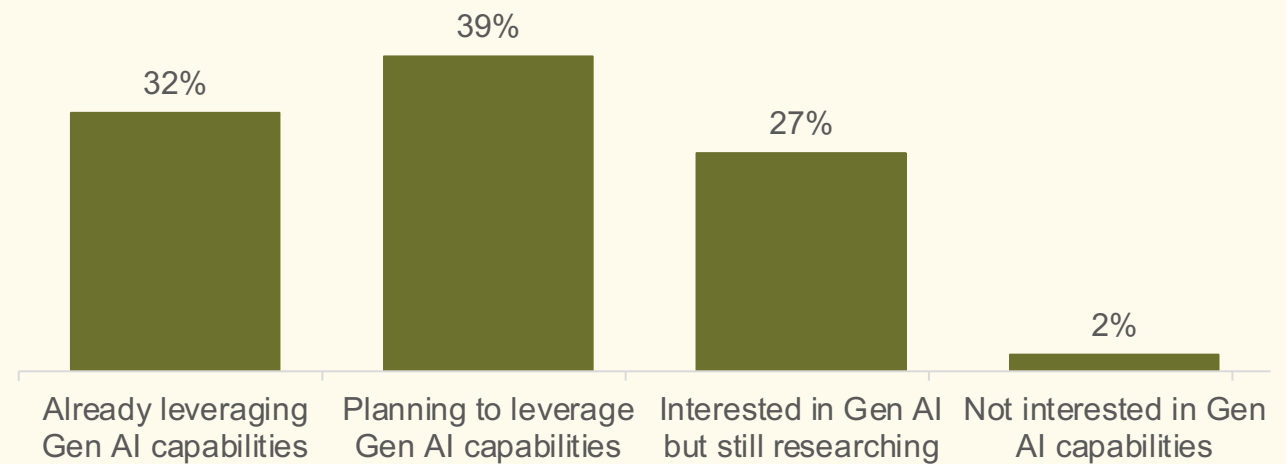


# 98%

*are interested in leveraging GenAI with a content management solutions*

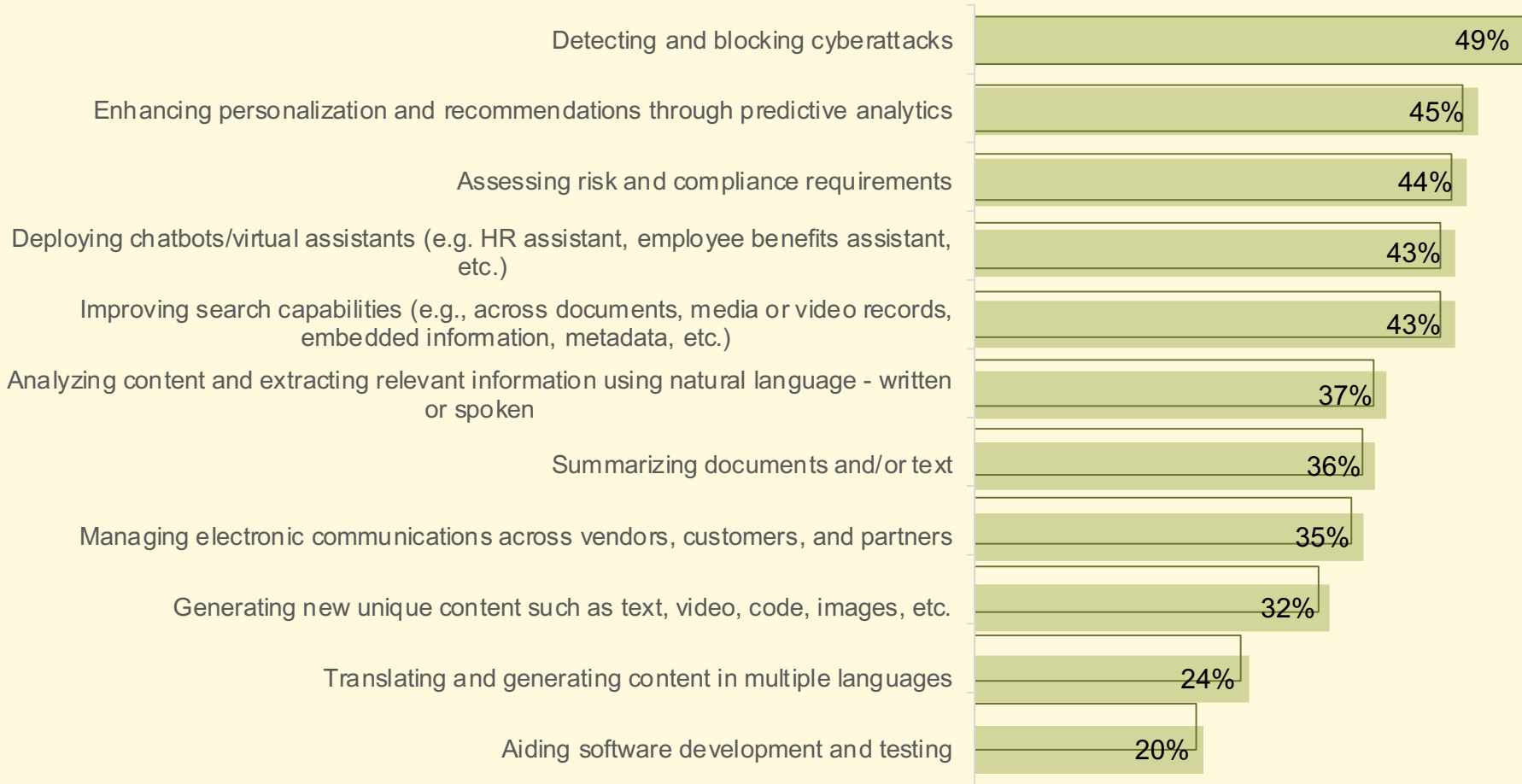
Q14: What is your organization's plan or goal with respect to leveraging or integrating Generative AI (language models) with a content management solution?  
Base: 100

Plans to leverage GenAI (language models) with a content management solution



Top anticipated uses of AI/GenAI include detecting and blocking cyberattacks, enhancing personalization, assessing risk, deploying virtual assistants, and improving search capabilities

Most appealing AI/GenAI capabilities  
(Select up to five)



# Contact

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