



# A GUIDE TO DQM ADOPTION IN YOUR ORGANIZATION: GETTING BUY-IN

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*Once companies understand the value of implementing Digital Quality Management into their content publishing workflow, it's time to run it up the flagpole for approval. But where do you start and how do you prepare for implementation? Here's a road map to help you.*

Once you have determined how a DQM solution will benefit your organization, it's helpful to have a roadmap to implementation. Because the benefits of a DQM implementation are so far-reaching, it's critical to involve different departments of your organization early in the process.

We recommend following this time-tested process:

### **Step 1: Clearly Define Your Objectives**

Lay out the goals and objectives for your DQM implementation. Make sure you're considering not only business goals but compliance objectives, technical considerations, marketing/brand goals and of course, the cost of the DQM solution you're considering. Also include the enterprise's specific requirements: scalability, specific functionality, language needs, etc.

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### **Step 2: Assemble a Cross-Functional Team**

Everyone involved with WCM decisions or who will be impacted by DQM adoption should be represented. Since this is an enterprise-wide implementation, this will help obtain executive buy-in and support from functional teams. A representative from the organization's WCM provider should even be considered as a member.

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### **Step 3: Speed-to-Value Modeling**

With cloud-based DQM, implementation can be a matter of weeks, not months or years. Still, establishing the value and ROI timescale of DQM can be important in terms of justifying licensing costs.

#### **Step 4: Establish Risk Avoidance Value**

Usually, teams involved in quality management software implementation in areas like manufacturing or operations need to quantify the benefits that will accrue from mitigating risk. It may be necessary to figure this out for DQM, so a good starting point is to project future benefits based on past regulatory or legal penalties (yours, or those a competitor suffered), examples of egregious violations of messaging that cost the company revenue (direct or indirect), and any other monetary blows relating to quality management.

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#### **Step 5: Calculate ROI**

A global organization may already have some idea of the costs a lack of content quality control inflicts on their business. So using the data on hand, it's vital to project the potential ROI that DQM can provide, whether in terms of alleviating the costs of present-day quality lapses, the expense of manual quality control and avoiding future costs as the business expands, or the positive gains to be had from improved customer experience, vitality and retention.

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#### **Step 6: The Procurement Process**

Determine the benchmarks and features that matter to your business, decide who has authority over the procurement decision, then begin researching potential providers. Request a product demo and extend an invitation to everyone on the team you've assembled. For those who don't plan on participating, give them an opportunity to pose any questions or concerns they'd like addressed. Don't hesitate to ask for provider customer references you can speak with directly.

## Step 7: Customization Planning

Besides offering dozens of standard, out-of-the-box checkpoints, leading DQM solutions offer the ability to add custom checkpoints as well. These can be based on your industry or brand's unique requirements. So if you're in a regulated industry that mandates the utilization of up-to-date legal disclaimers, or you have stringent rules for editorial copy (like phrases that should never be used), you'll have the opportunity to determine exactly which misuses you'd like to flag. For global companies with hundreds of websites, these can be separately tailored to address the needs of each website. Although any suitable DQM provider will help you through this process, it's helpful to start creating a list ahead of your implementation so there are fewer hiccups along the way.

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## Step 8: Launch Prep

Before your DQM asset launches, make sure everyone across the entire enterprise understands the benefit and how it will be implemented. Make sure they receive the proper training in the platform prior to the launch, and that they understand it's a mandatory component of your ongoing digital content presence.

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Founded in January 2001, Crownpeak was the first company to offer web content management through a SaaS solution. Today, leading brands trust Crownpeak's cloud-first Digital Experience Management (DXM) platform to quickly and easily create, deploy and optimize customer experiences across digital touchpoints at scale. Crownpeak provides a complete solution for DXM featuring content management, personalization, search and hosting, in addition to fully integrated Digital Quality Management (DQM) to ensure brand integrity and meet compliance requirements. More than 180 customers including Unilever, BNY Mellon, Thomson Reuters, Eli Lilly, and Aflac rely on Crownpeak to deliver engaging experiences that delight customers, promote loyalty and deliver results.