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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 decisionmakers 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

**Collection method** Online questionnaire

Geography U.S.

Field dates February 7, 2024 – February 20, 2024

Number of questions 15

#### Company size segments:

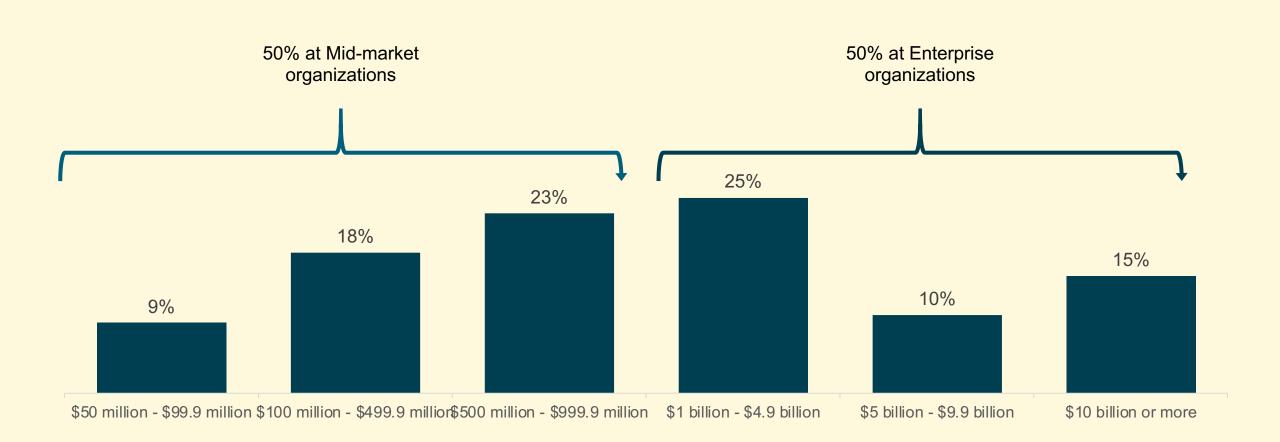
- Enterprise (revenues of \$1B or more) (50%)
- Mid-market (revenues of \$50M \$999.9M) (50%)

#### **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



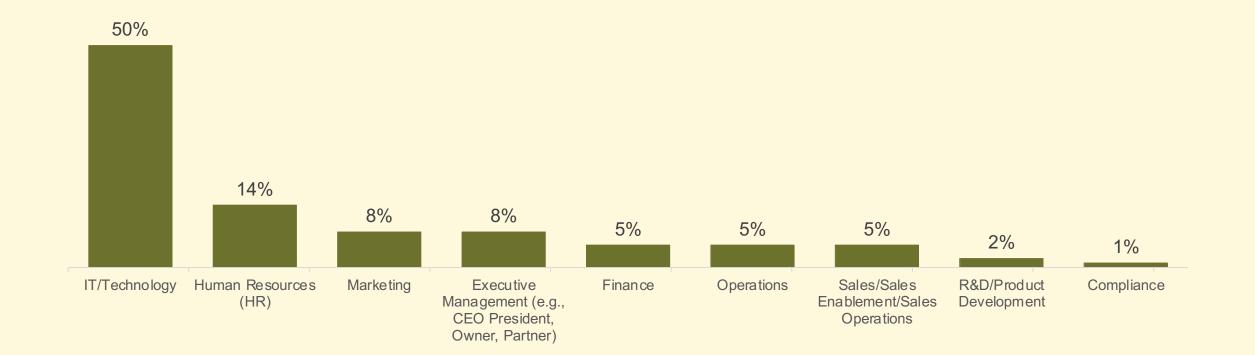
### Involvement in SaaS purchase decisions

For the purposes of this survey, we define a **SaaS solution** as a third-party managed, cloudnative, 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

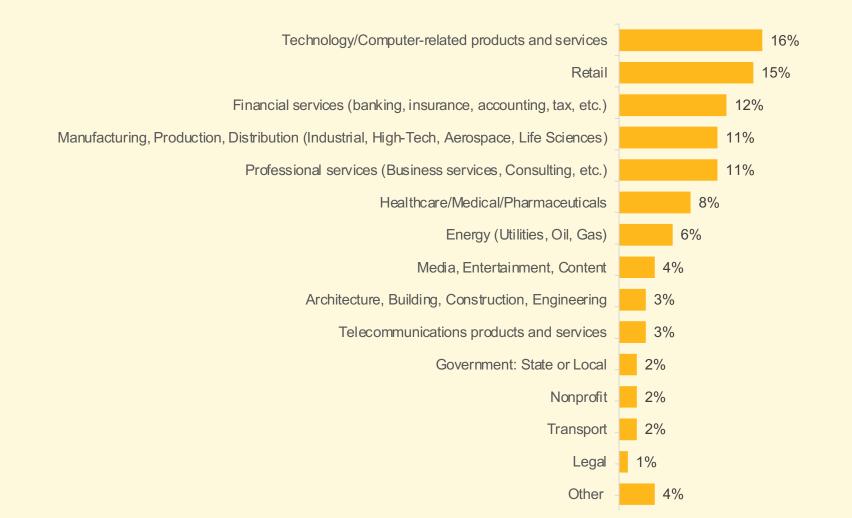


Officer)

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39%

### **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 <u>new</u> 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%).

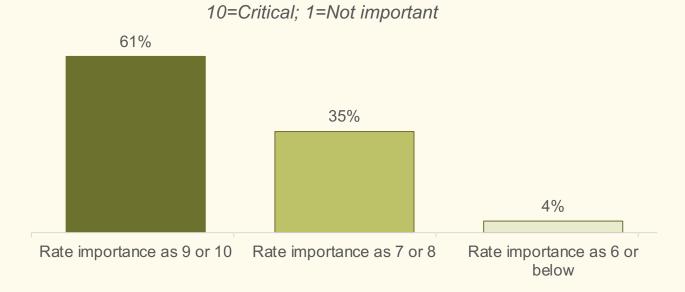
### Summary of Findings (continued)

- 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 GenAl with a content management solution. One-third (32%) are already leveraging GenAl capabilities, 39% are planning to leverage GenAl, and 27% are interested in GenAl 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 When evaluating content management solutions for your business, how important is the availability of a SaaS deployment option, relative to other solution features?



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

## 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

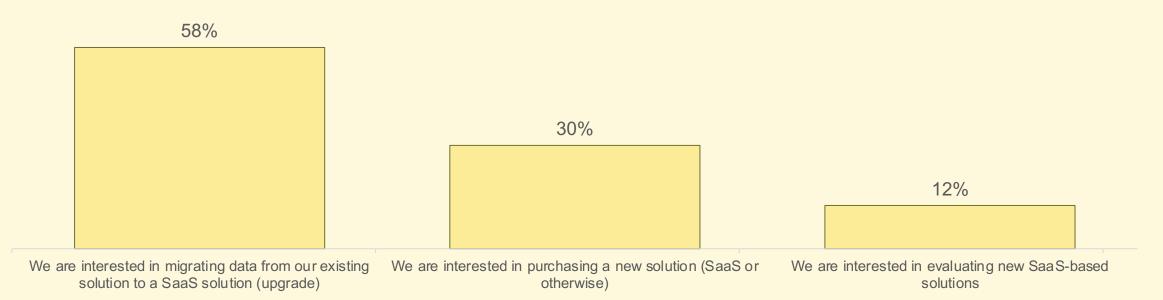
For the purposes of this survey, we define a **SaaS solution** as a third-party managed, cloud-native, software application or platform that is shared among multiple users or organizations, each of whom accesses and uses the software independently.



Q2: How would you describe your organization's adoption of a centrally managed SaaS content management solution over the next 12 months? Base 100

Forty-two percent (42%) of those in the market for a SaaS content management solution are interested in a <u>new</u> 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.).

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Q3: Is your organization interested in migrating data from an existing content management solution to a SaaS deployment model (upgrade), or are you interested in purchasing a new solution? Base 74 in the market for a SaaS content management solution

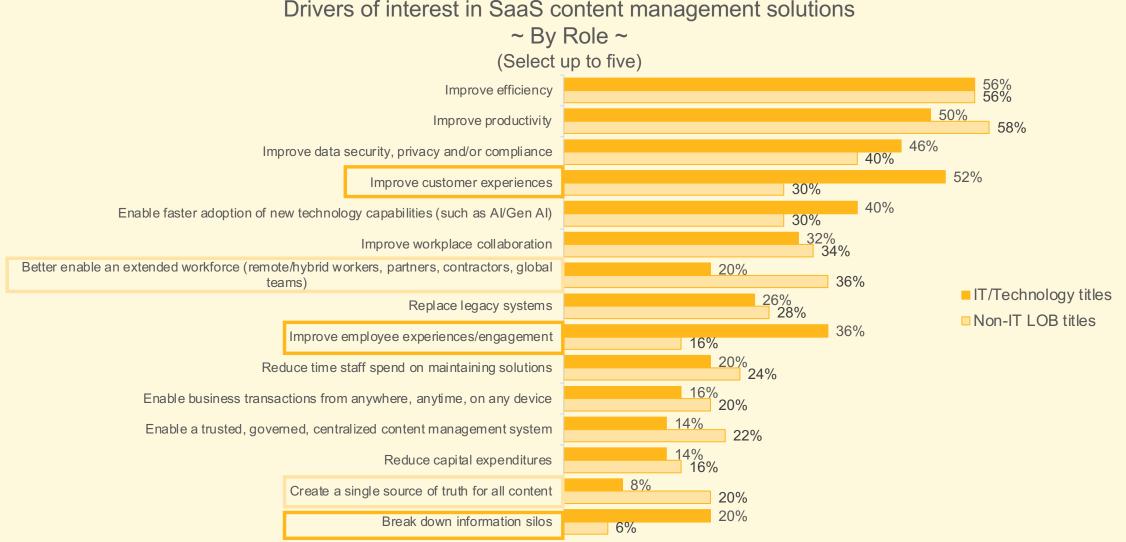
## Interest in SaaS content management solutions is primarily driven by the potential for efficiency and productivity improvements

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

Improve efficiency	569
Improve productivity	54%
Improve data security, privacy and/or compliance	43%
Improve customer experiences	41%
Enable faster adoption of new technology capabilities (such as AI/Gen AI)	35%
Improve workplace collaboration	33%
Better enable an extended workforce (remote/hybrid workers, partners,	28%
Replace legacy systems	27%
Improve employee experiences/engagement	26%
Reduce time staff spend on maintaining solutions	22%
Enable business transactions from anywhere, anytime, on any device	18%
Enable a trusted, governed, centralized content management system	18%
Reduce capital expenditures	15%
Create a single source of truth for all content	14%
Break down information silos	13%
Other	

Q4: What are the primary business objectives driving your organization's use of and/or interest in a SaaS content management solution? Base 100

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

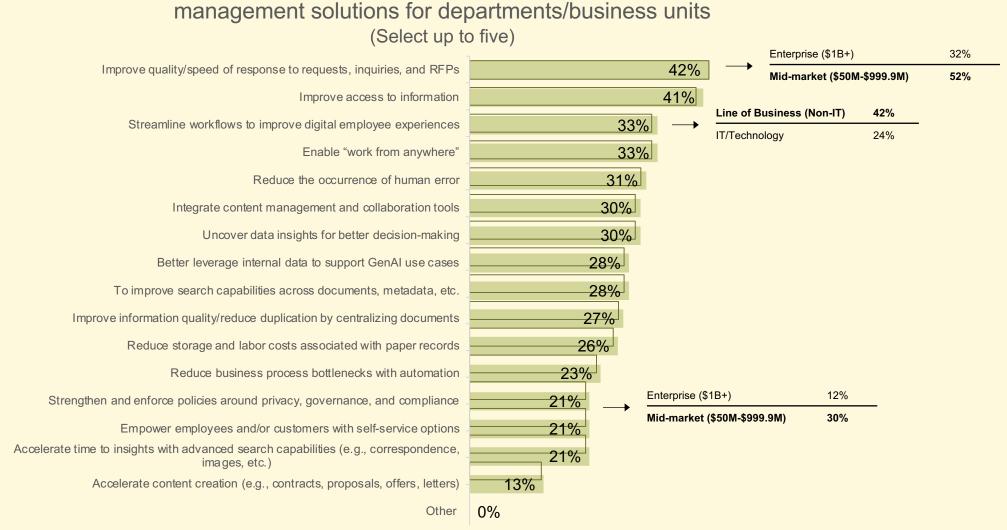


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Q4: What are the primary business objectives driving your organization's use of and/or interest in a SaaS content management solution? Base 100

## 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



## 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)

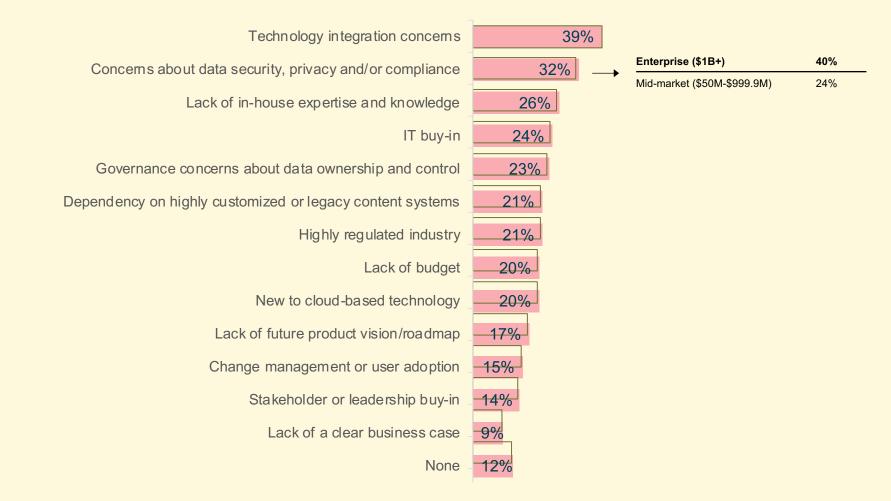


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Q6: From an IT/technology standpoint, what are the most appealing potential benefits of a SaaS content management solution for your organization? Base 50 in IT/Technology roles

## 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)

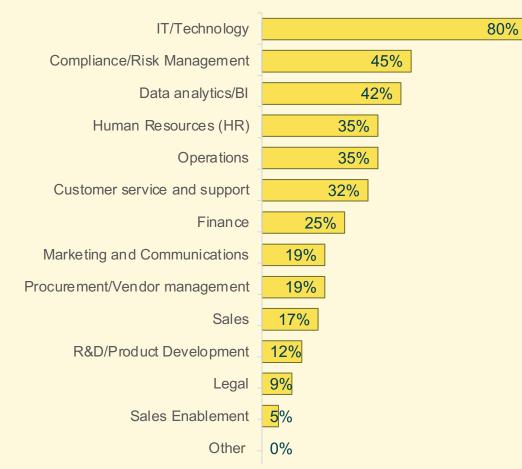


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Q8: What challenges or concerns may slow your organization's adoption of a SaaS content management solution? Base 100

## 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)



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Q7: What teams or departments in your organization are prioritizing the implementation of a SaaS content management solution? Base 100

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

Individuals involved at each stage of the SaaS purchase process



	Stages of the SaaS Purchase Process				
	Determining	Determining			
	the business	feature	Evaluating	Making the final	Authorizing the
Roles involved:	need	requirements	solutions/vendors	vendor selection	purchase
IT/Technology	77%	70%	70%	66%	57%
Line(s) of business using/planning to use	E20/	60%	53%	50%	33%
the solution (e.g., HR, Marketing, Sales)	53% 60%	03%	30%	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%

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

#### 55% 68% of IT decisionmakers and 42% of non-IT 27% LOB decisionmakers perceive IT as 16% responsible for content management 10% IT 22% IT purchases 2% 22% LOB 32% LOB IT/Technology Line(s) of business **Budget shared** Not sure using/planning to use between the solution (e.g., HR, IT/Technology and Marketing, Sales) individual line(s) of business

# 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

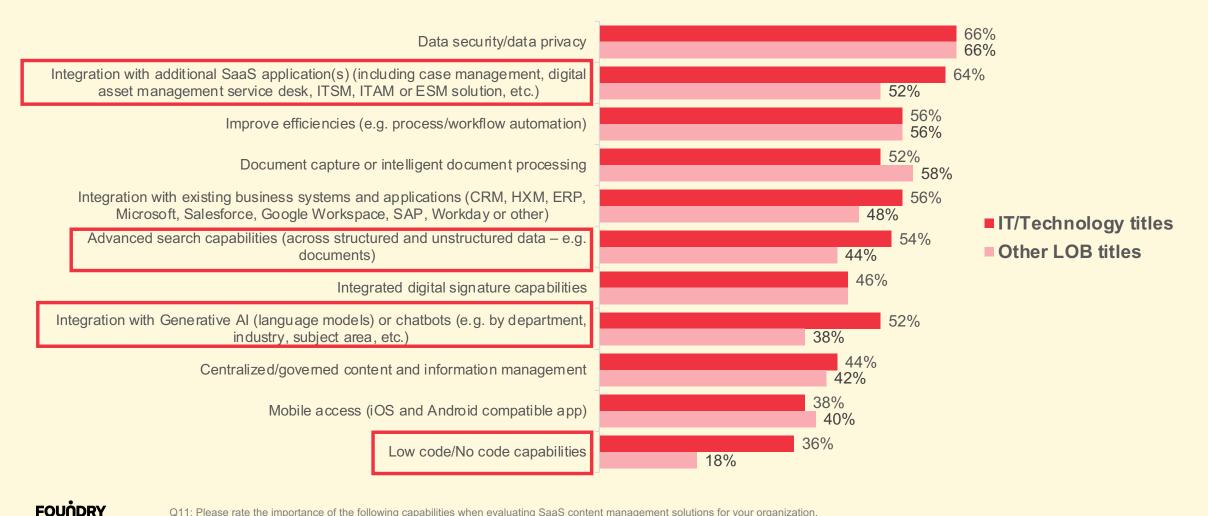
### Data security, integration with other SaaS applications, and the ability to improve efficiencies are top capabilities when evaluating SaaS content management solutions

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

Rating NET 9/10 (Critical)	Rating 7/8	ing 1-6 (Less imp	ortant)	
Data security/data privacy	66%		28%	6%
Integration with additional SaaS application(s) (including case management, digital asset management service desk, ITSM, ITAM or ESM solution, etc.)	58%		30%	12%
Improve efficiencies (e.g. process/workflow automation)	56%		36%	8%
Document capture or intelligent document processing	55%		35%	10%
Integration with existing business systems and applications (CRM, HXM, ERP, Microsoft, Salesforce, Google Workspace, SAP, Workday or other)	52%		41%	7%
Advanced search capabilities (across structured and unstructured data – e.g. documents)	49%	3	38%	13%
Integrated digital signature capabilities	46%			
Integration with Generative AI (language models) or chatbots (e.g. by department, industry, subject area, etc.)	45%	37%	)	18%
Centralized/governed content and information management	43%	47	7%	10%
Mobile access (iOS and Android compatible app)	39%	45%		16%
Low code/No code capabilities	27%	42%	31	%

## 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 <u>solutions</u> (% rating as a "9" or "10" on a 10-point scale)



Q11: Please rate the importance of the following capabilities when evaluating SaaS content management solutions for your organization. Base 100

### 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)

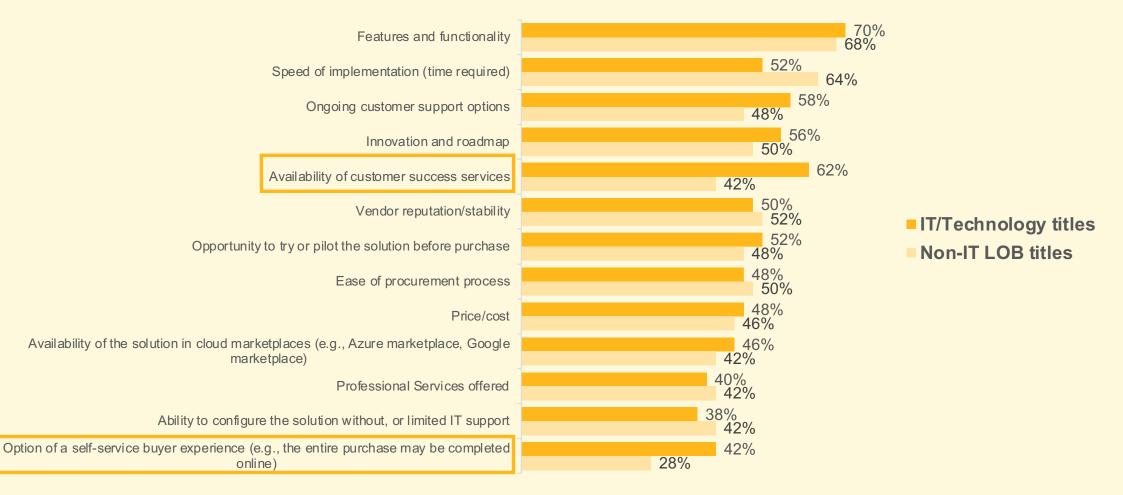
Rating NET 9/10 (Critical)	Rating 7/8	Rating 1-6 (Less important)	
Features and functionality	69%	6 21%	10%
Speed of implementation (time required)	58%	34%	8%
Ongoing customer support options	53%	39%	8%
Innovation and roadmap	53%	36%	11%
Availability of customer success services	52%	32%	16%
Vendor reputation/stability	51%	37%	12%
Opportunity to try or pilot the solution before purchase	50%		
Ease of procurement process	49%	38%	13%
Price/cost	47%	41%	12%
Availability of the solution in cloud marketplaces (e.g., Azure marketplace, Google marketplace)	44%	39%	17%
Professional Services offered	41%	46%	13%
Ability to configure the solution without, or limited IT support	40%	45%	15%
Option of a self-service buyer experience (e.g., the entire purchase may be completed online)	35%	45%	20%



Q12: Please rate the importance of the following vendor evaluation criteria for your organization when evaluating SaaS content management solution providers. Base 100

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

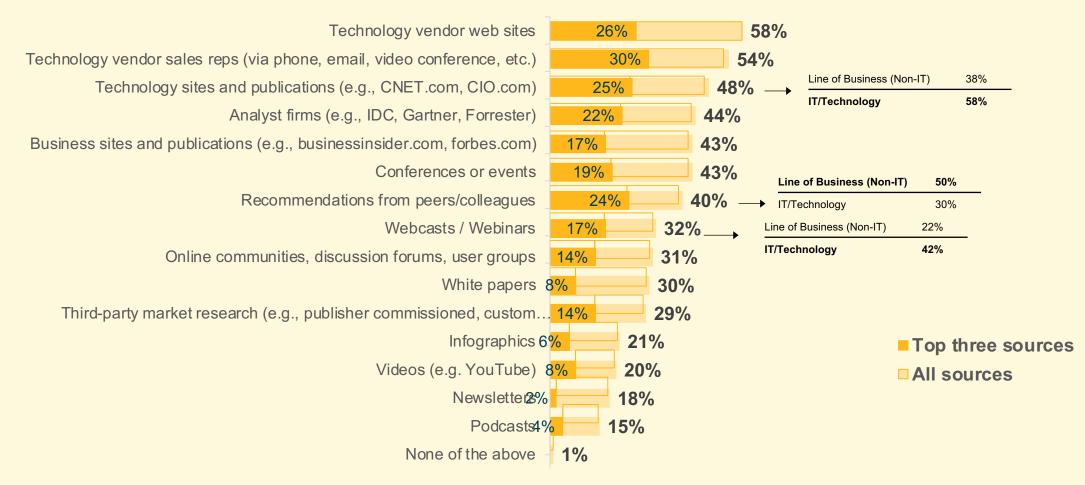
Importance of criteria when evaluating SaaS content management solution providers (% rating as a "9" or "10" on a 10-point scale)



Q12: Please rate the importance of the following vendor evaluation criteria for your organization when evaluating SaaS content management solution providers. Base 100

## 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



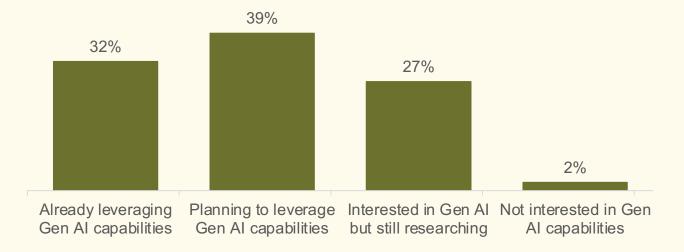
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Q13a: Which of the following information sources do you rely on to help evaluate SaaS content management solutions? Q13b: Which of the following information sources do you rely on most frequently to stay informed about SaaS solutions? Base 100

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

# 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 Al (language models) with a content management solution? Base: 100

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

### Most appealing Al/GenAl capabilities (Select up to five)

Detecting and blocking cyberattacks	49%
Enhancing personalization and recommendations through predictive analytics	45%
Assessing risk and compliance requirements	44%
Deploying chatbots/virtual assistants (e.g. HR assistant, employee benefits assistant, etc.)	43%
Improving search capabilities (e.g., across documents, media or video records, embedded information, metadata, etc.)	43%
Analyzing content and extracting relevant information using natural language - written or spoken	37%
Summarizing documents and/or text	36%
Managing electronic communications across vendors, customers, and partners	35%
Generating new unique content such as text, video, code, images, etc.	32%
Translating and generating content in multiple languages	24%
Aiding software development and testing	20%

Q15:: Which of the following AI or Generative AI capabilities are most appealing for your department, business unit or organization? Base 100

## Contact

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