



MarketPulse Survey:
***The Role of GenAI in Modernizing
Content Management***

May 2025
Foundry Research

Foundry Research sponsored by OpenText, MarketPulse Survey: The Role of GenAI in Modernizing Content Management, May 2025



Method and Objectives

This research explores how enterprise leaders are shaping their content management strategies, the pace and maturity of GenAI integration, and the expected impact on productivity, cost savings, and job roles. It also uncovers the challenges departments face in adopting AI-enhanced solutions and highlights priorities for future investment and expansion.

Total respondents **100 qualified respondents**

Collection method

Online questionnaire

Geography **U.S.**

Field dates

April 25, 2025 – May 6, 2025

Number of questions **9**

Company size (mean): **7,178**

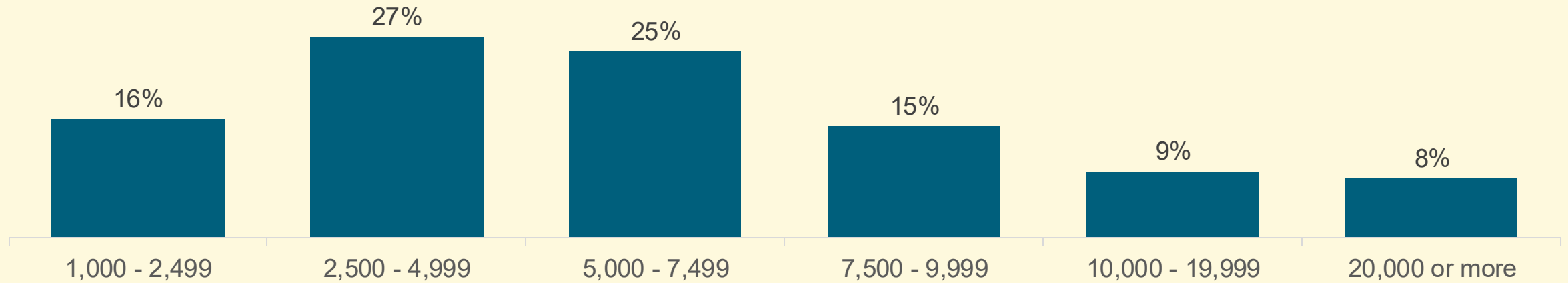
Senior decision-makers

Qualified respondents are employed in senior Line of Business (non-IT/Technology) roles (Director and above) and involved in content management strategy at their organizations.

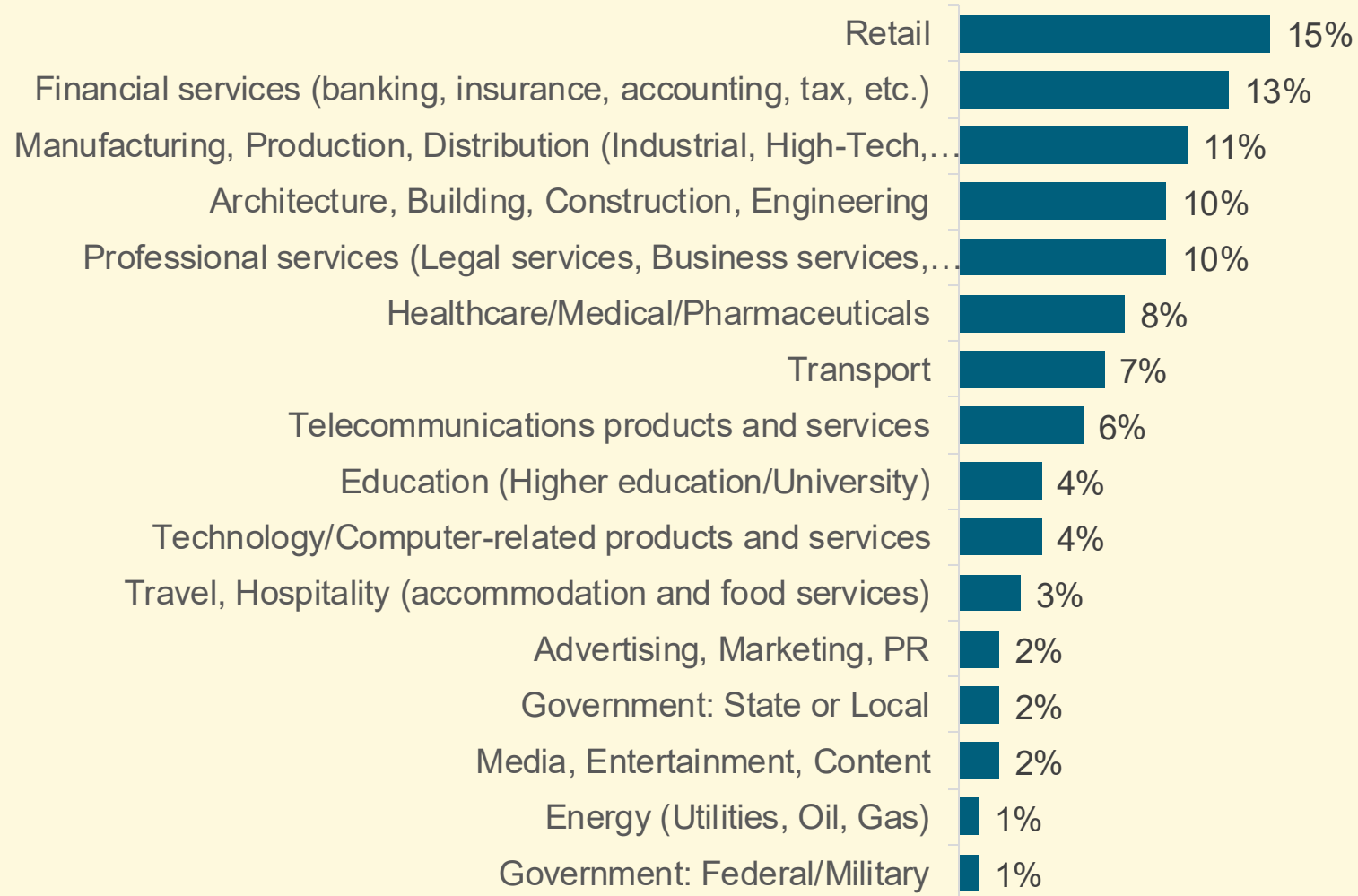
Respondent Profile

Number of Employees

Mean: 7,178



Primary Industry

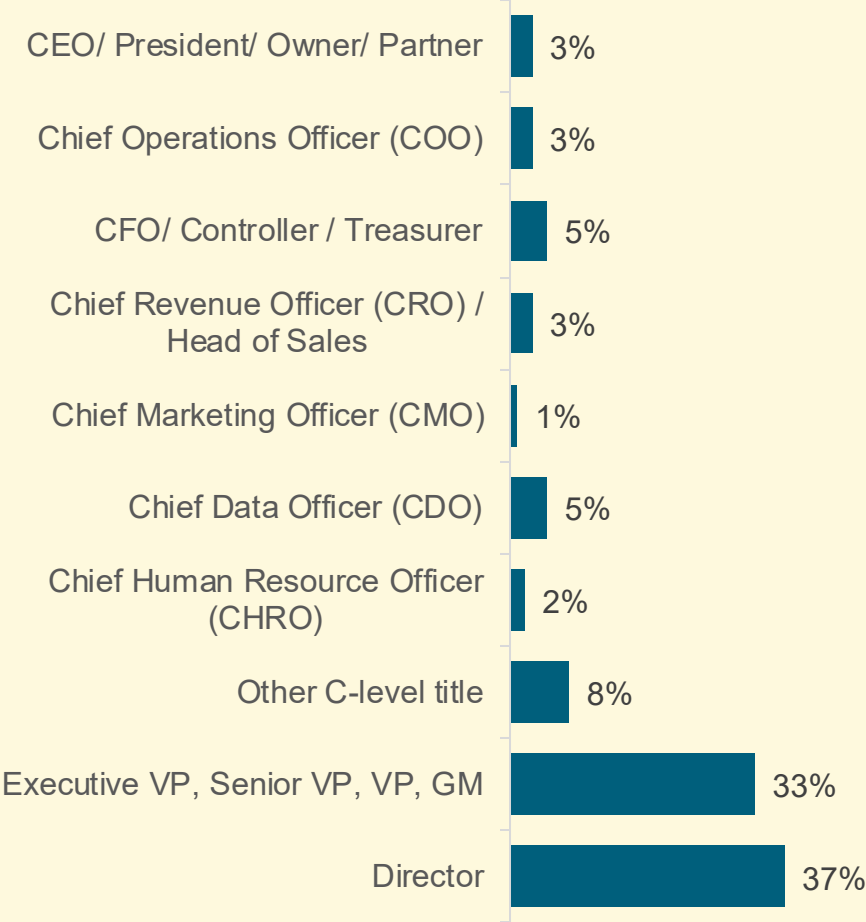


Job Role / Job Title

Job Role

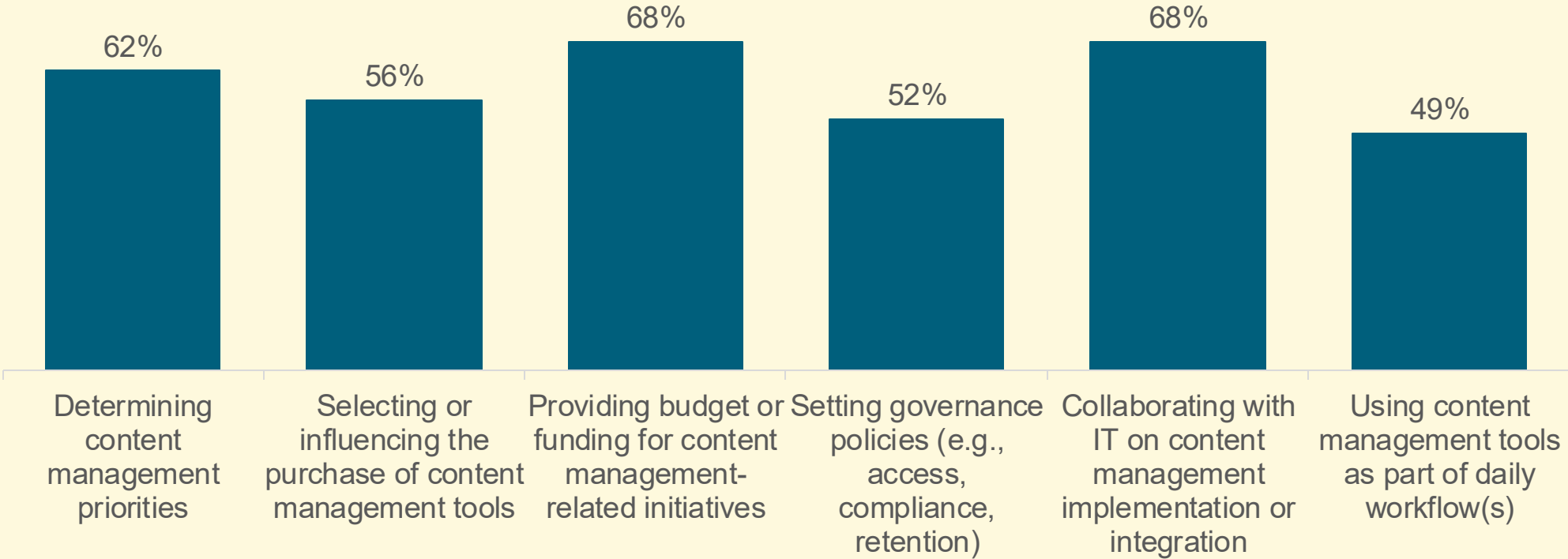


Job Title



Involvement in Content Management Strategy

(SCREENER QUESTION)



Executive Summary

Summary of Findings

Widespread GenAI Adoption:

- 81% of organizations have integrated GenAI into content management to some degree—ranging from **basic integration** for simple tasks (26%) to **moderate workflow integration** (32%) and **more advanced use**, with AI embedded in content management strategy (23%). Nineteen percent (19%) are in an exploratory phase.

Top Benefits Anticipated from Adoption of AI-enhanced Content Management:

- The most expected gains include **enhanced collaboration** (42%), **improved customer experience** (34%), and **faster content creation/personalization** (32%).
 - Smaller enterprises (under 5,000 employees) are more likely to emphasize reducing manual tasks as a key benefit.

Departmental Priorities for GenAI Integration:

- **Data/Analytics** (60%), **Finance/Accounting/Procurement** (53%), **Customer Service** (43%), and **HR** (38%) are the most common focus areas for AI-enhanced content management.
 - Security/Cybersecurity is prioritized more by organizations with more mature AI integration.

ROI Metrics Are Promising:

- **Time savings:** Both expected and observed savings average **~2.7 hours per employee per day**; 2.9 hours among those with more advanced AI use.
- **Cost savings:** AI adopters report an **average cost savings of 23% annually** (24% expected).
- **Productivity gains:** A **28% increase in employee output** is both expected and observed; rising to 30% among advanced users.

Summary of Findings (continued)

Top Challenges to Implementation:

- **Lack of internal expertise** (63%) and **security/privacy concerns** (60%) are the most cited barriers.
- The **most difficult** challenges include:
 - Security/integration issues (37%)
 - Integration with existing systems (35%) (especially among larger enterprises)
 - Compliance and regulatory hurdles are more often reported among late adopters

Future Expansion Areas:

- More than half (51%) plan to increase **AI-to-AI integration** across applications in the next 6–12 months.
- **Knowledge base optimization** (48%), **information search and retrieval** (45%), and **workflow automation** (45%) are other key areas for expansion.
 - Content personalization is a standout area for those already at moderate or advanced integration levels.

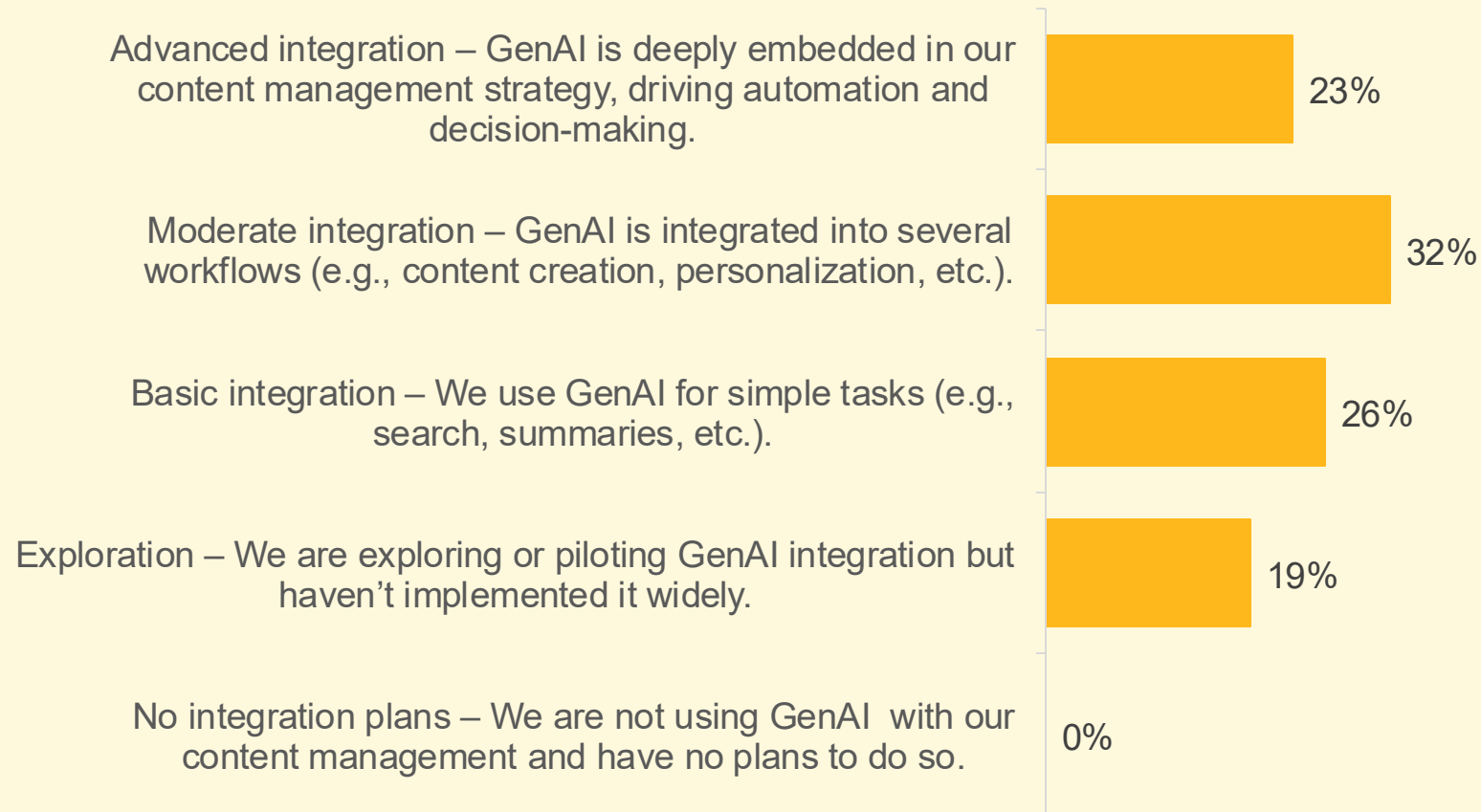
Job Market Implications:

- Most respondents believe GenAI will **enhance roles** (76%) and **create new ones** (68%), and 33% anticipate it will require reskilling—but fewer see it replacing roles outright (24%).

Results

Eight in ten (81%) have integrated GenAI with content management to some degree

Integration of GenAI solutions into content management strategy



Enhanced collaboration is the most anticipated benefit of integrating AI and content management

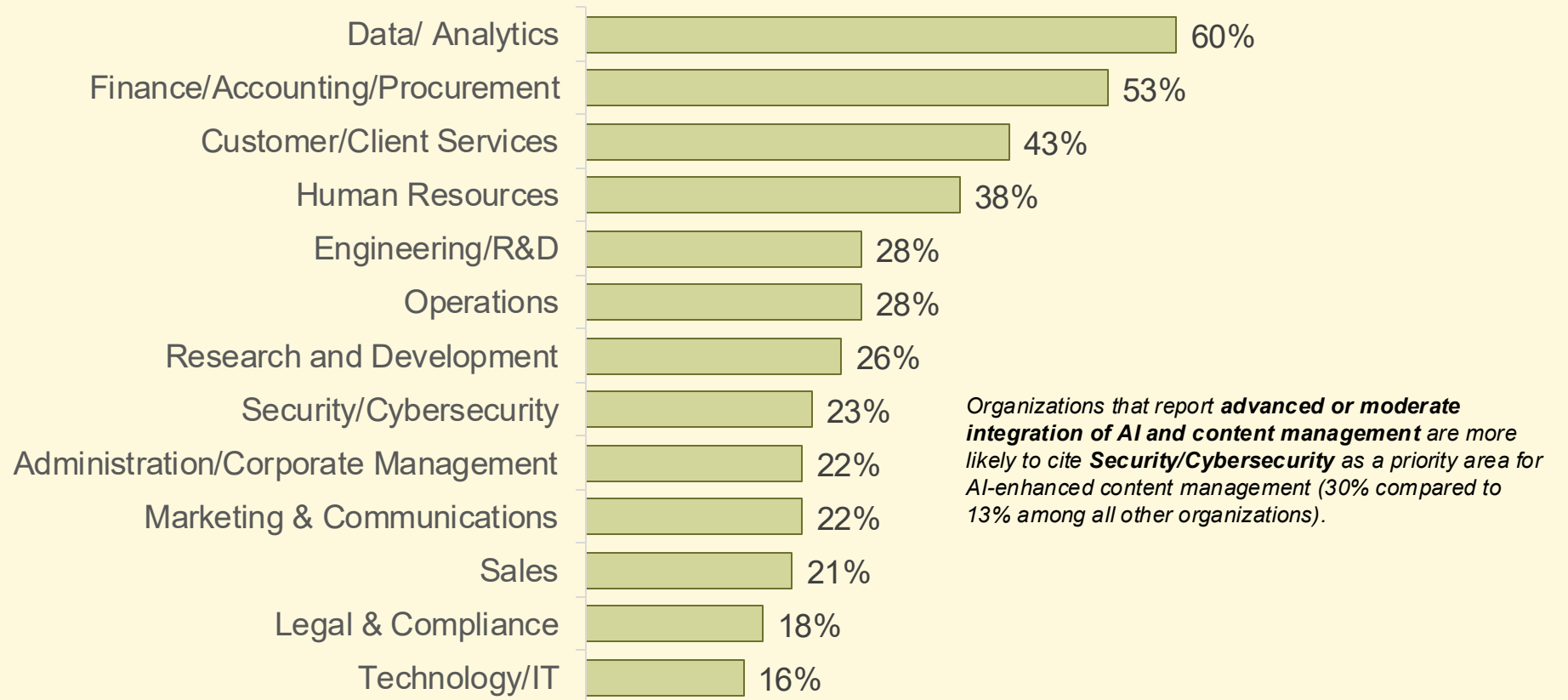
Benefits expected from adoption of AI-enhanced content management



***A reduction in manual tasks** is more often cited among those at enterprises with less than 5,000 employees (35% compared to 16% at larger enterprises).*

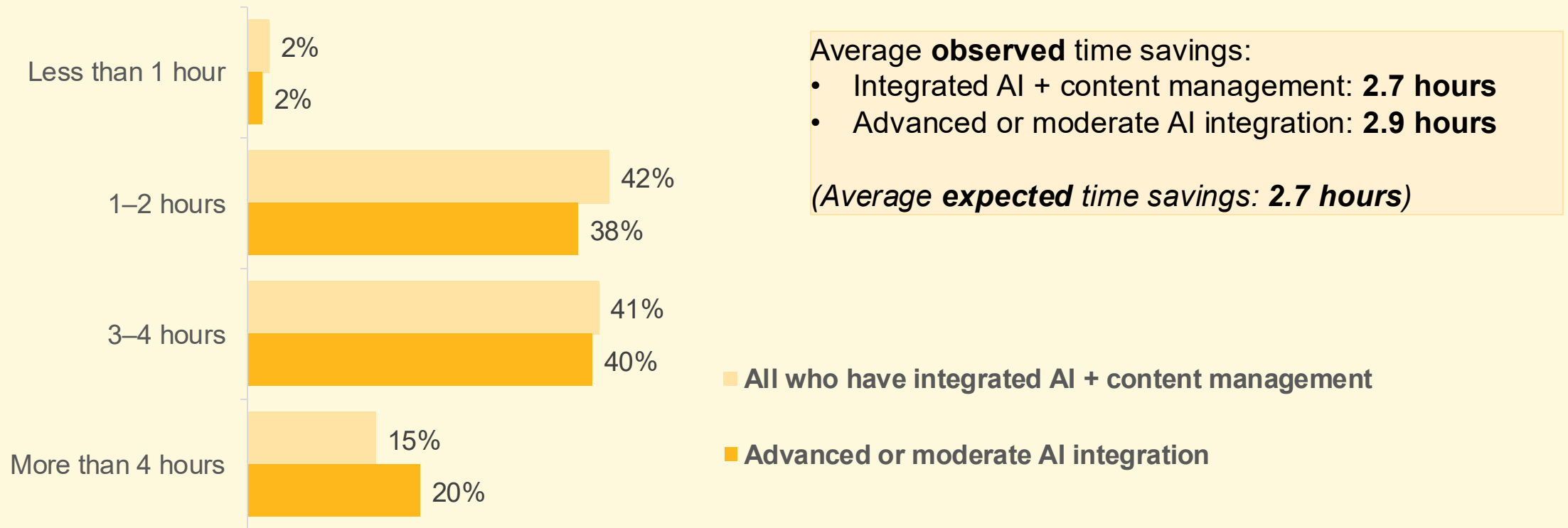
Data/analytics, Finance, Customer Service, and HR are top candidates for AI-enhanced content management

LOB departments prioritized for AI-enhanced content management



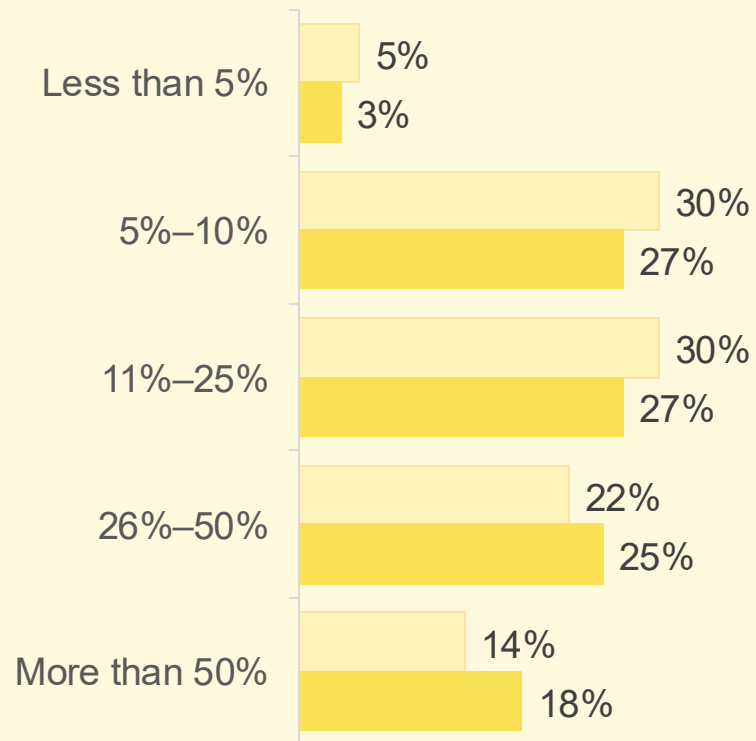
Implementing AI-enhanced content management has saved an average of nearly 3 hours per employee per day

Observed time savings per employee per day from implementing AI-enhanced content management



Those who have integrated and AI and content management report cost savings of 23%, on average, since implementation

Observed annual reduction in content management costs since implementing AI



Average **observed** annual cost reduction:

- Integrated AI + content management: **23%**
- Advanced or moderate AI integration: **25%**

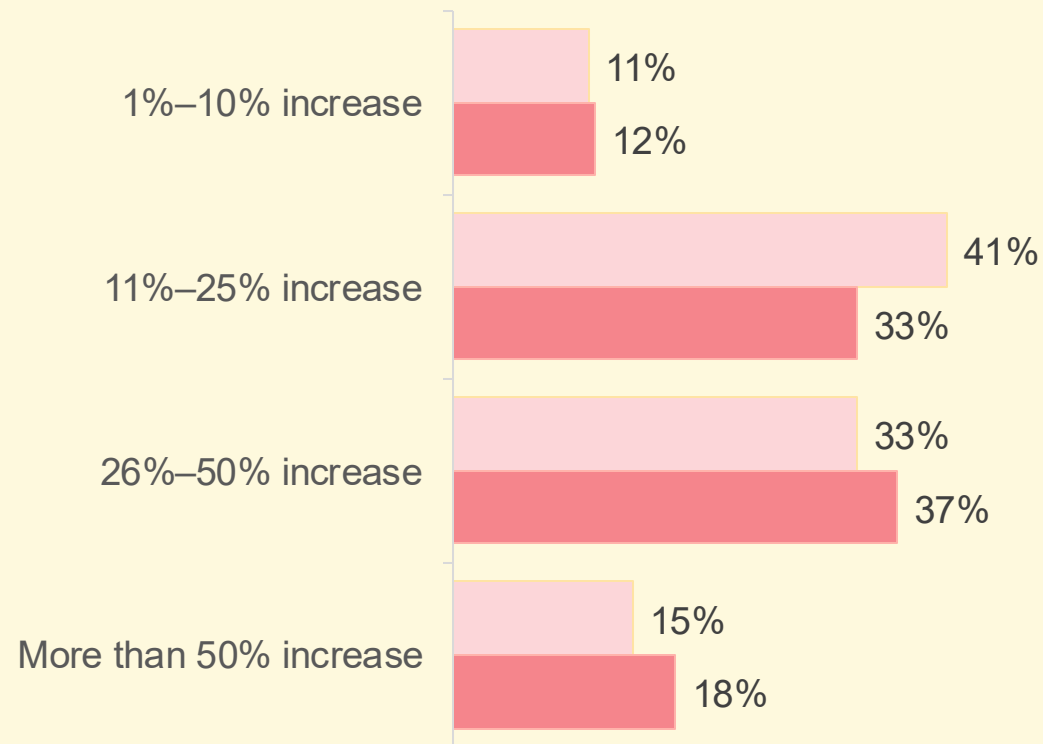
(Average **expected** annual cost reduction: 24%)

■ All who have integrated AI + content management

■ Advanced or moderate AI integration

Since implementing AI-enabled content management, decision-makers report 28% improvement in productivity, on average

Observed improvement in employee output since implementing AI



Average **observed** productivity increase:

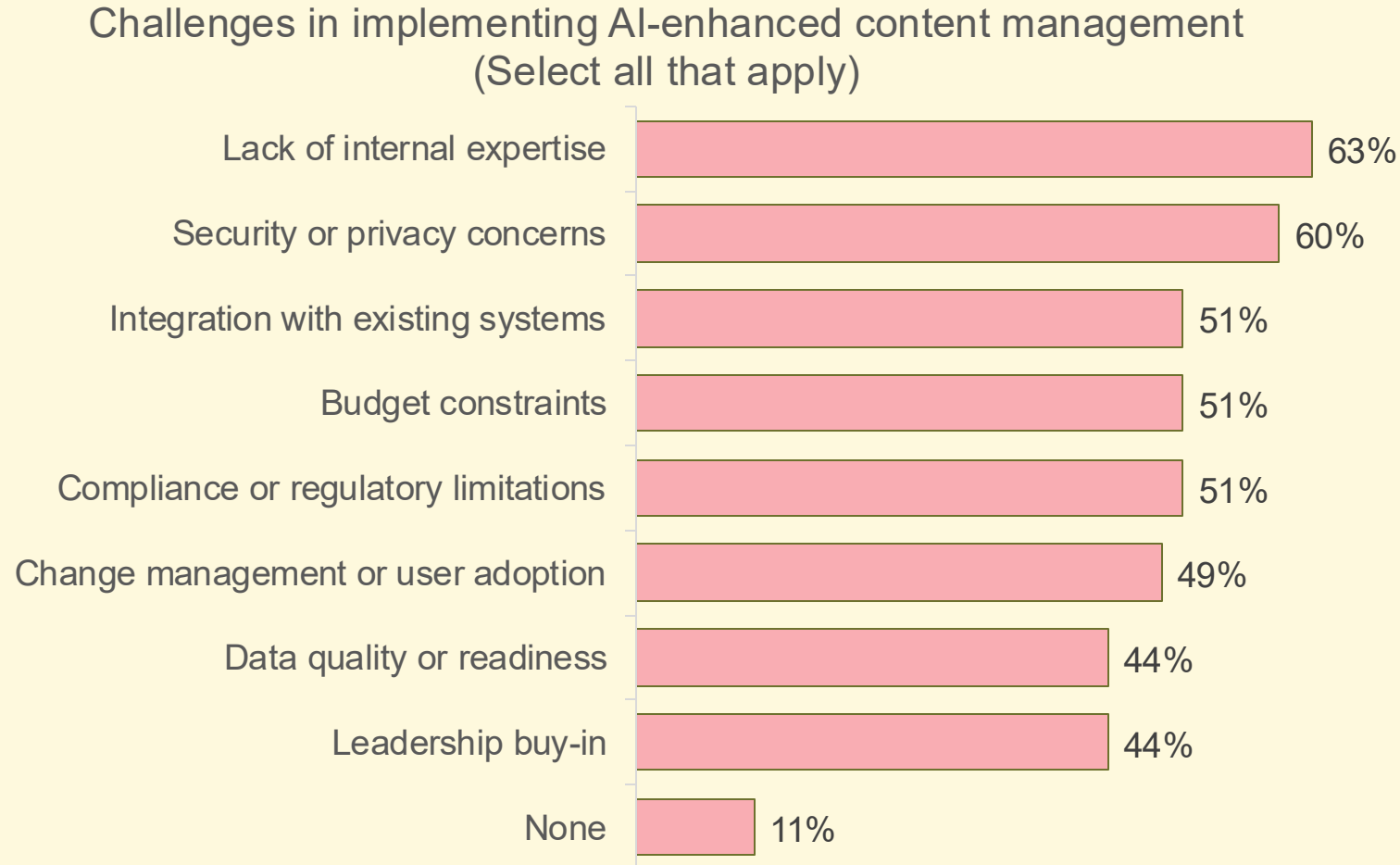
- Integrated AI + content management: **28%**
- Advanced or moderate AI integration: **30%**

(Average **expected** productivity increase: **28%**)

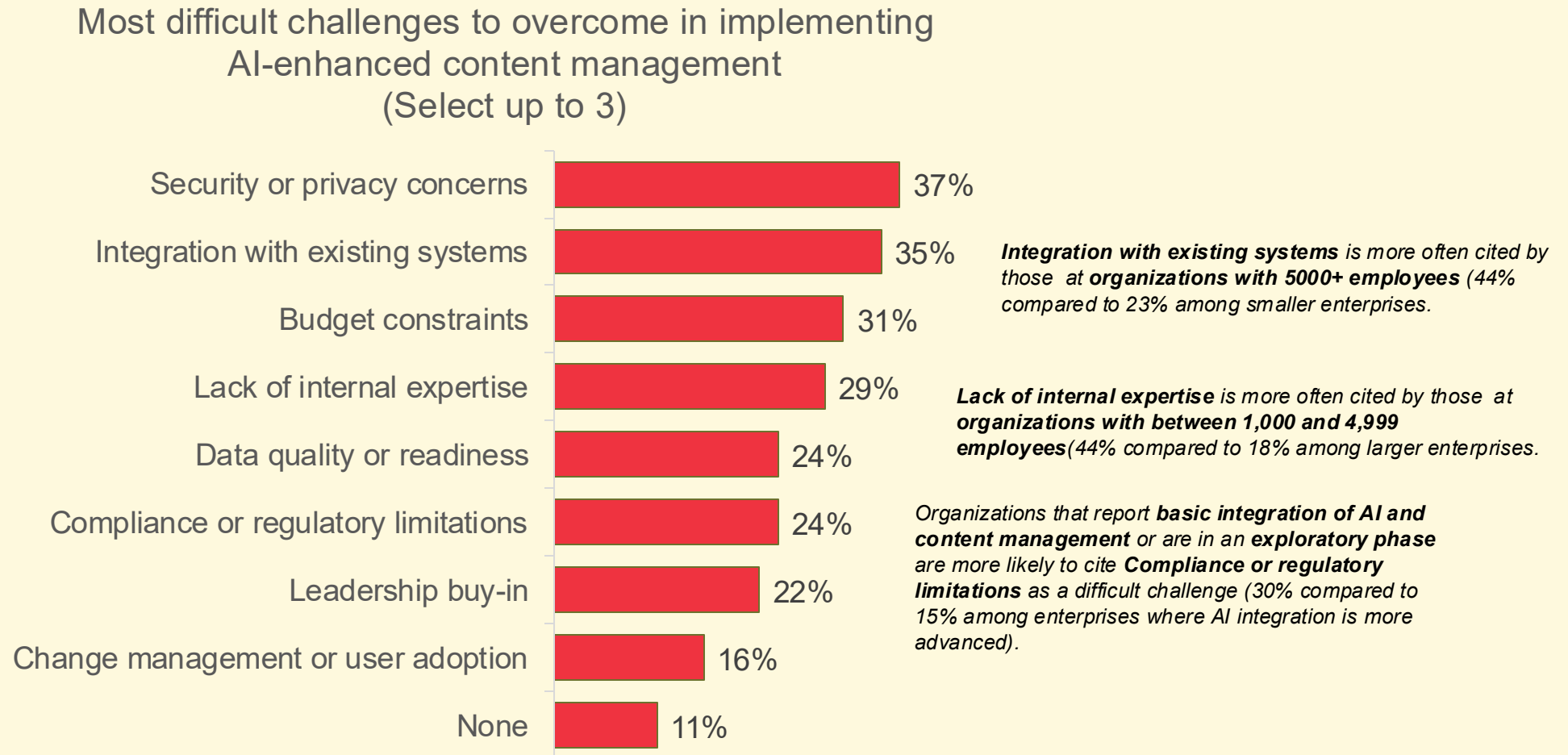
■ All who have integrated AI + content management

■ Advanced or moderate AI integration

Internal skills gaps and security concerns are the most common inhibitors to implementation of AI-enhanced content management

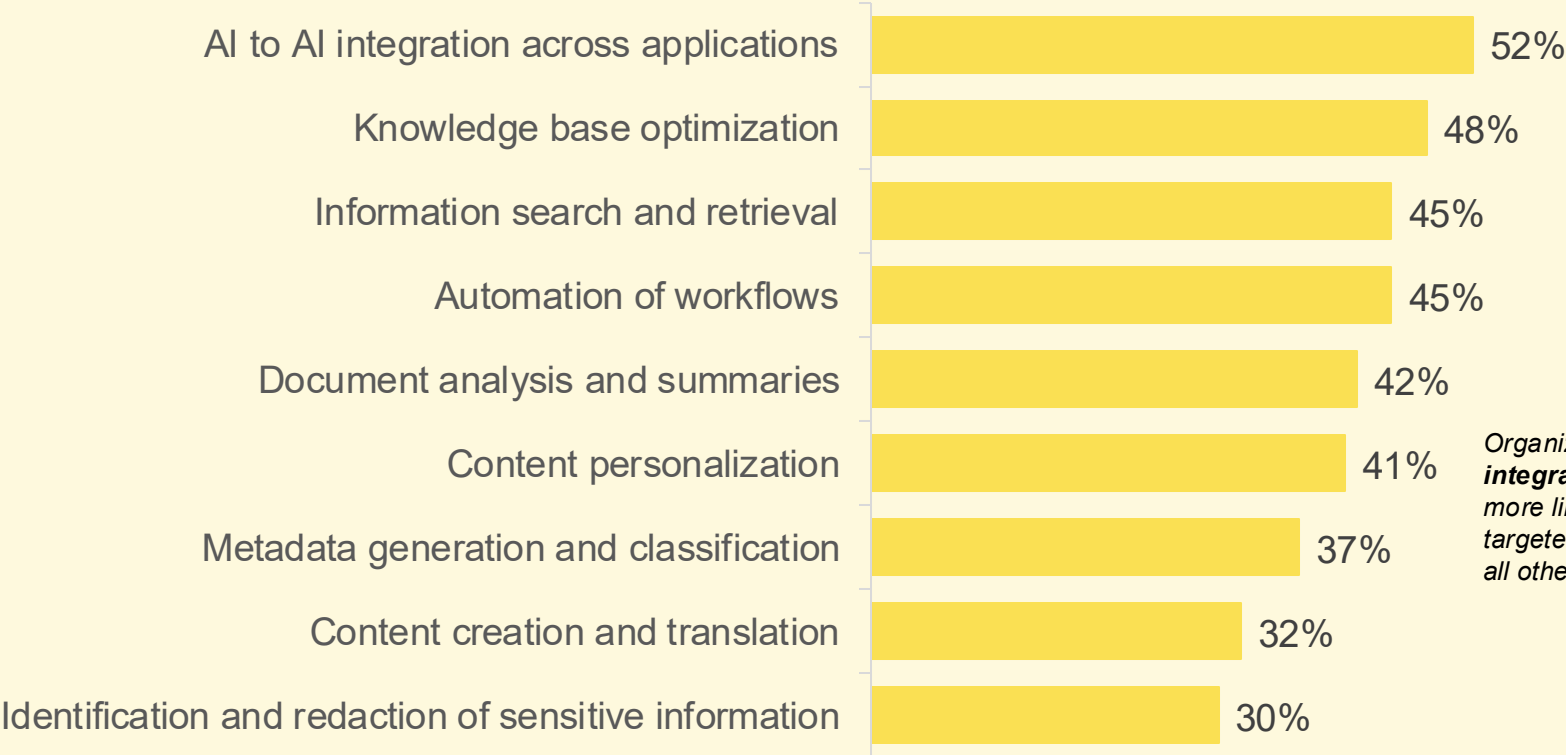


When implementing AI-enabled content management, security and integration are the most difficult challenges to overcome



More than half (51%) expect to increase “AI to AI integration” across applications over the next 6-12 months

Areas expected to adopt or expand use of GenAI in content management in the next 6 to 12 months (Select all that apply)



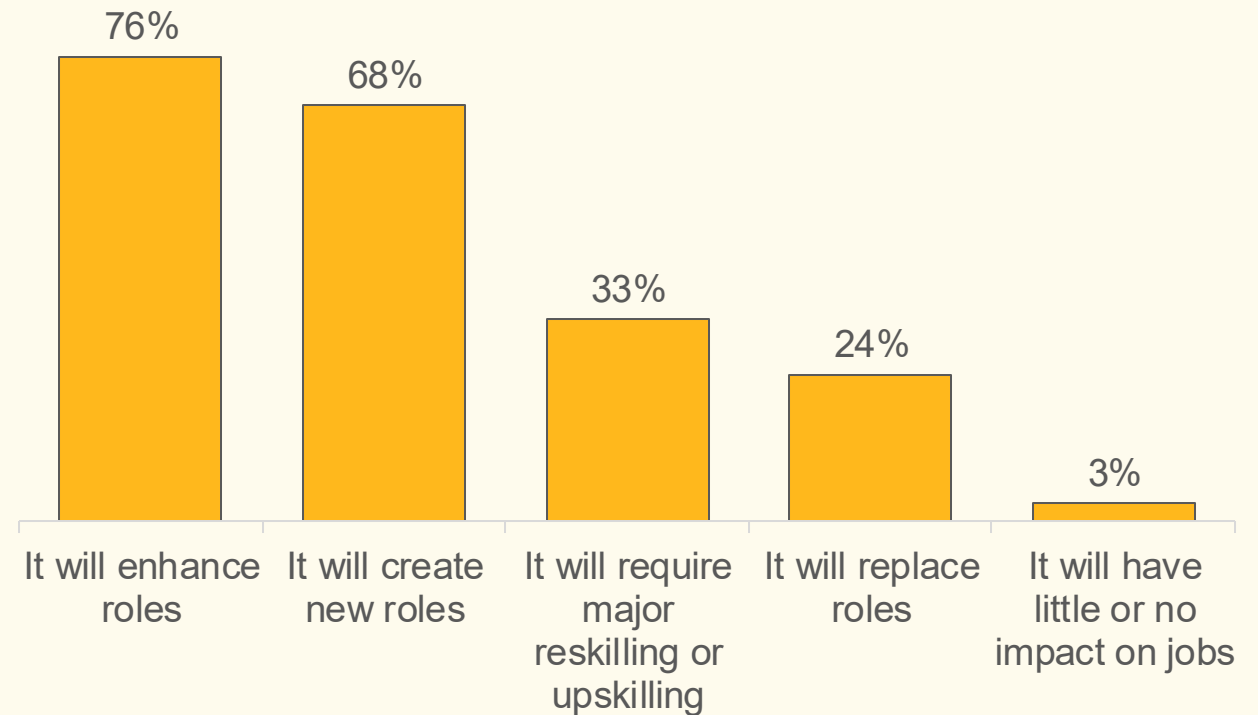
Organizations that report **advanced or moderate integration of AI and content management** are more likely to cite **content personalization** as an area targeted for expansion (50% compared to 28% among all other organizations).

A majority expect GenAI will **enhance existing roles** and/or **create new roles** over the next 2-3 years

Q9: What are your expectations regarding the impact of using GenAI in content management on jobs in the next 2-3 years?

Base: 100 qualified respondents

Expectations regarding the workforce impact of GenAI in content management in the next 2-3 years



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