Ars Logica to Launch New Bridge Report to Educate Prospective Buyers on Web Experience Implementation Risks

Organizations can have a clear understanding of technology requirements, purchase a suitable technology platform, and still have little to no idea about how to proceed. The Bridge Implementation Report seeks to remedy this paralyzing business challenge.

Boston, MA ([PRWEB](#)) March 03, 2016 -- The leading cause of delayed, stalled, or failed Web Experience implementations is not purchasing the wrong technology platform, but rather not understanding the difficulties associated with implementation. Although rarely discussed, unforeseen problems related to information architectural planning, budgeting, staffing requirements, realistic timelines, and selecting service providers, frequently cause businesses to lose months or years on stalled initiatives, hundreds of thousands of dollars in staff time, and untold online sales opportunities.

[Ars Logica](#) and [The Coffee Group](#) are conducting a comprehensive industry study to bridge the overlooked but extremely important knowledge gap between purchasing a WEM platform and successfully implementing it. The [Bridge Implementation Report](#) will analyze the quantitative and qualitative data associated with WEM implementations from more than 60 businesses that are successfully using the latest versions of leading digital experience platforms.

"Approximately 70% of any given customer's success can be credited to implementation practices, and only 30% to the software itself," said Tony White, founder of Ars Logica. "In my 20 years in the industry, this fact has been explicitly and repeatedly confirmed by CTOs and heads of IT alike." Despite the pervasive nature of these problems, there is surprisingly little research on the subject. Businesses often fly blind in their efforts to find the right service providers. While software companies avoid discussing the perils of implementation for fear of losing sales, implementers avoid such discussions for fear of seeming like harbingers of doom. Despite the silence, however, clients who have successfully implemented WEM platforms have a wealth of experience to help other businesses cross the chasm from purchase to implementation.

This study will mine critical implementation data from enterprises running the latest major release of WEM platforms, including but not limited to: Adobe Experience Manager, Sitecore Experience Platform, Acquia, SDL Web, OpenText Web Experience Management, Ektron CMS, EpiServer Cloud, Oracle WebCenter Sites, HP TeamSite, and IBM Customer Experience Suite.

The Bridge Implementation Report will be helpful to two audiences: buyers of WEM software and implementers of digital experience platforms. Available in Q2 2016, this market report will help software buyers avoid painful but needless implementation missteps. Additionally, implementers who wish to participate in the survey-fielding process are welcome to contact Ars Logica directly. Participants will receive customized analysis and recommendations – helping them to understand and improve their performance in the marketplace.

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An independent research and advisory firm specializing in digital experience technologies, Ars Logica is well positioned to educate the market on implementation best practices. The Bridge Implementation Report is a joint effort of Ars Logica (analysis), The Coffee Group (marketing), and Zicha & Associates (survey administration).

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