



ARC Report: Web Experience Management™

Implementation Study for Technology Leaders
2017

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 ARC Report seeks to remedy this paralyzing business challenge.

A STUDY CONDUCTED BY



ARS LOGICA
WEB ENGAGEMENT ADVISORS

Why The ARC Report Is Important

The leading cause of delayed, stalled, and failed Web & Mobile Experience implementations isn't selecting the wrong product or platform. It's a lack of understanding what's required to make the right platform operational. The plain fact is that an organization can have a clear understanding of its requirements, purchase a suitable WEM platform, and still be at a loss about how to proceed.

In the words of one Ars Logica client:

“We've seen the best WEM platforms on the market. We've evaluated them. And we bought what we believe to be the best fit. We also understand the digital marketing goals we would like the platform to help us achieve.

But when it comes to actually implementing the product, there's so much we don't know that we hardly know where to begin. It feels to us as though there is a big gap between purchasing the best WEM technology and actually getting it working – we don't know if we will be able to fill it.”

Unfortunately, stalled implementations are far more common than most people realize.

Software implementation firms realize it.

But when they discuss the problem openly, they run the risk of having prospective customers see them as only trying to generate additional business.

Software companies realize it.

But they are reluctant to discuss the issue publicly for fear of creating the perception that their software is difficult to implement.

Several years ago, Ars Logica asked CTOs of a dozen leading WEM vendors about the relative importance of software quality versus implementation quality.

They unanimously said the quality of the **implementation** trumps the benefits of one WEM platform versus another.

Many of them attributed approximately 70% of any given customer's WEM success to implementation, and only about 30% to the strengths of their respective products.

If this is the case, then why do most WEM buyers make purchase decisions based primarily on products' feature-functionality?

Goals of The ARC Report

The ARC Report has several goals, the first of which is to bring the industry's attention to an often intentionally overlooked, but extremely important subject.

The second goal of this study is to educate buyers of WEM platforms on the importance of a number of key implementation success factors, such as:

- Information architectural planning
- Adequate budgets
- Staffing requirements (sizing/skill sets)
- Product education and training
- Transfer-of-information processes between marketing and IT
- Awareness of learning curves, both technological and process-oriented
- Realistic timelines
- Selecting the right service provider

Third, this study aims to help WEM buyers identify suitable implementation service providers by assessing and highlighting the quality of their offerings. To achieve this, the publicly-available report will devote considerable attention to the analysis of quantitative and qualitative data collected from 60+ actual WEM implementations.

Finally, this study will establish a rich, timely knowledge base that can be tapped and promoted throughout the technology sector over several years.

The data collected on this project will be explored at a wide range of conferences, webinars, corporate education sessions, publications, vendor briefings, and other industry analyst events.

Report Design

This study will obtain detailed information on all of the questions and issues mentioned above from companies that have implemented one or more of the leading WEM platforms.

Respondents will come from several sources:

- Enterprises running the latest major release of specific 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, Hippo Digital Experience Platform, Jahia Experience Cloud, GX XperienCentral, Magnolia Digital Business Platform, Ingeniux CMS, and IBM Customer Experience Suite
- Customers of leading software implementers
- Ars Logica clients
- Recent attendees of WEM industry events
- Companies identified by service providers participating in the research study

There will be two primary means of obtaining information from respondents, all of whom will have agreed to participate ahead of time:

1. A survey developed and administered by Ars Logica's founder.
2. Real-time phone or in-person interviews conducted by Ars Logica to clarify, enrich, and expand upon information collected in the initial survey.

The survey will collect data from a significant pool of end-user respondents representing 15+ WEM platforms and will include questions on a range of topics relating to the success or failure of end users' implementations.

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ARC REPORT

Actionable research for technology leaders

A STUDY CONDUCTED BY ARS LOGICA



Founded in 2006, Ars Logica is a Boston-based research and advisory firm specializing in content management, web-mobile experience, and digital marketing technologies. Ars Logica clients include companies and organizations such as The World Bank, Yale University, and First Republic Bank.

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