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Business Value Highlights

366% three-year ROI

19% higher productivity for digital assets teams

47% faster creation of new assets

84% faster to render existing assets

27% faster delivery of content by digital marketing teams

20% faster to launch marketing campaigns



The Business Value of Adobe Experience Manager Assets

EXECUTIVE SUMMARY

The number of digital assets required to support all the digital experiences that marketers need to deliver today is growing exponentially. It's a perfect storm: The number of channels and devices continues to grow; marketers are increasingly personalizing experiences; and marketers are being asked to deliver more campaigns faster than ever before.

Budgets for content creation aren't growing to keep pace, however. This means marketers must find ways to streamline their content creation, management, and distribution processes. Here, digital asset management (DAM) plays a starring role.

IDC interviewed organizations using Adobe Experience Manager Assets (AEM Assets) to manage and distribute digital assets to internal and external stakeholders. Study participants reported substantial gains in content velocity, time to market, and team productivity — boosting their organization's return on investments (ROIs) in content. IDC quantifies the value of AEM Assets for these organizations at an average of \$3.17 million per year per organization over three years, which would result in an average three-year ROI of 366%. AEM Assets generates this value by:

- Increasing the return on content investments by improving asset findability and reuse and by reducing redundant content creation efforts
- Accelerating time to value from marketing and brand campaigns by streamlining asset distribution
- Improving team productivity through workflow automation
- Reducing risk associated with the use of outdated or unapproved digital assets



Every team that has a role in creating or delivering the digital customer experience needs access to the organization's approved digital assets.

As the number of applications used by marketing, sales, and customer service has grown, so too has the need for DAM as an integration point.

SITUATION OVERVIEW

Great digital experiences are part art, part science: The magic lies in how we combine content with data to deliver engaging, relevant experiences that delight the customer.

The digital asset management system is our system of record — the “single source of truth” — for the content part of this equation, and it plays a strategic role.

DAM provides governance, ensuring that only approved content assets are used and that the use of licensed content is compliant. DAM manages all the metadata for content assets, making them discoverable and enabling them to be combined in useful ways and put to use in automated workflows. DAM plays a critical role in the transformation of assets, creating channel- and device-appropriate renditions to ensure an optimal user experience and enabling dynamic experiences. Finally, DAM plays a critical role in automating the many workflows involved in content creation, management, and distribution.

The number of channels and devices through which we must engage with customers has mushroomed. The digital customer journey unfolds today across the web, mobile devices, social channels, messaging apps, commerce, IoT apps, and more; this means we need exponentially more renditions of a particular asset. Personalization further multiplies the number of variants required for each asset. We also need to manage new types of content — not just image and video but multimedia, 360, CGI, and AR content; these new content types must also be transformed or re-rendered for different channels and devices to deliver an optimum user experience.

Every team that has a role in creating or delivering the digital customer experience needs access to the organization's approved digital assets. As the number of applications used by marketing, sales, and customer service has grown, so too has the need for DAM as an integration point.

Today, marketing organizations are under pressure to accelerate time to market, deliver more campaigns in the same amount of time, and launch new digital experiences more quickly. They need to accelerate “content velocity.” At the same time, budgets for content creation aren't growing. Digital asset management is the answer.

Organizations that make DAM a strategic component of the digital experience management platform stand to realize very substantial business benefits. The ROI opportunity from DAM is reflected in this market's strong revenue growth over the past few years. Organizations that don't invest in DAM will increasingly struggle to deliver a consistent omni-channel experience.



AEM Assets is tightly integrated with Adobe Creative Cloud and with several Adobe Marketing Cloud solutions, including Adobe Experience Manager Sites and Adobe Campaign.

AEM Assets also offers APIs that enable integrations with third-party applications.

ADOBE EXPERIENCE MANAGER ASSETS

Adobe Experience Manager Assets is the digital asset management component of Adobe Experience Manager. AEM Assets enables organizations to ingest, tag, organize, secure, and distribute their digital assets to internal and external stakeholders. AEM Assets serves as the system of record for approved assets; facilitates collaboration between teams responsible for asset creation, digital marketing, and downstream asset distribution; and ensures against noncompliant use of licensed assets.

Key capabilities of AEM Assets include:

- Strong repository and metadata management services.** AEM Assets lets users easily manage files, collections, templates, catalogs, and shared links. It manages content of any type; streamlines metadata assignment via templates, schemas, and processing profiles; and provides built-in support for industry-standard metadata formats such as IPTC, Dublin Core, XMP, EXIF, and ID3. Search-based “smart collections” make it easy to define and share groups of assets. Adobe Sensei’s artificial intelligence (AI) capabilities automatically assign metadata tags to images upon upload, dramatically reducing the time and effort required to tag assets and improving search.
- Robust workflow capabilities.** AEM Assets lets teams automate and streamline their workflows, improving team productivity and accelerating time to market.
- Multilingual asset management.** AEM Assets’ built-in integrations to translation management solutions, in conjunction with multilingual metadata support, enable organizations to automate translation processes and support global campaigns.
- Dynamic images.** AEM Assets’ dynamic media capability automatically generates versions of image assets that are optimized for the viewer’s screen size and bandwidth; this eliminates the need to create, manage, and distribute multiple renditions of an image asset, thus saving on storage, simplifying the publishing workflow, and ensuring an optimum user experience. Advanced capabilities such as recoloring, cropping, and resizing enable personalized media experiences.
- Dynamic video.** AEM Assets provides an end-to-end video encoding, management, and streaming platform that optimizes for the playback experience for the viewer’s screen size and bandwidth, eliminating the need to pre-render and manage multiple renditions and ensuring a high-quality user experience.
- Interactive media.** In addition to its dynamic image and video capabilities, AEM Assets includes WYSIWYG authoring capabilities that let marketers create personalized immersive experiences such as shoppable media, carousels, banners, customized video players, 360 spin sets, product configurators, and dynamic assortments.
- Easy sharing/distribution of assets.** With AEM Assets, organizations can quickly and easily create brand portals to securely share assets with internal and external users, with a full audit trail.
- Integration with Adobe Creative Cloud, Adobe Marketing Cloud, and other applications.** AEM Assets is tightly integrated with Adobe Creative Cloud and with several Adobe Marketing Cloud solutions, including Adobe Experience Manager Sites and Adobe Campaign. AEM Assets also offers APIs that enable integrations with third-party applications.

THE BUSINESS VALUE OF AEM ASSETS

Study Demographics and Use of AEM Assets

IDC interviewed seven organizations in the fall of 2017 about their use of Adobe Experience Manager Assets. Study participants were asked a variety of qualitative and quantitative questions designed to elicit information about their experiences with AEM Assets and the impact of the solution on their management and delivery of digital assets. On average, these are large enterprises, with over 60,000 employees and revenue of \$23.5 billion per year.

These Adobe customers reported using AEM Assets to support an average of over 250,000 digital assets per year, with over 80,000 digital assets uploaded to and more than 235,000 digital assets downloaded from their AEM Assets repositories on an annual basis. Interviewed organizations represented the experiences of various industry verticals and were headquartered in the United States and Germany (see Table 1).

TABLE 1 Demographics and AEM Assets Use of Interviewed Organizations

	Average	Median
Number of employees	63,764	12,500
Company revenue	\$23.5 billion	\$5 billion
Number of countries supported by AEM Assets	28	15
Number of assets in DAM using AEM Assets	257,286	15,000
Number of assets uploaded to DAM per year using AEM Assets	82,159	9,000
Number of assets downloaded from DAM per year using AEM Assets	235,716	20,000
Countries	United States (6) and Germany	
Industries	Healthcare (2), life sciences, manufacturing, recreation, retail, and telecommunications	

n = 7

Source: IDC, 2018

Study participants cited similar reasons for implementing AEM Assets. Above all, they explained that a consolidated repository for housing and using digital assets was required; their efforts to leverage digital assets to support their business operations were curtailed by fragmented and inefficient digital asset management solutions. By contrast, they determined that AEM Assets would offer the unified platform they required, with user-friendly features to enhance productivity of employees working



“We have many people searching for assets, and our organization is spending a lot of its budget on asset creation, so it’s useful to establish a single place with AEM Assets where everything can be found.”

with digital assets. One organization noted: *“We have many people searching for assets, and our organization is spending a lot of its budget on asset creation, so it’s useful to establish a single place with AEM Assets where everything can be found.”*

Another Adobe customer commented: *“AEM Assets is great that it renders the image automatically in the background that I’m using, so I can quickly glance at what I’m using and know exactly what I’m looking for Also, the general interfaces are user-friendly in terms of activating, deactivating, versus deleting assets. It’s very user-friendly.”*

Table 2 shows the teams at interviewed organizations that are managing, handling, and delivering content using AEM Assets, with an average of 293 users per organization. Overall, these teams are focused on creating and moving around the content to benefit the business of these organizations, with website teams (121), creative teams/web designers (78), mobile/connected application developers (42), and marketing teams (23) being the heaviest users of AEM Assets. According to these Adobe customers, their core use cases for AEM Assets are as a repository for final approved content and as a portal for making digital assets/collections available (6 of 7 organizations), while several organizations said they are using AEM Assets as a collaborative system for workflow, a distribution system, a content planning platform, and a source of data on asset use/consumption.

TABLE 2 Use of AEM Assets by Team at Interviewed Organizations

	Average	Median
Creative teams/web designers	78	20
Marketing teams	23	10
Website teams	121	10
Mobile/connected application developers	42	2
Sales and channel management	17	5
DAM administrators/librarians	6	2
IT teams	6	5
Total	293	66

n = 7

Note: Total median does not equal sum of team medians because it is calculated as the median of total AEM Assets used by the organization.

Source: IDC, 2018



Study participants reported that AEM Assets is generating significant value for them by enabling them to maintain, share, and distribute digital assets more effectively and efficiently.

Business Value Analysis

Study participants reported that AEM Assets is generating significant value for them by enabling them to maintain, share, and distribute digital assets more effectively and efficiently. This enables more effective use of existing assets to support business efforts while helping teams that create, handle, and use digital assets on a day-to-day basis deliver more value to their organizations, thanks to time savings and improved ability to find and leverage existing work.

Study participants cited common drivers of efficiencies in their use, delivery, and management of digital assets, including:

- **Fostering increased reuse of assets:** *“I’m creating fewer assets because my colleagues overseas have created those assets for me, and I’m able to find them with relative ease with AEM Assets. There are fewer assets actually created, because I’m able to see what’s already been created. So that saves me and other people time — several hours per week each.”*
- **Minimizing duplicative work:** *“AEM Assets saves us time on duplicative work. I would say it’s a 20% time savings for eight people, which we’ve done by reducing duplicative creative work by about 30%.”*
- **Uploading and downloading assets faster:** *“To put an asset in the DAM with AEM Assets takes around 15 minutes compared with 45 minutes the old way.”*
- **Improving the overall performance of a digital asset repository:** *“I think that AEM Assets just makes our jobs a lot easier, in that it’s quick to respond to any of our actions that we take. For example, like with merging with Excel and importing/exporting information, it’s really quick.”*

IDC puts the value study participants are achieving with AEM Assets at an average of \$3.17 million per year per organization over three years (\$10,838 per AEM Assets user) in the following areas:

- **Higher productivity for teams responsible for managing and delivering digital assets** (\$2.90 million per year per organization over three years; \$9,903 per AEM Assets user)
- **More efficient management of risk related to the use of digital assets** (\$187,900 per year per organization over three years; \$642 per AEM Assets user)
- **Increased revenue through leveraging digital assets to support business** (\$32,400 per year per organization over three years; \$111 per AEM Assets user)
- **Less staff time needed to maintain and manage a digital asset repository** (\$53,100 per year per organization over three years; \$182 per AEM Assets user)



“We get renditions automatically out of AEM Assets, so if you upload files for printing purposes, you can get the web rendition directly out of the system without needing to upload it and do everything yourself.”



Faster movement of digital assets and content across these organizations not only means that less staff time is devoted to these efforts but means greater agility for using digital assets as content is ready when the need arises.

More Efficient Use and Creation of Digital Assets

The core impact of AEM Assets for study participants is in helping them create, deliver, and locate digital assets more efficiently and effectively. In turn, this drives value for these organizations in the form of discrete time savings for staff responsible for digital assets. Because AEM Assets enables employees to spend less time on preparing, obtaining, and sharing digital assets, they are freed up to focus on their core responsibilities, which include packaging digital content to support activities such as delivering content-rich applications and launching brand and marketing campaigns to support business efforts.

The previously mentioned functionality of AEM Assets is especially beneficial for staff responsible for creating digital assets. The overall benefits such as staff being able to render existing assets with speed for use and reuse (84% faster) and needing much less time to find, upload, and download assets (74% faster) stem from capabilities gained using AEM Assets. These benefits enable significantly faster creation of new assets (47% faster), delivery of assets based on existing assets (38%), and ultimately sharing of assets across the organization (49% faster) using AEM Assets (see Table 3). One study participant provided an example of efficiencies gained with AEM Assets: *“We get renditions automatically out of AEM Assets, so if you upload files for printing purposes, you can get the web rendition directly out of the system without needing to upload it and do everything yourself.”*

TABLE 3 Impact on Staff Time Required for Delivery of Digital Assets Using AEM Assets

	Before AEM Assets	With AEM Assets	Difference	Benefit (%)
Creation of new assets (hours)	3.9	2.1	1.8	47
Delivery of new assets based on existing assets (hours)	0.6	0.4	0.2	38
Creation of renditions of assets (hours)	0.9	0.1	0.8	84
Finding and downloading assets (minutes)	11	3	8	74
Creation and sharing of assets (hours)	19.0	9.7	9.3	49

n = 7

Source: IDC, 2018

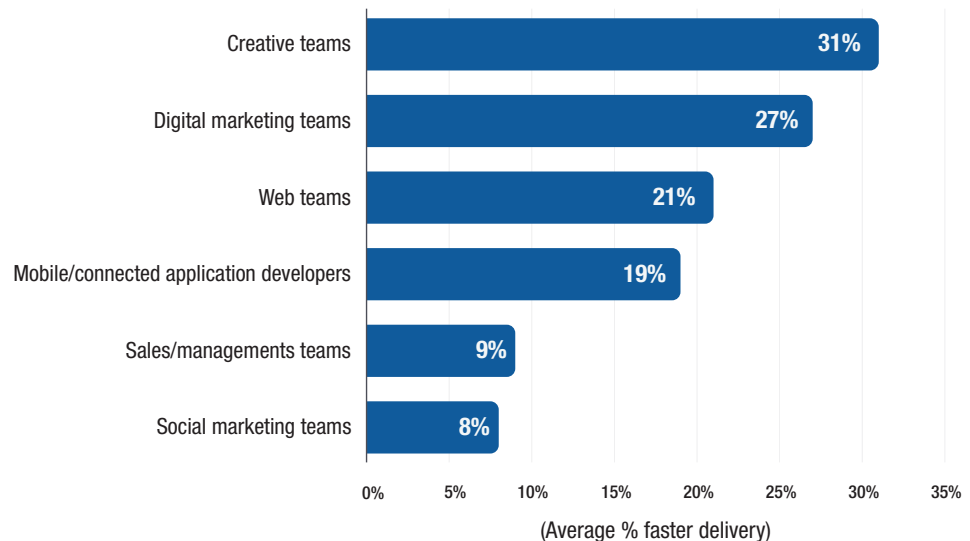
One measurable impact of AEM Assets for study participants is the increased velocity with which digital content is created and delivered. This benefit is especially evident for creative teams (31% faster) and digital marketing teams (27% faster), but the impact is also clear on other teams including website teams (21% faster) and developers (19% faster) working with digital assets and content supported by AEM Assets (see Figure 1). Faster movement of digital assets and content across



“We’re saving an hour of staff time per asset tens of thousands of times per year with AEM Assets. These time savings include reduced rework, doing less duplicative creative work, and saving time creating renditions.”

these organizations not only means that less staff time is devoted to these efforts but means greater agility for using digital assets as content is ready when the need arises.

FIGURE 1 Speed of Delivery of Content by Team Using AEM Assets



n = 7

Source: IDC, 2018

Study participants are achieving significant value by making digital content-related processes and workflows more efficient with AEM Assets through significant productivity gains for teams responsible for leveraging digital content in their day-to-day work. In essence, AEM Assets has enabled creative, web, development, marketing, sales, and social marketing teams to be more effective and deliver more value to their organizations. This value is expressed in different ways such as faster delivery of digital content, more timely and effective campaigns, and handling escalating requirements for delivery of digital content to support business operations without commensurate increases in team sizes. One organization noted how AEM Assets enables discrete time savings on an ongoing basis for its teams responsible for digital content, ultimately adding up to tens of thousands of hours of higher efficiency per year: *“We’re saving an hour of staff time per asset tens of thousands of times per year with AEM Assets. These time savings include reduced rework, doing less duplicative creative work, and saving time creating renditions.”*

Table 4 demonstrates the significant value AEM Assets is generating for these teams. IDC calculates that on average, these teams focused on digital assets achieve 19% higher productivity levels with AEM Assets, which translates to value of \$2.90 million per year per organization over three years (\$9,903 per AEM Assets user) for these teams and a limited number of other impacted users of AEM Assets, comprising a significant majority of the value IDC has quantified related to study participants’ use of AEM Assets.

TABLE 4 Impact on Teams Using AEM Assets

	Team Size Using AEM Assets	Value of Increased Productivity (FTEs)	Efficiency/Productivity Benefit (%)
Creative teams	79	21	21
Website teams	91	18	17
Mobile/connected application developers	49	12	20
Digital marketing teams	10	1	12
Social marketing teams	1	0	12
Sales/management teams	12	1	10
Total	242	55	19

n = 7

Source: IDC, 2018



“AEM Assets makes everything easier to do in terms of obtaining approvals, which speeds up the overall time frame for launching our campaigns.”

Business Enablement and Risk Minimization

Beyond the day-to-day impact of how AEM Assets enables digital content teams, study participants also reported that enhanced agility related to digital content supports business and marketing operations. These organizations cited reduced friction in the creation, use, and delivery of digital content with AEM Assets, driving improvements in their ability to leverage digital content for these purposes.

Table 5 shows that AEM Assets has helped study participants reduce the time to market for and increase the frequency of launching marketing campaigns. On average, the time needed by these organizations to launch marketing campaigns has reduced by 20%, as they are able to more easily create and put in place the digital content needed to drive the campaigns. One organization cited minimizing the time needed to collect digital assets to support campaigns as beneficial, while another organization noted: *“AEM Assets makes everything easier to do in terms of obtaining approvals, which speeds up the overall time frame for launching our campaigns.”* Another study participant discussed how AEM Assets positions it to support expansion efforts: *“We’re looking to expand, and AEM Assets helps us to prepare for that with digital experiences, especially in terms of having web-ready graphics.”*

TABLE 5 Time to Market for Campaigns and Launches Using AEM

	Before AEM Assets	With AEM Assets	Difference	Benefit (%)
Time to launch for marketing campaign (weeks)	2.7	2.2	0.5	20
Number of marketing campaigns launched per year per organization	70.0	74.0	4.0	5
Time to market for global launches or new products (weeks)	4.7	4.3	0.4	9

n = 7

Source: IDC, 2018

Study participants also reported achieving value by winning more business with AEM Assets and by reducing risk and costs related to improper use of digital assets. These organizations provided various examples of the impact of AEM Assets:

- **Delivering better user experience:** *“AEM Assets is helping us make our website better and deliver a better user experience Previously, we had to hand code websites, and they were as responsive or optimized as we needed.”*
- **Keeping up with market changes:** *“We’re in healthcare, and AEM Assets is making it easier for us to keep us with the speed of the market and also laws going into effect.”*
- **Ensuring the use of only approved assets:** *“We’ve reduced the risk of people downloading and using old assets by 70% Everyone is saving time as a result — probably eight hours per year because they are using the most current versions and not being told to redo work We’re more confident that we’re using the most up-to-date artwork.”*
- **Supporting consistent brand messaging:** *“With AEM Assets, we always have an asset’s history and that can have a kind of consistency in the messaging [With AEM Assets], we just look up and find the legal documents and the whole ordering story next to the asset, which was not the case in the past.”*

Study participants reported that minimizing digital asset-related risk and helping win more business are resulting in value that IDC quantifies at an average of \$187,900 per year per organization over three years (\$642 per AEM Assets user) through making risk mitigation more cost effective and efficient and \$32,400 per year per organization (\$111 per AEM Assets user) through the generation of additional revenue (see Table 6).



“AEM Assets is helping us make our website better and deliver a better user experience Previously, we had to hand code websites, and they were not as responsive or optimized as we needed.”



One study participant explained how moving to a single digital asset management platform with AEM Assets has freed up to focus on other activities:

“Because our internal solutions are so fractured and distributed, they probably require a good amount of time from 50 people, and AEM Assets requires much less of their time.”

TABLE 6 Business Operations and Risk Mitigation Using AEM Assets

	Per Organization
Revenue impact, better addressing business opportunities	
Total additional revenue per year over three years	\$215,700
Total recognized revenue per year*	\$32,400
Risk from use of unapproved assets	
Average risk reduced	44%
FTE time savings in managing risk	0.3
Cost savings related to managing risk per year	\$42,514
Risk from accidental disclosure	
Average risk reduced	9%
FTE time savings in managing risk	2.8

* IDC applies an assumed 15% operating margin in recognizing total revenue for purposes of its model.

Source: IDC, 2018

More Efficient Management of DAM

AEM Assets has also helped study participants make their management of digital assets and repositories more efficient. On average, IT teams supporting digital asset repositories are 21% more efficient using AEM Assets, and DAM teams are 7% more productive. One study participant explained how moving to a single digital asset management platform with AEM Assets has freed up to focus on other activities: *“Because our internal solutions are so fractured and distributed, they probably require a good amount of time from 50 people, and AEM Assets requires much less of their time.”* IDC puts the value of time efficiencies and higher productivity for IT and DAM teams at an annual average of \$53,100 per year per organization over three years (\$182 per AEM Assets user).

ROI Analysis

IDC based its ROI analysis on interviews with organizations that are using Adobe Experience Manager Assets to support the management and delivery of digital assets. Based on these interviews, IDC has calculated the benefits and costs to these organizations of using AEM Assets. IDC used the following three-step method for conducting the ROI analysis:

- 1. Gathered quantitative benefit information during the interviews using a before-and-after assessment of the impact of AEM Assets.** In this study, the benefits included staff efficiency and productivity related to the management and delivery of digital content, increased revenue, the impact on content-related risk, and cost reductions.
- 2. Created a complete investment (three- and five-year total cost analyses) profile based on the interviews.** Investments go beyond the initial and annual costs of using AEM Assets and can include additional costs related to planning, consulting, migrations, and staff or user training.
- 3. Calculated the ROI and payback period.** IDC conducted a depreciated cash flow analysis of the benefits and investments for these organizations' use of AEM Assets over three- and five-year periods. ROI is the ratio of the net present value (NPV) and the discounted investment. The payback period is the point at which cumulative benefits equal the initial investment.

Table 7 provides IDC's analysis of the average benefits and investment costs for interviewed organizations' use of AEM Assets. IDC calculates that these organizations will invest a discounted average of \$1.57 million per organization over three years (\$5,351 per AEM Assets user) or \$2.23 million per organization over five years (\$7,620 per AEM Assets user). In return, IDC projects that these organizations will realize discounted benefits worth \$7.30 million per organization over three years (\$24,940 per AEM Assets user) or \$12.50 million per organization over five years (\$42,717 per AEM Assets user). This would result in a three-year ROI of 366% and a five-year ROI of 461%, with break even in their investment in AEM Assets occurring in one year.

TABLE 7 ROI Analysis

	Three-Year per Organization	Three-Year per AEM Assets User	Five-Year per Organization	Five-Year per AEM Assets User
Benefit (discounted)	\$7.30 million	\$24,940	\$12.50 million	\$42,717
Investment (discounted)	\$1.57 million	\$5,351	\$2.23 million	\$7,620
Net present value (NPV)	\$5.73 million	\$19,588	\$10.27 million	\$35,098
Return on investment (ROI)	366%	366%	461%	461%
Payback period	12 months	12 months	12 months	12 months
Discount rate	12%	12%	12%	12%

Source: IDC, 2018



Digital asset management is the key to improving organizations' return on content investments. It helps organizations improve content reuse, identify and eliminate redundant spend on asset creation, reduce asset distribution costs, and improve staff productivity through workflow automation.

CHALLENGES AND OPPORTUNITIES

The need to deliver personalized experiences across the ever-growing array of digital channels, coupled with pressure on marketing to accelerate time to value, is driving spend on digital asset management systems. Every marketing organization we spoke with told us it needs to increase its content velocity, but budgets for content creation have remained relatively flat.

Digital asset management is the key to improving organizations' return on content investments. It helps organizations improve content reuse, identify and eliminate redundant spend on asset creation, reduce asset distribution costs, and improve staff productivity through workflow automation.

Adobe competes with a long list of vendors in this market; the market is also quite fragmented from a use case perspective. As a key component of Adobe Experience Manager (and Adobe Marketing Cloud), AEM Assets is specifically designed to support marketers that are creating and delivering digital experiences.

That said, Adobe is the largest vendor in the digital asset management market today, and it enjoys several advantages. In addition to its global footprint and large partner channel, Adobe has integrated AEM Assets with Adobe Creative Cloud and several of the solutions in Adobe Marketing Cloud, including AEM Sites and Adobe Campaign. Adobe's hegemony in creative tools gives the company a vast installed base to leverage, and the company is uniquely positioned to address the collaboration challenges between creative and marketing teams. Adobe's strengths in dynamic imaging and video, thanks to the acquisition of Scene7 many years ago, is an important differentiator. So is Adobe Stock.



IDC-interviewed Adobe customers credited AEM Assets with helping them increase their content velocity and reduce time to market and improve team productivity.

Integrations with other systems will be key to realize ROI from investments in DAM; extensibility and APIs will be therefore critical, and prepackaged integrations will be valuable, too. Although we are in early days still, AI and machine learning hold great promise for automating metadata generation; the creation and maintenance of metadata represents a significant part of the cost and effort of a typical DAM implementation. Adobe must continue to invest in both these areas to remain competitive.

CONCLUSION

As the number of devices and digital channels to which organizations must deliver digital experiences continues to grow and as organizations localize, contextualize, and personalize those experiences, the number of digital assets organizations must create and manage is growing rapidly. In addition, marketing teams are being called upon to deliver more campaigns, more quickly, to accelerate revenue. At the same time, budgets for content creation aren't growing. Digital asset management solutions enable organizations to increase their content velocity in a cost-effective manner.

Many organizations have turned to Adobe Experience Manager Assets to help them cope with these challenges. IDC-interviewed Adobe customers credited AEM Assets with helping them increase their content velocity and reduce time to market and improve team productivity. These organizations have been able to make more efficient and effective use of their content, realize a greater return on their investments in content and, ultimately, improve their ability to deliver engaging digital experiences.

APPENDIX

IDC's standard ROI methodology was utilized for this project. This methodology is based on gathering data from organizations currently using AEM Assets as the foundation for the model. Based on interviews with these study participants, IDC performs a three-step process to calculate the ROI and payback period:

- Measure the savings associated with using AEM Assets in terms of staff efficiency and productivity benefits related to digital content creation, use, and management; increased revenue; and cost reductions.
- Ascertain the investment made in deploying and using AEM Assets.
- Project the costs and savings over three- and five-year periods and calculate the ROI and payback for the deployed solution.

IDC bases the payback period and ROI calculations on a number of assumptions, which are summarized as follows:

- Time values are multiplied by burdened salary (salary + 28% for benefits and overhead) to quantify efficiency and manager productivity savings. For purposes of this analysis, IDC has used its standard Business Value study assumptions of an average fully loaded \$100,000 per year salary for IT staff members and an average fully loaded salary of \$70,000 for non-IT staff members. IDC assumes that employees work 1,880 hours per year (47 weeks x 40 hours).
- The net present value of the three- and five-year savings is calculated by subtracting the amount that would have been realized by investing the original sum in an instrument yielding a 12% return to allow for the missed opportunity cost. This accounts for both the assumed cost of money and the assumed rate of return.

Further, because IT solutions require a deployment period, the full benefits of the solution are not available during deployment. To capture this reality, IDC prorates the benefits on a monthly basis and then subtracts the deployment time from the first-year savings.

Note: All numbers in this document may not be exact due to rounding.

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