

# Content Supply Chain – Revolutionizing the Content Development Lifecycle

December 2023: Complimentary Abstract / Table of Contents



# Our research offerings

This report is included in the following research program(s):

## Interactive Experience (IX) Services

- ▶ Amazon Web Services (AWS)
- ▶ Application Services
- ▶ Artificial Intelligence (AI)
- ▶ Asset and Wealth Management
- ▶ Banking and Financial Services Business Process
- ▶ Banking and Financial Services Information Technology
- ▶ Catalyst™
- ▶ Clinical Development Technology
- ▶ Cloud and Infrastructure
- ▶ Contingent Staffing
- ▶ Contingent Workforce Management
- ▶ Customer Experience Management Services
- ▶ CX Excellence
- ▶ CXM Technology
- ▶ Cybersecurity
- ▶ Data and Analytics
- ▶ Digital Adoption Platforms
- ▶ Digital Services
- ▶ Digital Workplace
- ▶ Employee Experience Management (EXM) Platforms
- ▶ Employer of Record (EOR)
- ▶ Engineering Research and Development
- ▶ Enterprise Platform Services
- ▶ Exponential Technologies
- ▶ Finance and Accounting
- ▶ Financial Services Technology (FinTech)
- ▶ GBS Talent Excellence
- ▶ Global Business Services
- ▶ Google Cloud
- ▶ HealthTech
- ▶ Human Resources
- ▶ Insurance Business Process
- ▶ Insurance Information Technology
- ▶ Insurance Technology (InsurTech)
- ▶ Insurance Third-Party Administration (TPA) Services
- ▶ Intelligent Document Processing
- ▶ Interactive Experience (IX) Services
- ▶ IT Services Excellence
- ▶ IT Talent Excellence
- ▶ Life Sciences Business Process
- ▶ Life Sciences Commercial Technologies
- ▶ Life Sciences Information Technology
- ▶ Locations Insider™
- ▶ Marketing Services
- ▶ Market Vista™
- ▶ Microsoft Azure
- ▶ Microsoft Business Application Services
- ▶ Modern Application Development (MAD)
- ▶ Mortgage Operations
- ▶ Multi-country Payroll
- ▶ Network Services and 5G
- ▶ Oracle Services
- ▶ Outsourcing Excellence
- ▶ Payer and Provider Business Process
- ▶ Payer and Provider Information Technology
- ▶ Pricing Analytics as a Service
- ▶ Process Intelligence
- ▶ Process Orchestration
- ▶ Procurement and Supply Chain
- ▶ Recruitment
- ▶ Retail and CPG Information Technology
- ▶ Retirement Technologies
- ▶ Revenue Cycle Management
- ▶ Rewards and Recognition
- ▶ SAP Services
- ▶ Service Optimization Technologies
- ▶ Software Product Engineering Services
- ▶ Supply Chain Management (SCM) Services
- ▶ Sustainability Technology and Services
- ▶ Talent Genius™
- ▶ Technology Skills and Talent
- ▶ Trust and Safety
- ▶ Value and Quality Assurance (VQA)

If you want to learn whether your organization has a membership agreement or request information on pricing and membership options, please contact us at [info@everestgrp.com](mailto:info@everestgrp.com)

Learn more about our  
**custom research capabilities**

Benchmarking

Contract assessment

Peer analysis

Market intelligence

Tracking: providers, locations,  
risk, technologies

Locations: costs, skills,  
sustainability, portfolios

# Contents

<b>1. Introduction and overview</b>	<b>4</b>
• Research methodology	5
• Background of the research	6
<b>2. Building a case for a content supply chain</b>	<b>7</b>
• Evolution of the content ecosystem	8
• Content supply chain life cycle	9
• Content supply chain from a product perspective	10
• Fragmentation and challenges pertaining to the content supply chain	11
<b>3. Gearing up for a content supply chain</b>	<b>12</b>
• How content supply chain mitigates marketer's worries	13
• Pre-requisite before adopting a content supply chain	14
• High-risk challenges faced by marketers while managing content supply chain	15
<b>4. The future of the content supply chain</b>	<b>16</b>
• How marketers are using GenAI	17
• GenAI solutions complementing the content supply chain	18
• Content supply chain offerings currently present in the market	19
• Adobe's content supply chain offerings in the value chain	20
• Market success stories	21
• Framework for SIs to build capabilities around content supply chain	22
<b>5. Appendix</b>	<b>23</b>
• Glossary	24
• Research calendar	25

For more information on this and other research published by Everest Group, please contact us:

**Nitish Mittal**, Partner

**Nisha Krishan**, Practice Director

**Sonal Bera**, Analyst

## Background of the research

In today’s hyper-connected world, where customers interact with brands across multiple touchpoints, the demand for seamless experiences and 1:1 personalization has reached unprecedented levels. The increasing demand for content, coupled with rising customer expectations, poses a challenge for marketers to create, share, and track quality content at scale.

Content Supply Chain (CSC) enables marketers to seamlessly integrate the various processes in a content ecosystem. It can help spearhead both technological and organizational transformation by encompassing people, processes, and technology dimensions. Through an effective CSC implementation, marketers can gain a competitive advantage by streamlining the workflow, deliver content at scale, and track their market success.

In this research, Everest Group has taken the opportunity to highlight the potential benefits that marketers can expect by adopting a content supply chain. We also emphasize the future implications of it for both enterprises and service providers

### Scope of this report



**Geography**  
Global



**Industry**  
Content Supply Chain (CSC)

## Overview and abbreviated summary of key messages

In this report, Everest Group highlights the potential benefits that marketers can reap by adopting a Content Supply Chain (CSC). The report also underscores the future implications of this approach for all the stakeholders involved – from enterprises to service providers.

Some of the findings in this report, among others, are:

### Dynamism of the ecosystem

- The ever-evolving definition of content is leading to the slow and steady maturing of the content ecosystem and the dynamic changes in consumer content preferences
- Existing inefficiencies surrounding the fragmented CSC landscape will need fast resolution to enable marketers experience the full potential of adopting a CSC at scale

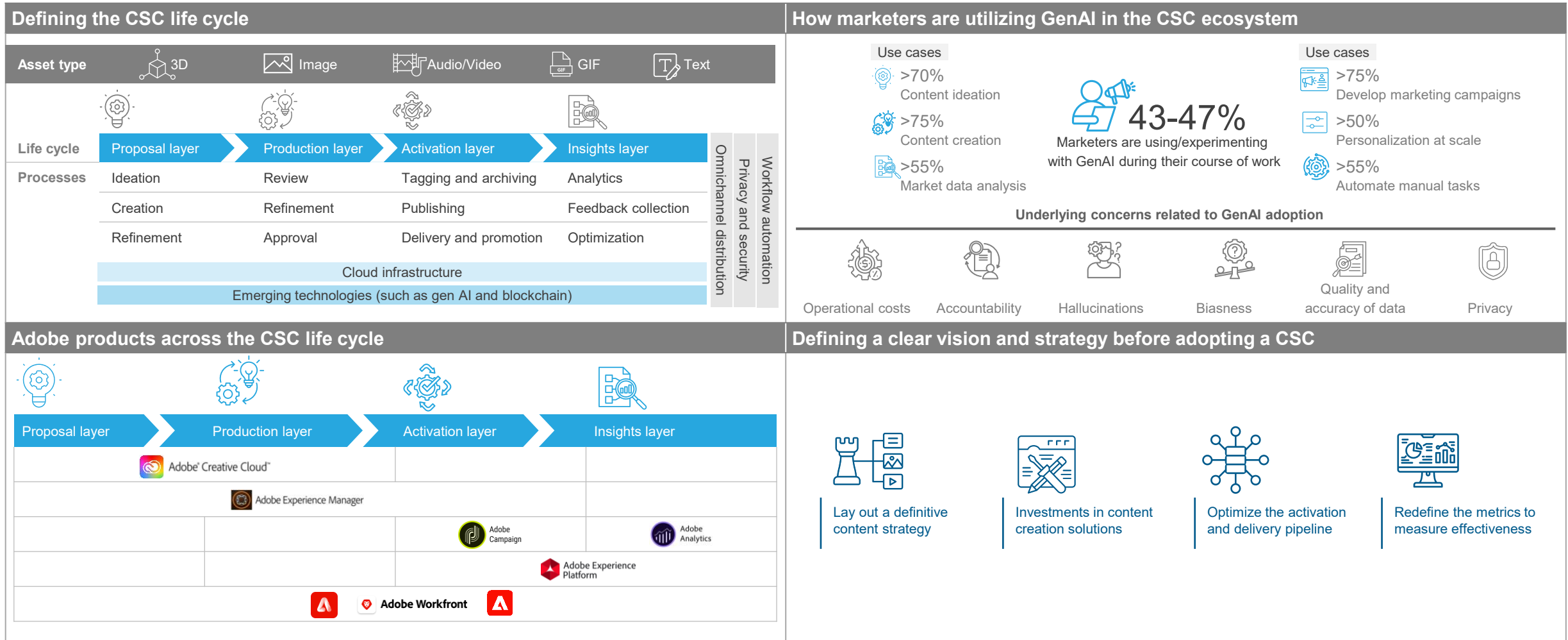
### Growing Investments

- As the adoption of CSC picks up pace, product vendors are ramping up their CSC offerings across the value chain of the content ecosystem
- The arrival of GenAI-powered CSC tools has led to marketers taking cognizance and its increasing adoption in the workflow
- Among the CSC product players, Adobe is the undisputed market leader in terms of the maturity and features of the CSC tools ecosystem. However, newer entrants too are positioning their products as a serious alternative

### The way forward

- Product vendors will need to step-up their CSC offerings and provide value added additional services to enterprise marketers
- Service providers will need to develop end-to-end capabilities across the CSC ecosystem to cater to the growing appetite of enterprises' needs

# This research offers distinct chapters providing a deep dive into key aspects of Content Supply Chain; below are four charts to illustrate the depth of the report



# Research calendar

## Interactive Experience (IX) Services

Published Planned Current release

Reports title	Release date
Customer Data Platform (CDP) Products PEAK Matrix® Assessment 2023	May 2023
Customer Data Platform (CDP) Products Provider Compendium 2023	June 2023
Generative AI - Revolutionizing the Creative Design and Development Process	May 2023
Customer Journey Orchestration : Empowering Personalized CX Across Touchpoints	July 2023
Digital Commerce Platform State of the Market 2023	August 2023
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment – North America 2023	October 2023
Digital Interactive Experience (IX) Services Provider Compendium – North America 2023	November 2023
Digital Interactive Experience (IX) Services PEAK Matrix® Assessment – Europe 2023	November 2023
Digital Interactive Experience (IX) Services Provider Compendium – Europe 2023	December 2023
Digital Experience Platform (DXP) Products PEAK Matrix® Assessment 2023	December 2023
Digital Experience Platform (DXP) Products Provider Compendium 2023	December 2023
<b>Content Supply Chain - Revolutionizing the Content Development Lifecycle</b>	<b>December 2023</b>
Voice of Stakeholder (VoS) Compendium Report 2023	Q1 2024
Decoding the MarTech Ecosystem and the Rise of Composability	Q1 2024
Digital Commerce Services Mid-Market PEAK Matrix® Assessment 2024	Q2 2024

Note: [Click](#) to see a list of all of our published Interactive Experience (IX) Services reports



Everest Group is a leading research firm helping business leaders make confident decisions. We guide clients through today's market challenges and strengthen their strategies by applying contextualized problem-solving to their unique situations. This drives maximized operational and financial performance and transformative experiences. Our deep expertise and tenacious research focused on technology, business processes, and engineering through the lenses of talent, sustainability, and sourcing delivers precise and action-oriented guidance. Find further details and in-depth content at [www.everestgrp.com](http://www.everestgrp.com).

## Stay connected

**Dallas (Headquarters)**  
info@everestgrp.com  
+1-214-451-3000

**Bangalore**  
india@everestgrp.com  
+91-80-61463500

**Delhi**  
india@everestgrp.com  
+91-124-496-1000

**London**  
unitedkingdom@everestgrp.com  
+44-207-129-1318

**Toronto**  
canada@everestgrp.com  
+1-214-451-3000

**Website**  
[everestgrp.com](http://everestgrp.com)

**Social Media**  
 @EverestGroup  
 @Everest Group  
 @Everest Group  
 @Everest Group

**Blog**  
[everestgrp.com/blog](http://everestgrp.com/blog)

## NOTICE AND DISCLAIMERS

**IMPORTANT INFORMATION. PLEASE REVIEW THIS NOTICE CAREFULLY AND IN ITS ENTIRETY. THROUGH YOUR ACCESS, YOU AGREE TO EVEREST GROUP'S TERMS OF USE.**

Everest Group's Terms of Use, available at [www.everestgrp.com/terms-of-use/](http://www.everestgrp.com/terms-of-use/), is hereby incorporated by reference as if fully reproduced herein. Parts of these terms are pasted below for convenience; please refer to the link above for the full version of the Terms of Use.

Everest Group is not registered as an investment adviser or research analyst with the U.S. Securities and Exchange Commission, the Financial Industry Regulatory Authority (FINRA), or any state or foreign securities regulatory authority. For the avoidance of doubt, Everest Group is not providing any advice concerning securities as defined by the law or any regulatory entity or an analysis of equity securities as defined by the law or any regulatory entity.

All Everest Group Products and/or Services are for informational purposes only and are provided "as is" without any warranty of any kind. You understand and expressly agree that you assume the entire risk as to your use and any reliance upon any Product or Service. Everest Group is not a legal, tax, financial, or investment advisor, and nothing provided by Everest Group is legal, tax, financial, or investment advice. Nothing Everest Group provides is an offer to sell or a solicitation of an offer to purchase any securities or instruments from any entity. Nothing from Everest Group may be used or relied upon in evaluating the merits of any investment. Do not base any investment decisions, in whole or part, on anything provided by Everest Group.

Products and/or Services represent research opinions or viewpoints, not representations or statements of fact. Accessing, using, or receiving a grant of access to an Everest Group Product and/or Service does not constitute any recommendation by Everest Group that recipient (1) take any action or refrain from taking any action or (2) enter into a particular transaction. Nothing from Everest Group will be relied upon or interpreted as a promise or representation as to past, present, or future performance of a business or a market. The information contained in any Everest Group Product and/or Service is as of the date prepared, and Everest Group has no duty or obligation to update or revise the information or documentation. Everest Group may have obtained information that appears in its Products and/or Services from the parties mentioned therein, public sources, or third-party sources, including information related to financials, estimates, and/or forecasts. Everest Group has not audited such information and assumes no responsibility for independently verifying such information as Everest Group has relied on such information being complete and accurate in all respects. Note, companies mentioned in Products and/or Services may be customers of Everest Group or have interacted with Everest Group in some other way, including, without limitation, participating in Everest Group research activities.