Adobe

How a cloud-native CMS makes content delivery faster and easier.

Content creation for a modern era.

The world of content management is shifting. Real-time, personalised experiences – like receiving offers on your mobile device when you enter a store or seeing content online based on your recent browsing activity – are now commonplace.

In fact, 61 percent of consumers say they expect companies to know and respect them – meaning they want brands to engage with them in ways that are personalised and connected. Similarly, 57 percent say that they expect to be delighted at every turn, according to Adobe research on consumer experience expectations.

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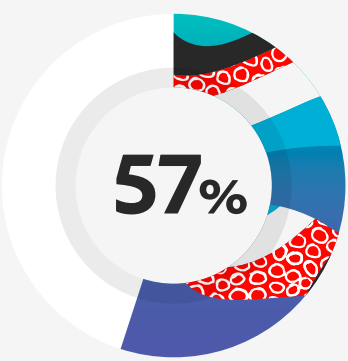


Yet many companies still struggle to deliver relevant real-time content experiences. While 71 percent of companies

say that they have a content management system (CMS) in place, only 31 percent say they can publish content to multiple channels without having to handcraft each piece of content separately, according to the Content Marketing Institute (CMI).

In a landscape where companies of all sizes now compete with each other, it is increasingly difficult to protect or grow market share. To remain competitive, businesses must deliver contextualised, real-time experiences quickly. Fortunately, content management technology has evolved to keep up.

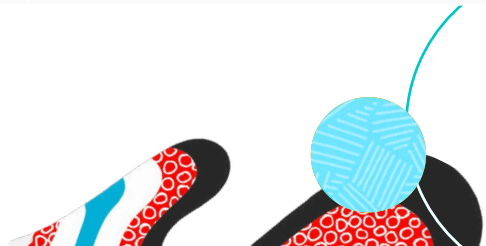
By moving to a modern, cloud-native content management foundation powered with artificial intelligence, both IT and marketers will find that it's easier, faster and more affordable to deliver the experiences your customers expect.

Keep reading to learn how replacing your current content management system with a cloud-native one can help you do the following:

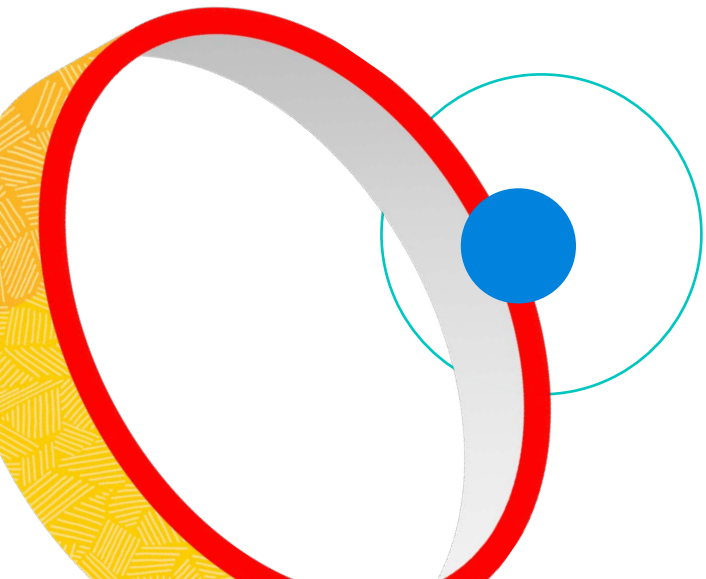
- Speed your creation and delivery of digital experiences
- Simplify your production and the DevOps environment
- Improve your ability to optimise and personalise experiences

On-premise, cloud-based, or cloud-native – what's the difference?

On-premise	Cloud-based	Cloud-native
Architecture		
Installed locally on a company's own computers and servers and behind its firewall.	Built like on-premise software – outside the cloud – and then deployed in a cloud environment, allowing for 24x7 access.	Deployed as a microservice that operates in a dynamic topology, a cloud-native application harnesses the full power of the cloud to provide automated real-time scalability and stability.
Cost		
Requires the business to cover all maintenance and upgrade costs of the server hardware, power consumption and space, resulting in a higher total cost of ownership than a cloud solution.	Reduces total costs compared with on-premise as companies only pay for the resources and infrastructure they consume.	Delivers a lower total cost of ownership than both on-premise and cloud-based because there is no cost incurred for product upgrades and maintenance costs are lower.
Maintenance		
Requires the business to have the expertise and resources to handle all maintenance and updates.	Moves responsibility for maintenance and software updates to the cloud service provider.	Continuously integrates and continuously deploys updates automatically without interruption of service, reducing stress on DevOps.



On-premise	Cloud-based	Cloud-native
Performance		
Requires business to maintain full responsibility for resolving outage issues and preventing data loss.	Provides redundant backup systems that prevent downtime and data loss and ensure high reliability.	Provides the highest level of resiliency and availability because the transition to backup servers is automatic and seamless.
Security		
Provides an extra level of control over data as all data remains on-premise.	Uses the economy of scale to provide a high level of security.	Provides enterprise isolation wherever needed so that data and content are protected while also sending security updates automatically.



Speed your delivery of exceptional experiences.

Getting to market faster than your competitors with new experiences can be a key differentiator. Whether that's delivering live score updates to your fans or delivering real-time personalised offers to your customers, a modern content management foundation can help you achieve these types of experiences faster.

Currently, you may find there are a few things that slow down your content production. One of the biggest is often testing and security requirements. Even if you've moved from an on-premise to a cloud-based CMS, if you haven't fully automated your deployment processes, then you'll likely find that the time you saved by no longer managing on-premise servers has been transferred to time-consuming manual deployments.

Adding new features to your content management system manually requires testing and potentially breaking the system before you can go live. Often, because testing is time-consuming and expensive to do, you may choose to forgo new features altogether.

However, with a cloud-native CMS, your DevOps team can meet their objective of uniting all of the software lifecycles, including building, testing and launching applications to speed delivery and business value. Features are continuously integrated and delivered, automating deployment and allowing DevOps to avoid the grunt work of constant implementation. Additionally, automated testing

helps find problems before they become crises – eliminating downtime or content freezes and ensuring greater resiliency.

Another issue is time to production. According to CMI, with 78 percent of organisations saying there is still a lot of manual work required in their content management processes, having the ability to automate tasks can be a differentiator in how fast you get your content experiences to market.

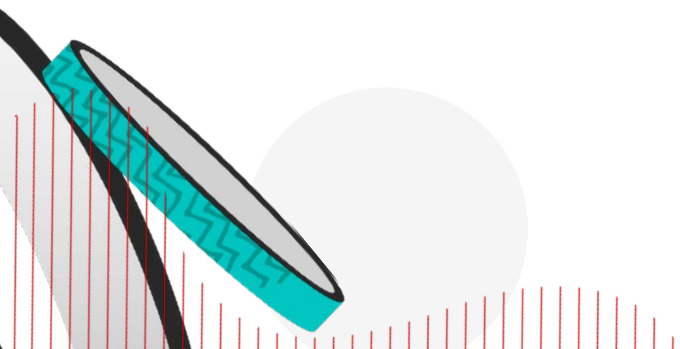
78%

of organisations say there are still a lot of work required in content management processes.

Source: CMI

Whether it's finding the right image or revising content so that you can reuse it across different channels or devices, a modern CMS, powered by artifical intelligence (AI), can significantly speed these tasks. For example, by using AI, you can automatically summarise text to different lengths, which helps with content reuse across different channels such as mobile, where you don't want a text-heavy experience.

But the ultimate reward isn't the time you save, it's that your customers end up with content experiences in real time that are appropriate for the channel they're on.



Simplify your content production and DevOps environment.

Another key to successfully delivering real-time personalised experiences comes down to how easy it is for your team to execute. Currently, CMI reports that **only 32 percent of organisations can easily access, use or reuse content**.

A modern web content management tool can eliminate this challenge. With user-friendly tools such as an in-context editor, easy-to-use templates and drag-and-drop components, almost anyone can build, publish and update pages. This means content experiences can be created faster and more frequently by more people.

Developers can also use production-ready components, along with a template editor, to easily create new experiences. Configurable, extensible and backwards-compatible components can help reduce long-term maintenance costs. To minimise front-end development work, a modern web content management tool can enable developers to configure content styles instead of custom developing every component.

The ability for your teams to access and manage content from any location or device is also valuable in simplifying content management and speeding your ability to deliver digital experiences. “Modern enterprise content management solutions should provide appealing, well-crafted mobile apps for

smartphones and tablets so people can get their work done on the go, even when they're offline and not connected to the company network," says Melissa Webster, programme vice president of content and digital media technologies at IDC.

A cloud-native CMS can also reduce complexity in the DevOps environment through its ability to auto-scale. Most CMS solutions, whether on-premise or cloud-based, still require manual efforts to scale. So when traffic spikes unexpectedly, your website may go down as IT teams scramble to add capacity. This can be a huge cost to the business both from the number of resources deployed to address the issue and the loss of revenue during any downtime. It also creates a poor customer experience that can damage brand perception and loyalty.

In a cloud-native application, especially with the help of microservices, you have greater resiliency as the application can automatically detect traffic increases and scale accordingly. This ensures there is never any risk of downtime or the need for extensive IT resources.

The advantage to your marketing and IT is a simplified environment where updates and scaling happen through continuous integration and deployment. It also allows for the ability to create and deliver digital experiences at your fingertips without needing to rely constantly on IT. The benefits extend to your customers too. Since your site is never down, they can always get the best experience no matter where they are or how much traffic your site is currently generating.

Intelligently select the best content for each customer.

Regardless of industry or application, AI is becoming increasingly common. In the past four years, AI implementations have increased 270 percent, according to Gartner. Despite this trend, many content management systems haven't kept pace. According to Juniper Networks, while 95 percent of businesses believe their organisations would benefit from embedding AI into their daily operations, only 6 percent of C-level leaders have reported adoption of AI-powered solutions across their organisation.

It's a missed opportunity. A modern content system powered with AI can improve the content management process and better enable the delivery of personalised experiences.

When it comes to optimising your content management processes, AI can be particularly helpful in determining what content resonates best. By being able to quickly parse data to determine what tested experiences are winning, AI allows you to continually tweak your content to ensure it's resulting in the highest conversion.

AI can also improve your personalisation efforts. As you collect data to understand your customers, it can be unwieldy to sift through it all and determine what is valuable for personalisation. AI, however, can instantly recognise and match patterns and predict the best next experience you should deliver to your customer.

For example, when a customer watches a video on eco-friendly travel habits and then purchases a two-night stay at an ecolodge, AI can then provide a tailored recommendation about eco-friendly travel destinations based on the customer's previous actions. This ensures that each visitor gets personalised suggestions from among hundreds or thousands of content options and provides a much more personalised experience than receiving content based on travel destinations other people viewed.

Ultimately, the benefit of AI is two-fold. By using AI to optimise and personalise your content, you can rid your own team of the time-consuming manual processes of A/B testing, data analysis and campaign management. This frees up your marketing teams to focus on what they do best – using their human creativity to deliver exceptional experiences for customers.

Modernise your content management with AI

Content management without AI	Content management with AI
Manually analyse data and segments after passive A/B testing.	Actively use AI to continuously analyse and decide the best content to deliver to an audience.
Target specific offers to segments using manual rules.	Use AI to continuously evaluate and select the next best offer or rank-ordered combination of offers.
Manually create rules for recommended products, content or experiences.	Select, customise and optimise a set of recommendation algorithms.
Manually manage and update rules based on changing campaigns, trends or seasonality.	Rely on AI's automated analysis and self-optimisation to help dynamically alter what the customer is shown next.

Exceed digital expectations at any business size.

Expectations for digital experiences that prove your business knows its customers and what they want are part of competing in a modern marketplace. But older cloud-based and on-premise content management systems that can rise to these expectations are often cost-prohibitive for all but the largest enterprises.

If you want to meet rising customer expectations, it's time to modernise your content management system.

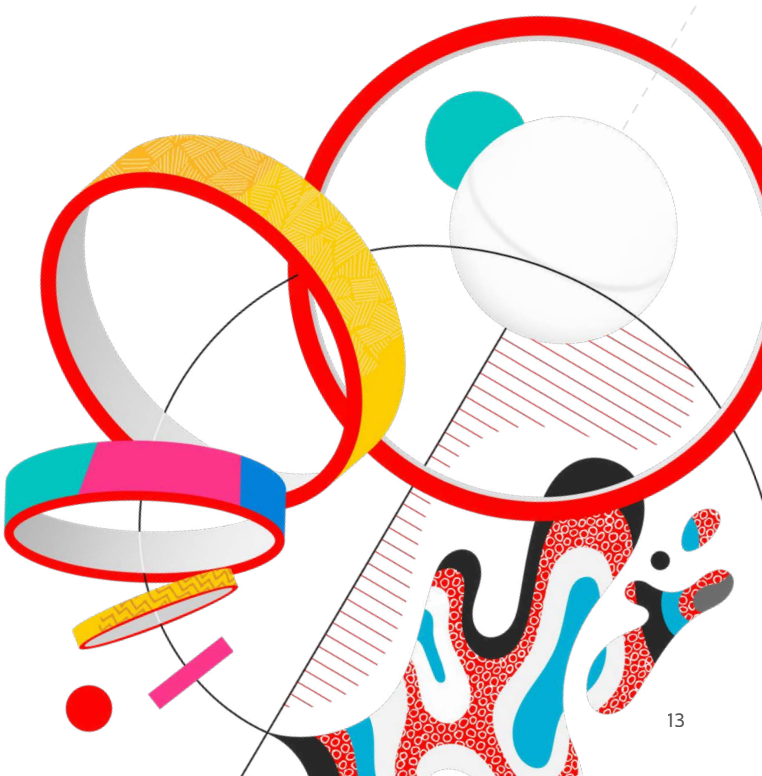
By making the switch to a cloud-native content management system, even midsize businesses can afford to tap into the power of AI to improve digital experiences and reap the benefits of greater speed, scale, simplicity and savings. But the ultimate benefit of making the switch is that your business will find it can finally create content experiences your customers love.

Learn more

Find out how a modern, cloud-native content management system can help your business affordably and efficiently create and deliver personalised digital experiences.

Reboot the content experience with a modern content management system.

Get details



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