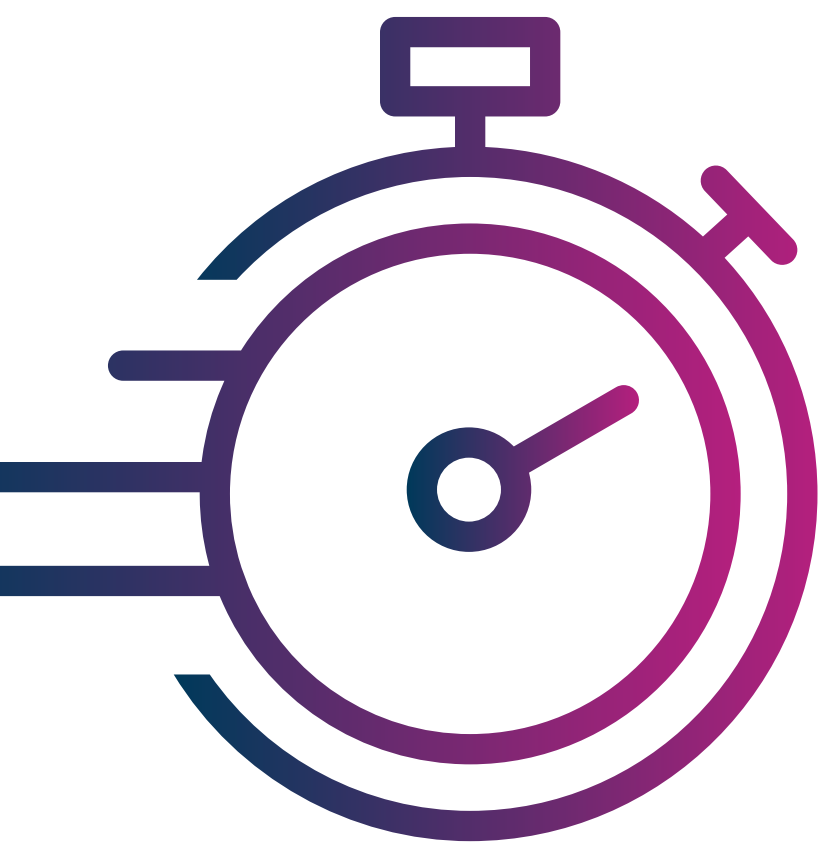


Don't wait, accelerate - with an agile, composable DXP strategy.



Crownpeak commissioned technology market research specialists Vanson Bourne to conduct a study which lifted the lid on enterprise organizations' experience with traditional content management systems (CMS). By interviewing both IT and marketing decision-makers, the results highlight the struggles facing these organizations and the impacts this is having.

Organizations on traditional, monolithic CMS are struggling to accelerate their digital experiences



73%

report that their organization requires improvement when it comes to the speed and agility of digital experience delivery

11 months

- the average number of months it has taken respondents' organizations to implement their current CMS or DXP. **For 35%, this took between one and two years**

Beyond the launch of their CMS or DXP, organizations are **taking significantly longer to launch digital campaigns** than expected. On average, it takes:



2x

longer to implement a **new landing page design**



1.7x

longer to create a **microsite with a new design/creative**



2x

longer to create a **new content page using an existing template or page layout**



1.3x

longer to create a **new content page using a new template or page layout**

But why is this?

Organizations are challenged by **out-of-date technology and lack of marketing autonomy** to control the digital experience directly

60%

of IT decision-makers whose organization is using a CMS or DXP, say they aren't on the most up-to-date version

41%

report that their marketing team asks their IT team to update software to a new version and provide technical or software support - **and it doesn't stop there, with multiple requests causing additional delays...**



34%

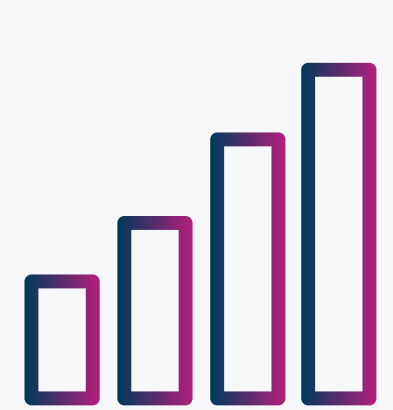
report that their **marketing team asks their IT team to update content**



33%

report that their **marketing team asks their IT team to deliver new landing pages and campaigns**

Stalling acceleration coupled with the hidden costs of traditional CMS are putting a strain on organizations



\$1.3m (USD)

The average amount of money respondents' organizations have spent over the last 12 months on infrastructure related to its CMS or DXP

55%

of development teams' time is spent each week maintaining current CMS or DXP platforms **versus 45% spent creating new digital experiences**



65%

of respondents would rather use funds on new digital experiences

+38%

average revenue uplift respondents' organizations would experience if they improved the delivery speed of new digital experiences



Methodology:

This quantitative study surveyed 400 US IT and marketing decision-makers in November and December 2020. Respondents were from organizations with 1,000 or more employees across private sectors including financial services, IT, technology and telecoms and healthcare/pharmaceuticals. All interviews were conducted using a rigorous multi-level screening process to ensure that only suitable candidates were given the opportunity to participate.