

Content is **Everything**

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Foreword: Defining content enablement

Until now, content in enterprises has simply been managed. From documents to metadata, videos to social media copy, logos to icons, it sits static, stored in repositories, disconnected from workflows. But for organizations to thrive in the digital HQ – the hub for all the online activity that makes up a modern organization’s work – **content needs to be enabled.**

Enabled content meets people in their workflows and within the applications that drive them. Enabled content is active – not static. Enabled content reduces risk and encourages **growth with meaningful insights.**

Increasingly, we’re seeing these four market observations push companies towards investing in content enablement solutions to **connect content to people and workflows throughout their organization:**

- **Content is everything, and it’s becoming impossible for people to navigate.** The task of searching for content has gone from challenging to unmanageable, leading to increased business risk and reduced employee efficiency. As a response, content now needs to find people and workflows – not the other way around.
- **Content creation points are multiplying.** Applications like Microsoft Word used to be the center of content creation. Today, it’s essential to integrate content creation applications with business workflow applications to support content creation in order to derive value from content.
- **Regulatory requirements for organizations are rising.** Evolving regulatory requirements like GDPR and CCPA are increasing the pressure on compliance in company-produced content. As a response, organizations need to invest in technology that can automate compliance in content creation and unburden individual employees of this responsibility.
- **Data needs to drive the value of content.** Without data and measurement to track content performance, the value of content diminishes. As a response, organizations must look to ensure there is actionable data accompanying all company content.



Christian Lund
Co-founder, Templafy

Simply put, content enablement solutions solve for these four truths by helping organizations circumvent risks to brand integrity, compliance and quality at the individual level but with massive scale. Allowing them to **produce higher-quality, compliant content built by a more efficient workforce.**

We commissioned this report – an **original survey of over 2,000 full-time workers** across the globe – to better understand how these four truths are manifesting within organizations’ content infrastructures today.

The results show that while many companies agree on the challenge, there is still a lot of progress to be made on what to do about it.

We’re here to say: **content enablement is the solution.**

Content is ~~king~~ everything

86% of respondents agree that given the **increasing number of work interactions** that occur in a digital environment, **everything** could be considered “content.”

In 1996, Bill Gates famously claimed that “Content is king.” The phrase has become so entrenched that still today, a majority of survey respondents (68%) said they were familiar with the concept.

Still, a lot has changed since then. The content of Bill Gates’s day has evolved far beyond what he was talking about, having grown to include the exponentially increasing number of work interactions that occur in a digital environment.

When everything can be called content, then, we all become content creators. And in this democratic version of content creation, there is no more room for a king.



Everything is content

Content in the modern enterprise is a broad landscape that acknowledges that every piece of digital communication – from an email to an article to a legal contract and all the components and data that constitute them – is a form of content.



Financial and legal documents

44% agree that this is content

- Contracts
- Statements of work (SOWs)
- Invoices
- Order forms



Marketing materials

63% agree that this is content

- Newsletters
- Press releases
- Blog posts
- Reports, whitepapers, and ebooks
- Flyers and posters
- Presentations
- Social media content



Written communication

45% agree that this is content

- Emails
- Memos
- Letters
- Chat messages



Metadata and classification

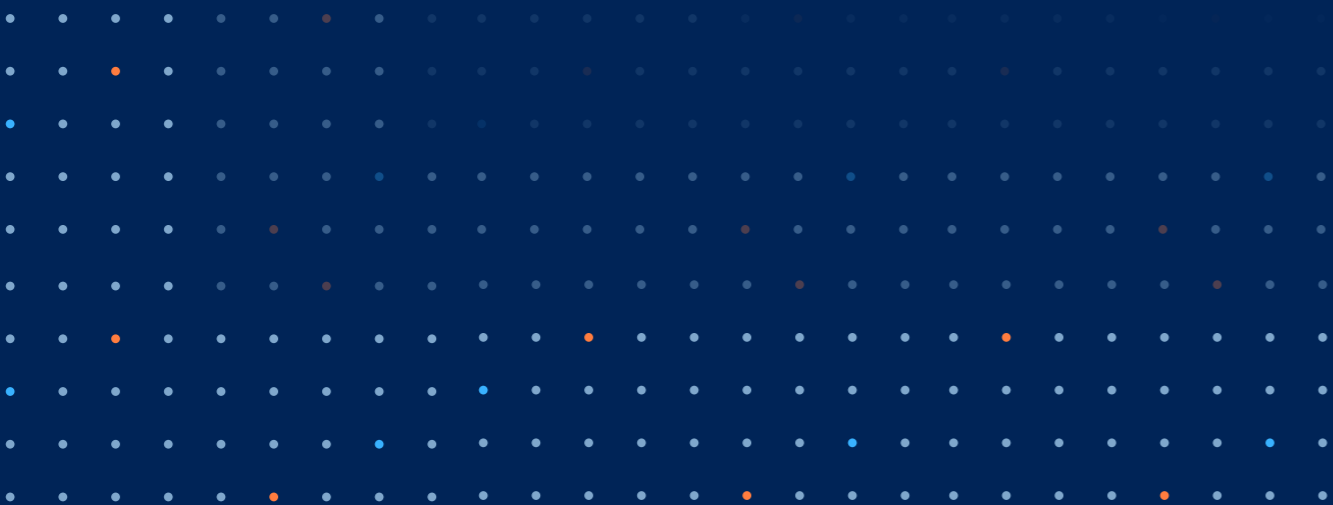
31% agree that this is content

- Time and date of document creation
- Author
- Keywords
- Permission levels
- Taxonomy

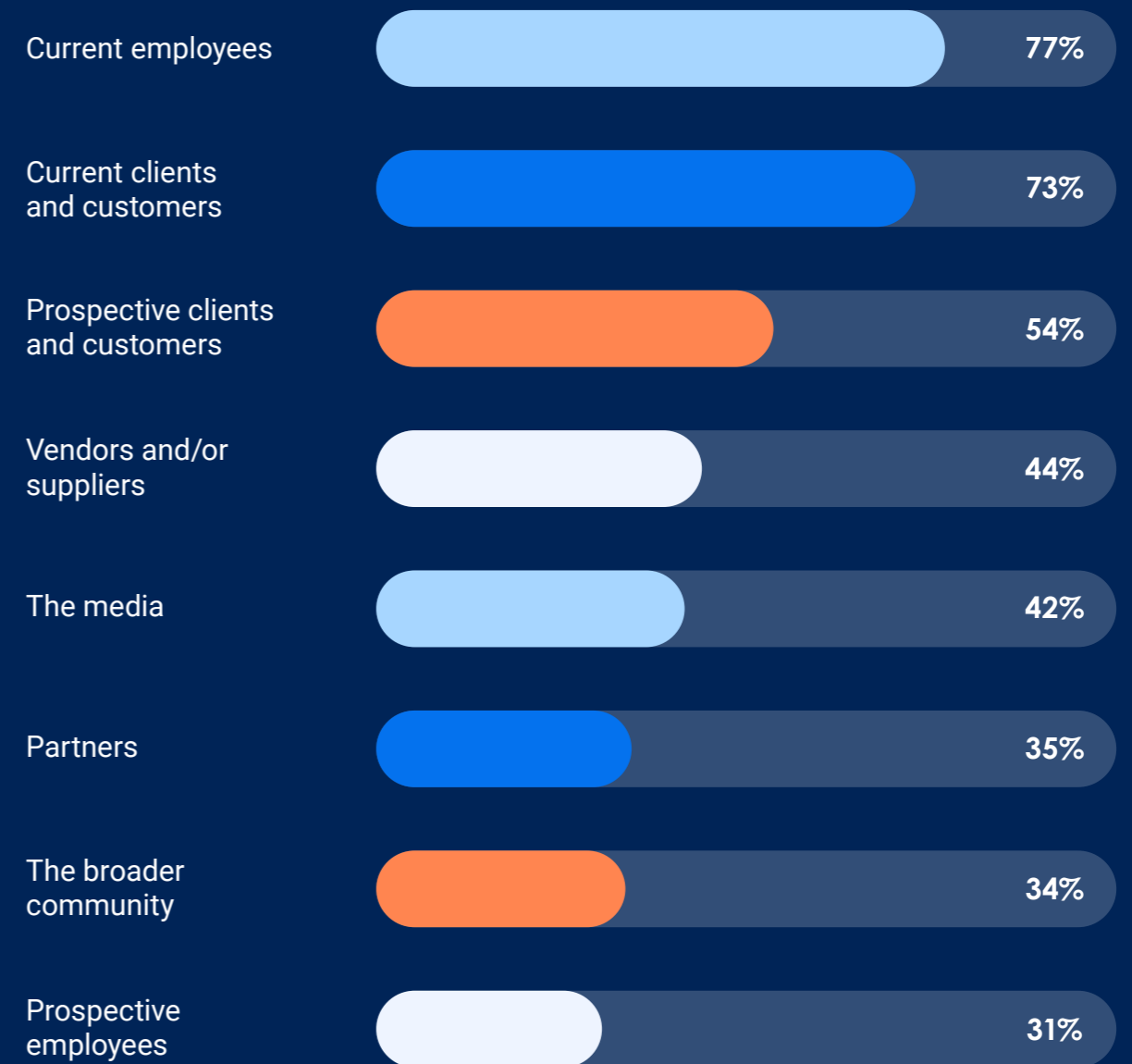
How we use content

Companies use content to communicate with everyone: employees, clients, prospects, suppliers, investors and the media.

Organizations of all sizes use content for these different purposes, but employees in larger organizations are generally more likely to recognize these different communications as content pieces.



My company uses content to communicate with:



Global average

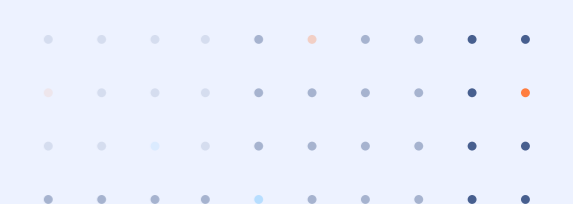
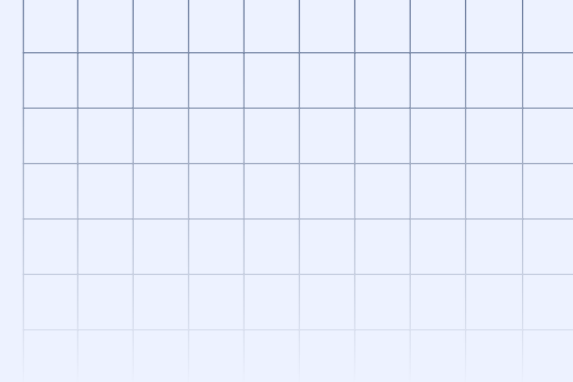
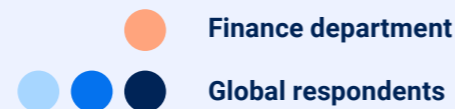
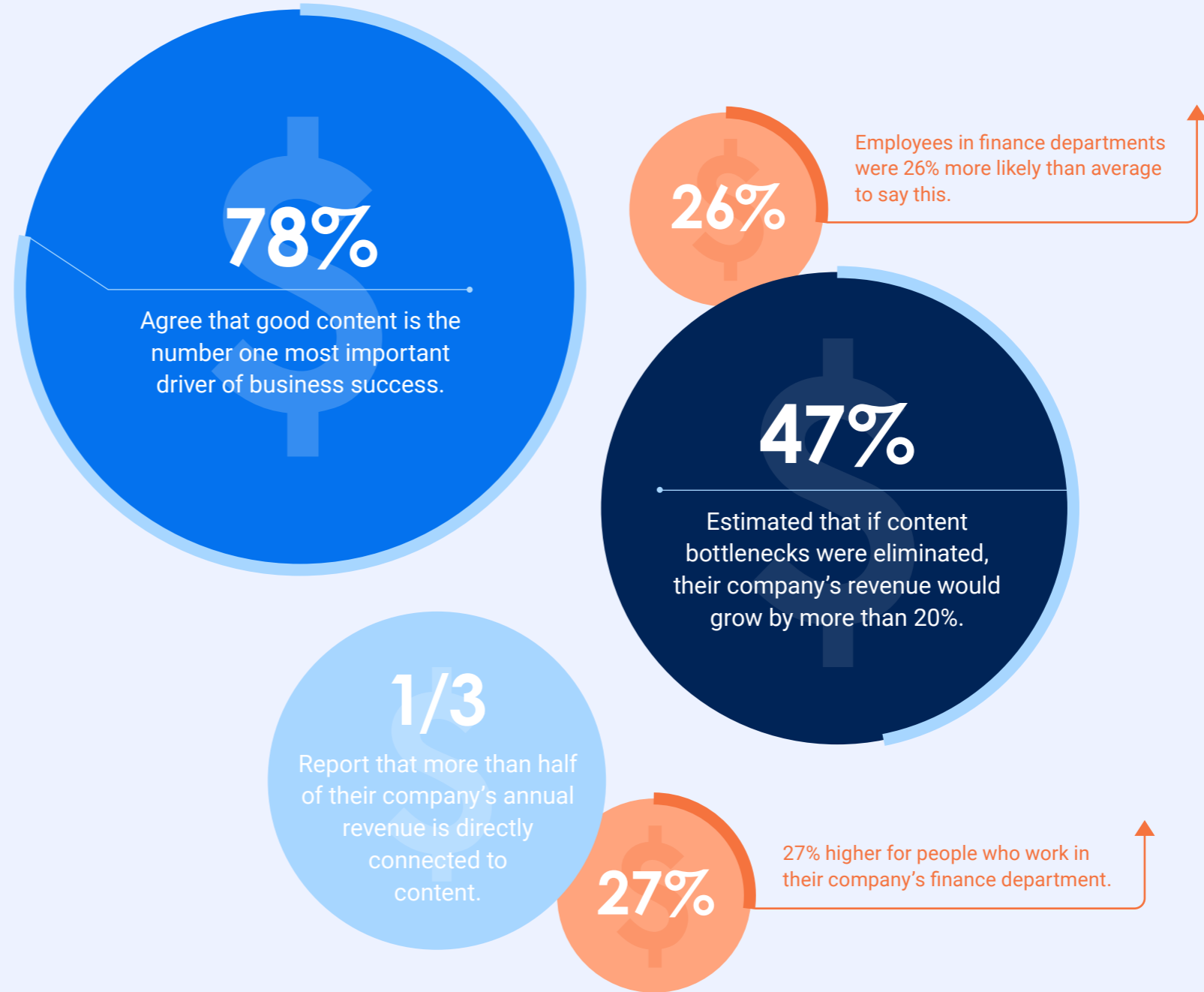
The real value of content

It is hard to overstate the real value of content in the modern enterprise.

Whether it's helping to close deals, attract new talent, or share company updates, **nine out of ten survey respondents agree that content is essential to their company's financial solvency.**

So, when a company faces bottlenecks in its content creation and distribution process, the effects are felt in revenue and efficiency across the organization.

Even with the broad recognition of the importance of content, **half of respondents reported that their companies struggle to measure content performance**, saying they simply do not have enough data to draw actionable insights.



Everyone is a content creator

Professional content carries the weight of a business's reputation. And with so many digital touchpoints in workplace communication, everyone can be considered a content creator.

That's a lot of pressure for an individual contributor.

Efficiently creating content that not only delivers a powerful message but also meets brand expectations while maintaining legal integrity is a tough job for a content specialist — and quickly becomes herculean in a large organization.

A majority of our respondents (60%) said that each team member is responsible for creating more than ten pieces of content each week. And on average, each employee spends 15 hours a week creating content — almost two full business days.

Even worse, **almost three-quarters (74%) of respondents use four or more different tech applications to create and compile content.**

It is at this point when enterprise leaders ask themselves: "why don't we have a streamlined tech infrastructure for this?"





Powering business through documents

Some thoughts from our CEO, Jesper Theill Eriksen

As content continues to explode throughout enterprises worldwide, we know that content enablement technology must start with the document. The lifeblood of business documents are crucial to the success of an organization, from the email sent to a prospect to the pitch deck walked through with their CMO to the signed contract and every interaction in between. Documents are the canvas in which the future of work is completed.

However, the data in this report proves that right now the document workflow is not optimally tied to an organization's business applications and outcomes. In order to not only set businesses up for success, but also allow employees to do good and efficient work at scale, content enablement technology needs to tie IT infrastructures together through the document.

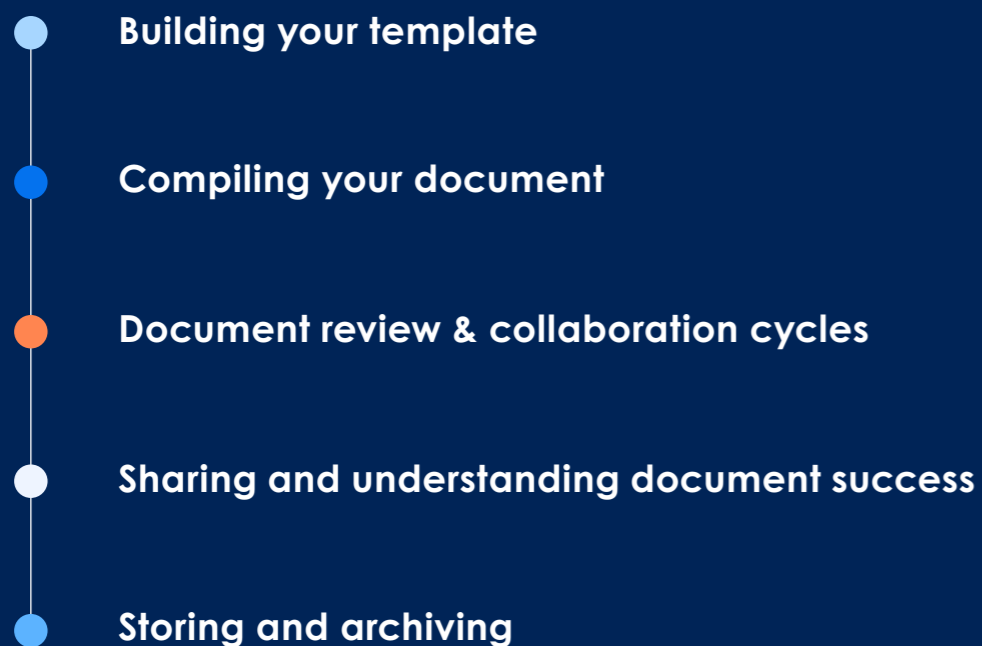
For example, next gen doc gen should be able to take the work out of creating an on-brand and secure document by actively serving employees the latest approved content within the applications they're already working in, allowing them to simplify their workflows and increase the quality of documents they're creating.

When the document workflow is connected and automated, only then will businesses be able to truly take advantage of scaling content in their organization.

The ideal document workflow driven by content enablement looks like:



Employee Perspective: The document generation workflow



Creating business content is a daily occurrence for many knowledge workers, and often manifests in documents – from sales proposals to marketing emails and more. However, the process behind generating these pieces often becomes invisible through ubiquity.

But by zooming out and seeing how many steps – and how many different pieces of content – are involved, we can see that even seemingly simple documents can require huge amounts of effort and time.

With good processes and the right tools, however, professional content can progress easily throughout employee workflows to result in on-brand, compliant and high-quality business documents.

Building your template

At the start of the creation process, employees without a good content infrastructure are forced to choose between creating a document from scratch or saving over an old version of a similar document – even though branding guidelines may have been updated.

	Start from scratch	Save over old document
Financial and Legal teams	12%	21%
Sales teams	17%	19%
Marketing teams	18%	19%

When asked why they opt not to use a company-approved version:



Employee Perspective: The document generation workflow

Compiling your document

Whether or not a company uses a Digital Asset Management (DAM) system, many employees say they struggle to find the materials they need to build documents efficiently.

In fact, even for those whose companies have a DAM system, a **majority of users say they still do not use it to pull content** most of the time.

Almost 6 in 10 (57%) respondents said they had to ask and/or search for information while building content at least once every single day.



A little over 5 in 10 (52%) divulged that their colleagues constantly complain about the content creation process.



Almost 7 in 10 (69%) respondents admit to using Google to search for a company image or logo to insert into content.



Less than 3 in 10 (27%) said they use the latest company-approved version of relevant assets when creating content.



Document review & collaboration cycles

Once a document has been created, it needs to be reviewed both for content and compliance because employees can't be certain that the latest brand and regulatory components have been included. This in turn makes the review process needlessly complex, causing delays and confusion.

62% of the survey respondents who work in managerial roles **agreed that reviewing and policing content is the most important component** of their job.

62%



6 in 10 (60%) said that their company's processes for **approving content delays other work.**



External content goes through an average of **five rounds of revisions**, and **internal content** is still subjected to an average of **four rounds of revisions.**

94% of respondents report that they **still see errors in content**, even after it has **already been reviewed and approved.**

94%

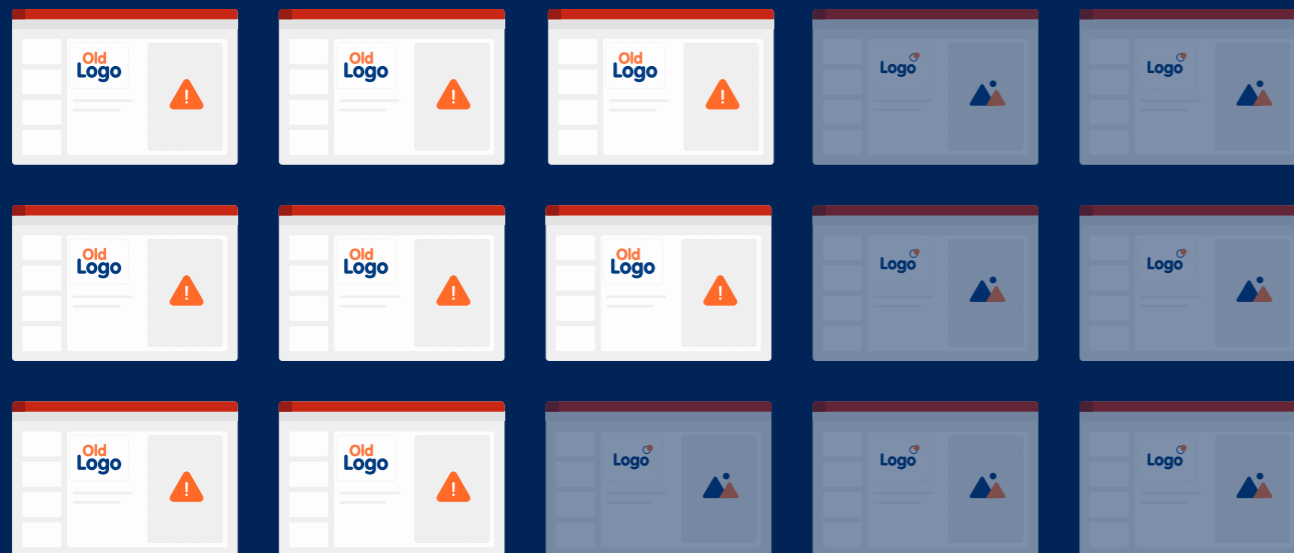
Employee Perspective: The document generation workflow

Sharing and understanding document success

Measuring content performance is often overlooked. In fact, **73% said that data requests are exploding faster than manual systems are able to keep up.**

With so many respondents (over half) saying that their company struggles to measure performance, it's no wonder that **51% of global respondents say their company does not put a high enough priority on ensuring consistency and efficiency in the creation of content.**

And without a solid process, this becomes a chicken-or-egg kind of question: is content performing poorly because it's not aligned with company guidelines? Or are content creation guidelines preventing accurate measurement?



More than half (54%) of respondents said they **DO NOT** feel confident that they are creating content that is aligned with their company's current guidelines.

Storing and archiving documents

Once a piece of content has been approved and shared, it's important not to let that hard work go to waste.

Unfortunately, without a good system for classification and a centralized repository, most content ends up lost or siloed in an organization.

A content enablement solution can provide the structure to help organize approved content, but:

58% said that investment in good content tools is not prioritized enough by their company, leading to a utilization gap.



62% said their team wastes time recreating content that likely already exists somewhere in their organization.



Case study: How Moore Belgium unified M&As with the power of content



*“The industry we operate in is in the **midst of a digitalization tsunami**. Right now anyone who is not focusing on how to automate their business documents is going to rapidly lose relevance over time. **Templafy saves us from that fate.**”*

- Sebastien Dubrulle
Chief Information Officer

In a business based on offering sound advice to customers, having unified access to business content is essential for Moore Belgium – the largest independent accountancy and consulting service provider in the country.

But after a rapid growth period, including multiple mergers and acquisitions, Moore Belgium struggled to align critical content elements and capitalize on the content created across their organization.

Now with Templafy’s next gen document generation platform, Moore Belgium is able to centralize and streamline their greatest asset: employee knowledge and advice.

Not only can employees access and activate on-brand content to create high-performing business documents faster, they can also share and find the most successful content across teams, meaning more clients are getting the best advice and company materials.



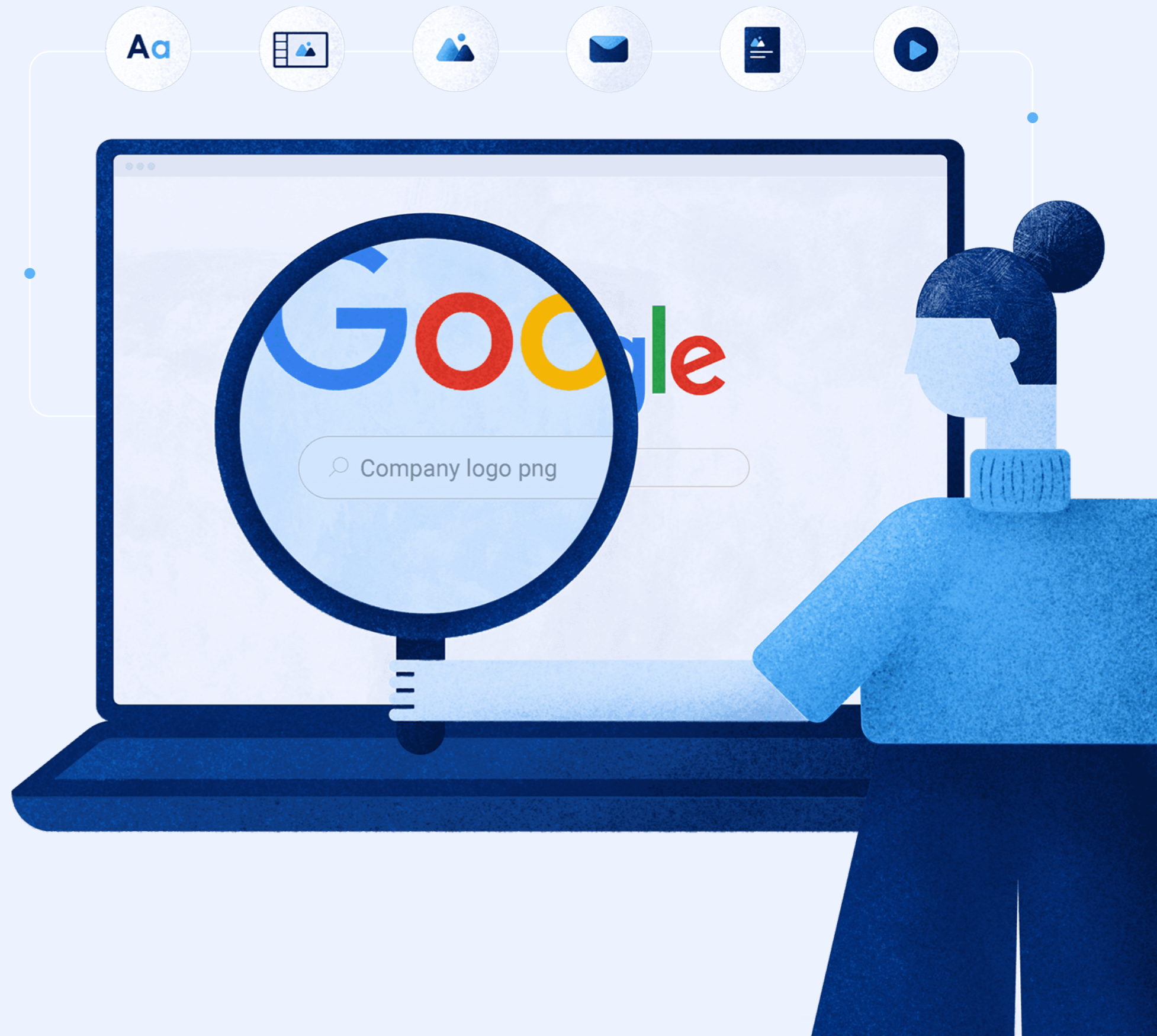
Content is everything in brand activation

At the most basic level, the elements of a strong brand are all pieces of content: logos, colors, images, specific language. And powerful brands know that their strength – their ability to connect with customers – comes from consistency and continuity.

After all, **studies have shown that having a consistent brand on all platforms can increase revenue by up to 23%¹.**

That's why it's so important to make it easy for all employees to access and incorporate the latest brand materials. People will always choose the path of least resistance – like searching online for branded content instead of searching for company-approved material internally – so make sure that path is on-brand by actively serving employees the correct content in the places they're already working.

69% of respondents admit to using Google to search for a company image or logo to insert into content.

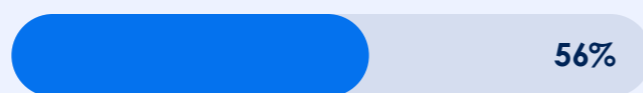


Recycling — good for the planet, good for content

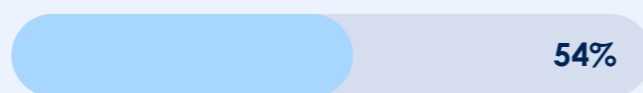
How long can one piece of content stay fresh?

Even the best pieces of informative content — reports, whitepapers, blogs, etc. — have a limited time in which it is relevant to its target audience. But smart content marketers know that the best performing content can be refreshed, repurposed, and recycled to create new, relevant content time and again.

56% agree that their organization **struggles with the backward compatibility of content.**



54% say these concerns have **held them back from making brand updates.**



However, content infrastructures are often not set up to support this kind of activity and can even deter companies from making desired updates to their brand.

26 months is the average time content can stay relevant to its audience



The unique pain of rebranding

Rebranding – which companies do on average every 7 to 10 years² – is a major brand milestone.

However, rebranding is a time and content intensive exercise: from generating the consensus needed for a creative overhaul, to closely examining each branded asset, to compiling a brand bible, to deploying and justifying the final result, both externally and internally.

Luckily, technology can help ease a lot of the pain associated with rolling out and preserving a new brand – which can often be one of the most difficult parts of a successful rebrand. By centralizing assets in one cloud-based content enablement solution, companies of all sizes can achieve brand unity.

53%

53% said their companies were likely to undergo a rebrand within the next five years.

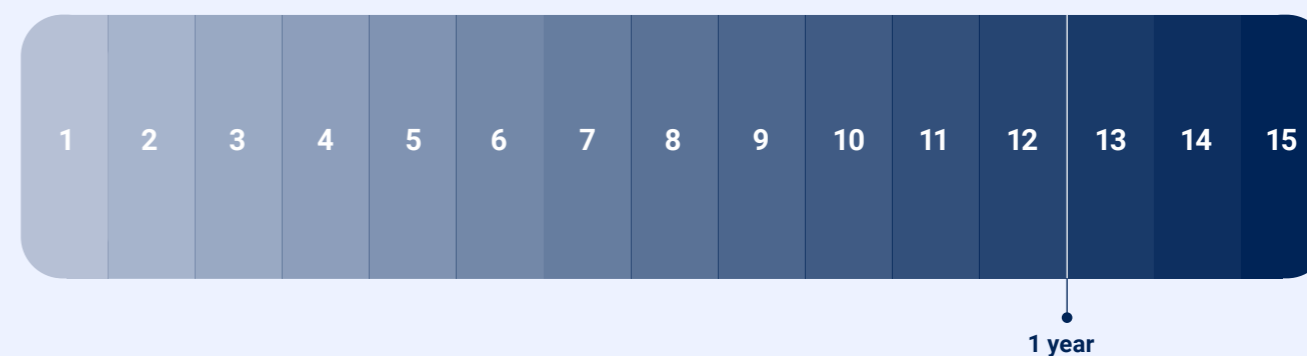
54%

54% agreed a rebrand would be beneficial in helping their company achieve its goals.

69%

69% said that updating company content would be one of the most challenging aspects of rebranding.

15 months is the average estimated length of a rebrand process



²www.design-squid.com/blog/branding/how-often-should-you-rebrand-3-questions-to-ask/#:~:text=Most%20businesses%20rebrand%20once%20every,to%20enhance%20your%20visual%20identity.

Turning every email into an opportunity

Email marketing often has the highest ROI, with email visitors more likely to convert on forms and other CTAs. It's a powerful one-to-one communication tool, and when used properly, it's an excellent channel to reinforce brand.

But not all companies are equipped to take advantage of this prime business real estate. The problem lies in execution, as email signature management is often an ad hoc afterthought, lacking centralized strategy and an effective method for distribution.

A proper email signature management system can centralize all of this work and streamline the process for running, scheduling, and deploying updates to email signatures, helping to activate a powerful marketing and brand channel driven by content.

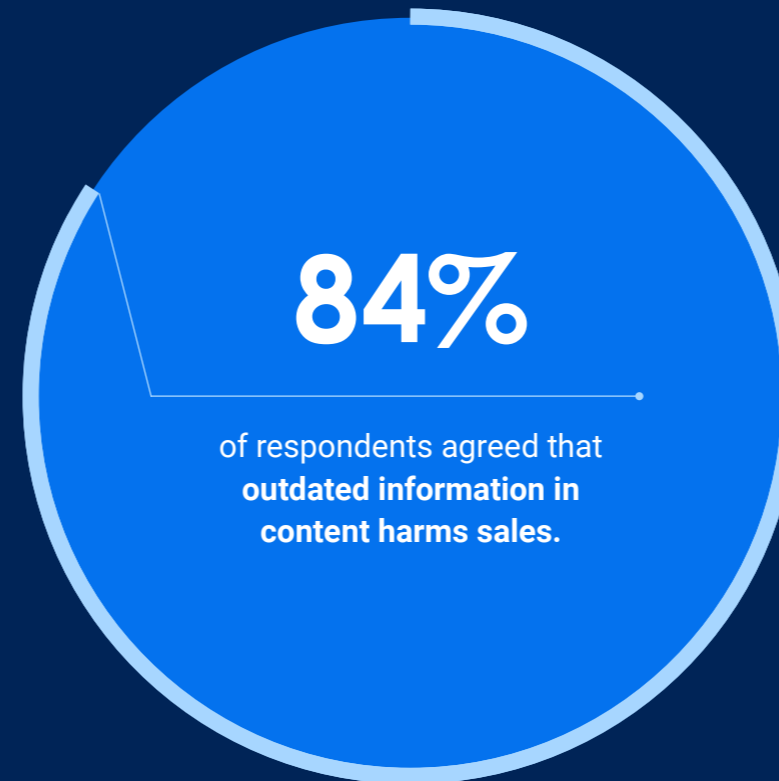


Enabling or impeding sales with content

Sales heavily relies on content. From pitch decks and presentations to proposals and contracts, sales teams are responsible not only for efficiently producing high quantities of original content, but also for ensuring that all of that material is accurate, up-to-date, and on-brand.

These stakes are particularly high. Not only does sending outdated materials to clients hurt brand reputations, but it also risks legal or contractual issues—not to mention the possible loss of a deal.

Simply put, managing content for sales is business critical, and right now those teams aren't set up to succeed.



Interview: Activating a brand through connected content

We spoke with Patrick Ohlin – a top marketing leader who specializes in corporate branding and communication – about the importance of using content as a strategic foundation for building a brand. With experience in the tech, finance, and insurance industries, Patrick has seen firsthand how companies can leverage the power of a rebrand to create business value.



Brand is the bridge between business and consumer, whether it's in B2B or B2C industries. How do you keep that connection strong in a rebrand?

The best rebrands clearly express the organization's unique vitality, purpose and commitment to helping customers meet their most pressing needs. While visual brand enhancements are expected, true success requires concurrent creation of a unified messaging platform and brand playbook that merges your brand's purpose, values, personality and business messages into every end-user communication and experience.

*To keep this connection strong, it should be second nature. **Every employee should be able to deliver the right brand message to the right audience at the right time. That's where distributing pre-approved content, templates and licensed assets can accelerate success—making every employee a true brand ambassador.***

Said another way, when you have a structure and playbook in hand, and technology that removes doubts at the point of content

creation, you make it easy for employees to support the brand and reduce enterprise risks. With effective governance and reporting, you can see accurately how messaging connects with customers and adjust it accordingly. And ultimately, everyone wins.

Why do you think enterprises struggle to enable their brand through content, and how can they begin to solve these challenges?

Companies too often have a fractured process that's highly susceptible to getting it wrong in terms of communicating clear, consistent messages to the marketplace. From a brand management standpoint, of course we want people to be themselves, but we also want them to stay on message. Everyone has their own unique flair that makes the company human. But the core messages – the things that really matter – those are the things that you don't want to put at risk.

If you don't have control over your content, and a way to manage and govern it, you can never feel confident that employees are always representing the brand correctly.

So many of our respondents said they struggle to find company-approved content – why is it important for companies to make this easier and more intuitive?

*Employees should be confident they're able to reach customers and partners and providers with the right messages. **When businesses seamlessly provide employees with the exact content they need directly within the applications that they're using, employees can focus on the important contextual content that only they know.** They don't have to stress about boilerplate or complying with the latest regulations and brand standards. It streamlines the work and improves customer focus.*

“When you have a structure and playbook in hand, and technology that removes doubts at the point of content creation, you make it easy for employees to support the brand and reduce enterprise risks”

Content is everything in document governance

Business content often contains sensitive information.

With the rise of privacy regulations in the EU (GDPR) and the US (CCPA), it's more important than ever to create robust systems to streamline and automate compliance in content.

Some industries — financial services, healthcare, governmental agencies — are used to classifying and protecting documents.

But as cloud-based content infrastructures become more dominant, companies in every industry are seeing the need for greater data security.

The truth is that content governance is no longer “nice to have.” It is essential for any successful business, as errors or security breaches in business content can have serious financial and legal consequences.

We are seeing the rise of document governance as a stand-alone specialty area, focusing on the ability to manage documents across the entire organization while enforcing mandatory classification and metadata.

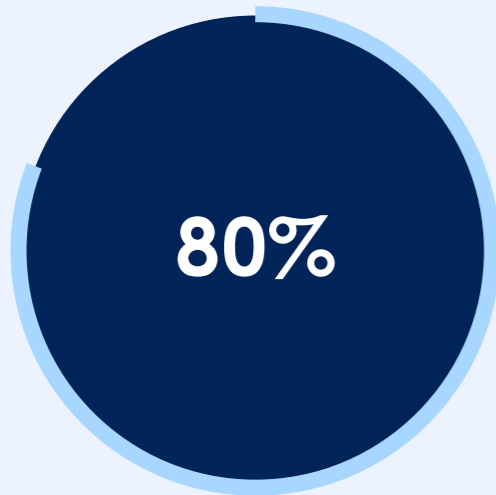
IT departments are already working hard to meet the security needs of the digital HQ, and so they will be central in overseeing document governance.



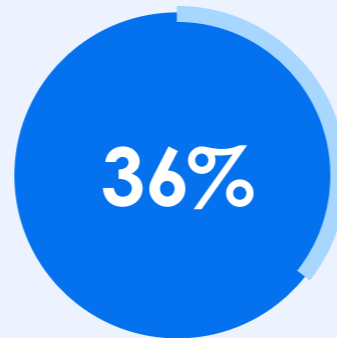


Securing content — internally and externally

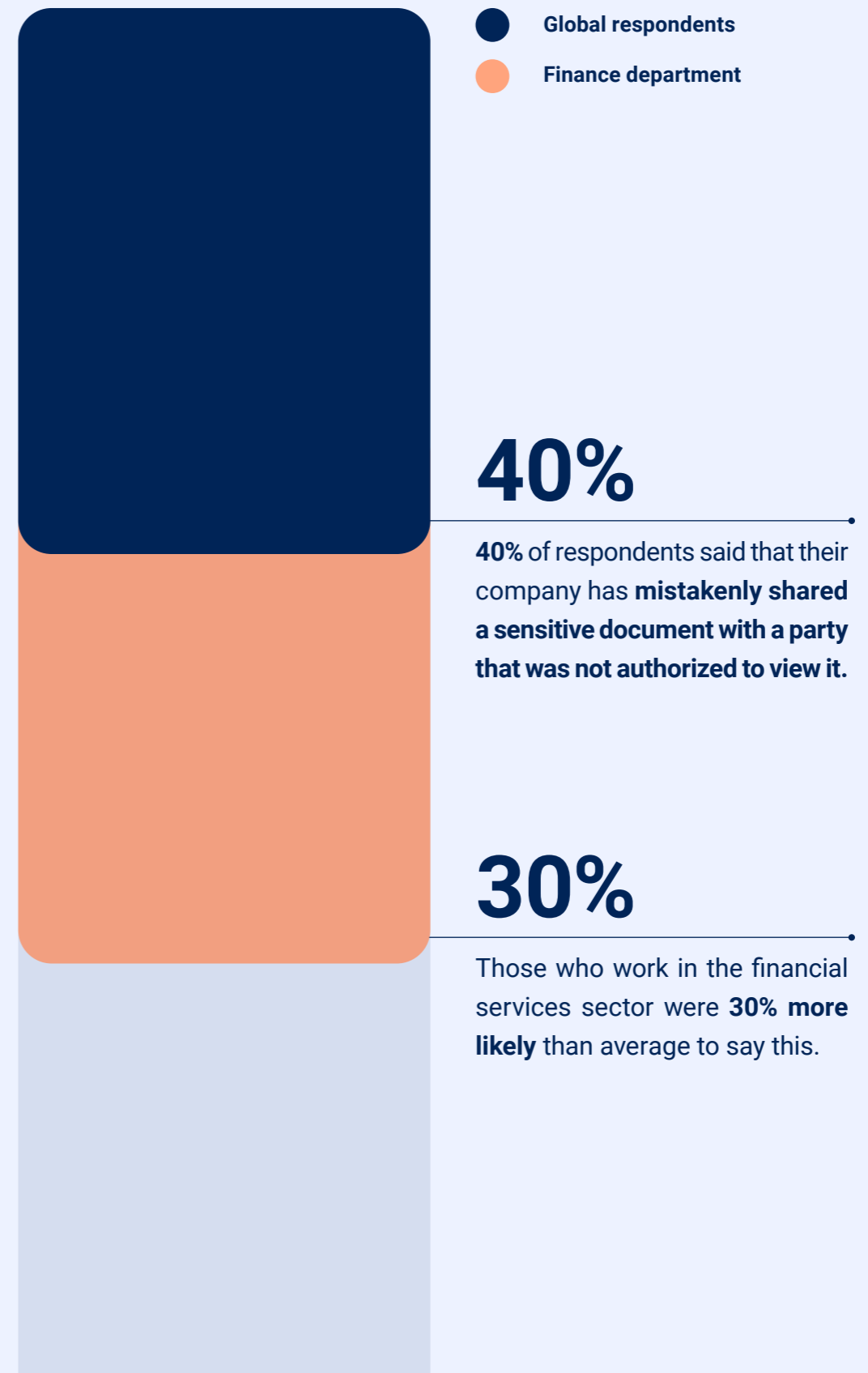
Every company handles document classification differently, but **88% of respondents said that upholding strict security requirements has never been more important.** And when **92% of respondents say they work with sensitive information, strong classification systems can be make or break for organizations.**



Of content creators said that it's important for their company to limit access to department-sensitive content.



Said that their company urgently needs a better system to support mandatory document sensitivity classification.



● Global respondents
● Finance department

40%

40% of respondents said that their company has **mistakenly shared a sensitive document with a party that was not authorized to view it.**

30%

Those who work in the financial services sector were **30% more likely** than average to say this.

Building an IT-approved content infrastructure

Most people agree that the IT department is the natural owner for building and maintaining a secure digital infrastructure for the company.

However, since content hasn't been prioritized the way it should be, many IT teams don't focus on content infrastructure – even though they're the ones to blame in the case of a breach.

When asked how they currently handle document classification data, **40% said they relied on manual processes**, and **41% said their company currently lacks secure, system-wide alignment when it comes to content**.

As business content continues to multiply, enterprises need to be able to classify documents centrally, automatically and at scale – all of which starts with the IT department.

23% of IT professionals said that their company's tech infrastructure makes content distribution a nightmare.

Our respondents agreed that:

The IT department is responsible for building a secure, connected content infrastructure.



The IT department would be at fault in the event of an information breach that compromised sensitive content.



The IT department is most responsible for preventing such breaches.



Their department lacks someone to build a secure, connected infrastructure for content creation.



Metadata: the content behind the content

Metadata consists of information that describes and helps classify content (author, keyword, date created, etc.), and can also inform security protocols by assigning permission levels.

When used properly, metadata helps businesses organize content, making it easily searchable and accessible to the people who need it.

Today, however, metadata creation is often overlooked by enterprises, with information added manually, ad-hoc, or not at all – despite its value to the organization.

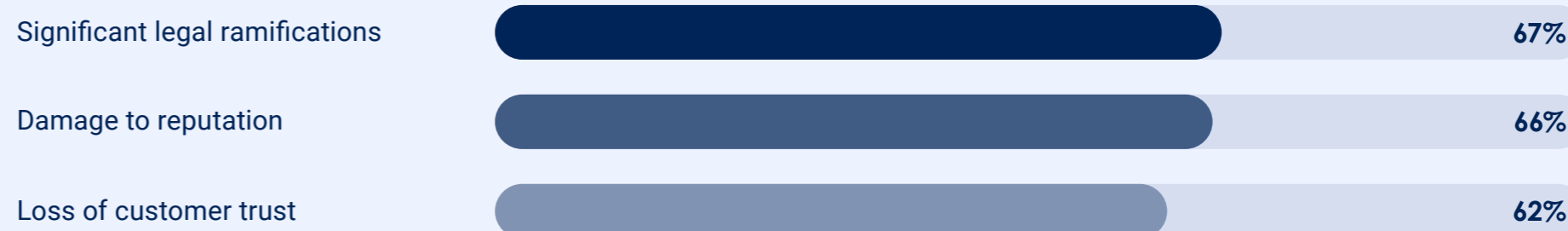
46%

of respondents in leadership roles admit that they **lack comprehensive knowledge of what metadata is or why it is important** to business document management and creation.

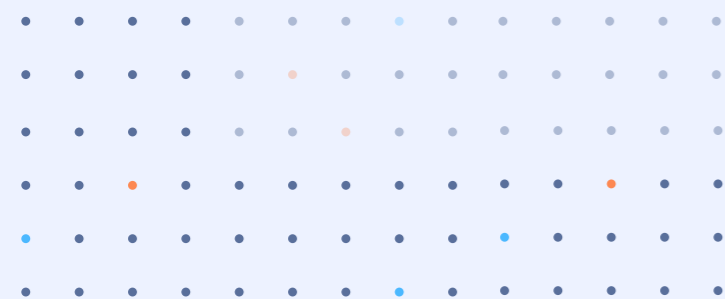
Those who are familiar with its applications and purpose, though, say that with richer metadata, their organization could:



Risks to failing to control metadata and classification were identified as:



6 in 10 respondents who are familiar with metadata say that a **lack of control** when it comes to **metadata and classification** poses **significant business risk**.



Interview: Creating systems to manage document classification

We spoke with Erik Lind – a subject matter expert at Hitachi Energy who specializes in document and ID domain management – about the importance of governing content in order to build a secure, compliant brand. With more than two decades of experience in document and template management, Erik has seen first hand the value in prioritizing the importance of document quality to the consciousness of all employees.



How can companies best go about creating a document classification system that is easy for employees to understand?

It's not easy, but it's incredibly important. The biggest priority has to center around making sure there are clear classification guidelines and then building a tech infrastructure that will easily support employees in adhering to them. The more clearly you can define these guidelines, the likelier they are to be followed.

Almost half of our respondents said that their organizations handle document classification manually. Do you see that as a problem?

*Absolutely. It comes down to clarity. For instance, one business unit might classify some documents as "for internal use only." Still, those documents contain pieces of information which can be shared externally. So now you have portions of internal documents, publicly available. **It's a contradiction in classification, which speaks to the limitations of document classification systems today.***

How do you build a classification system that works across a company's entire tech stack?

Avoiding information silos is so important. You need to be able to keep track of the source of the information so you're not making changes in downstream applications. Companies need to take an overall perspective on how information is created, classified, managed and controlled (including managing proper access rights), and shared/distributed across the organization and externally.

*"The biggest priority has to center around making sure there are **clear classification guidelines** and then **building a tech infrastructure** that will **easily support employees** in adhering to them"*

What is the relationship between regulatory compliance or security and proper document governance?

*With laws like GDPR, one question that companies often overlook is **how can you capture and demonstrate that you are, in fact, compliant?** If you're storing data on users in the cloud, for example, how do you prove that people have agreed to your terms? How do you store that information? **Well, if you have a document governance infrastructure in place, you'll ensure that you have the metadata to prove compliance.***

Conclusion: Content is the future

Content is growing exponentially, as are the points of creation.

Today, enterprise companies deploy an average of 175 different apps³ as part of their tech stack, and that number continues to grow. In our own research, we found that **74% of workers use four or more different applications when creating business content.**

As workflows evolve to move seamlessly between applications, content needs to follow suit. In other words: content needs to find people and workflows. Not the other way around.

This is the essence and the effect of content enablement – intelligently connecting content to users where they already work, when it matters most, so employees are enabled to create compliant, on-brand, high-performing content faster.

Looking ahead, **42% of respondents said their company plans to prioritize document creation automation in 2022, and 35% report plans to prioritize centralized storage of up-to-date company assets over the next twelve months.** Both of these priorities can be solved for with the next generation

of doc gen technology which is driven by content enablement.

Our definition of content – and who creates it – has changed radically since Bill Gates crowned it king.

Now, everyone is a content creator. Now, content is essential to brand activation. Now, content is at the heart of privacy and security.

Now, content is everything.

³okta.com/sites/default/files/2021-03/Businesses-at-Work-2021.pdf

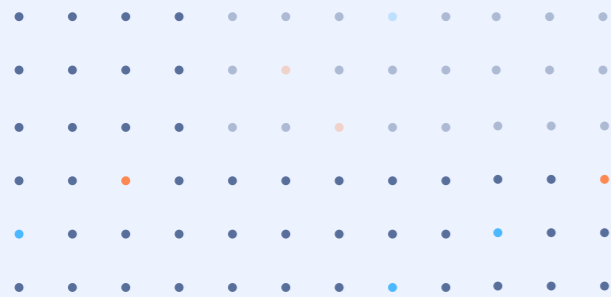
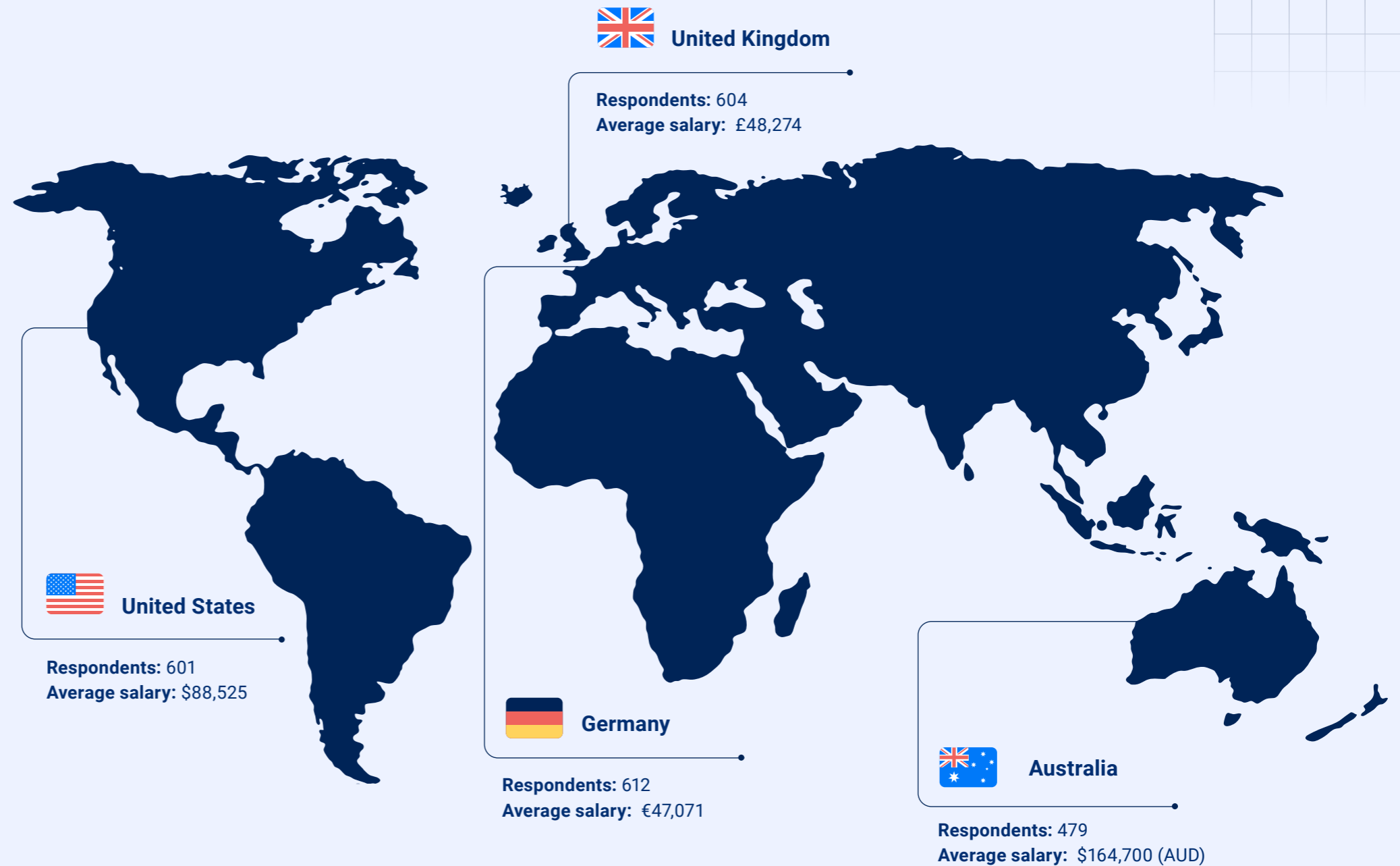
Methodology

Global survey demographics

An online survey of adult full-time employees in the United States (US), United Kingdom (UK), Germany and Australia was conducted between December 2021 and January 2022. The maximum margin of sampling error was +/- 4 percentage points with a 95 percent level of confidence.

Total responses: 2,296

Male: 58%
Female: 42%



Templafy

Business content connected