

# Content Supply Chain – Revolutionizing the Content Development Lifecycle

December 2023: Complimentary Abstract / Table of Contents



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## 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

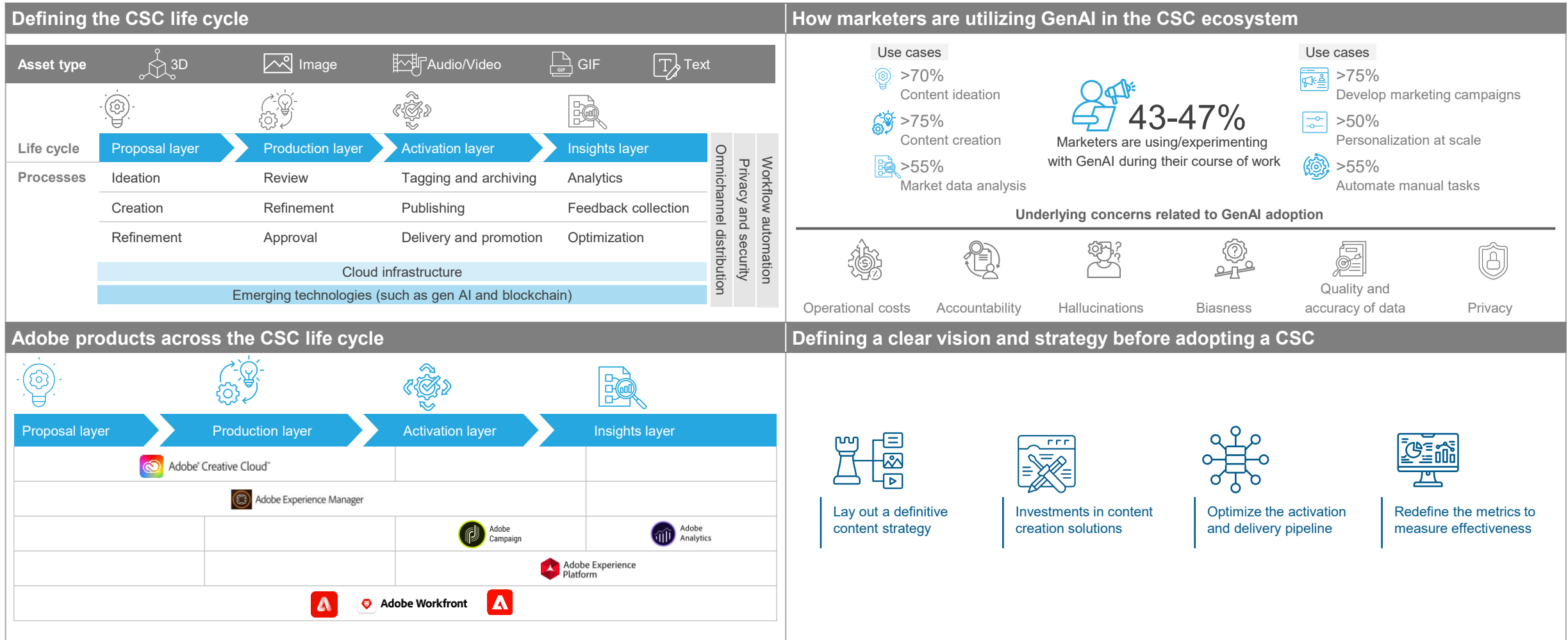
### Growing Investments

- 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
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Digital Interactive Experience (IX) Services PEAK Matrix® Assessment – Europe 2023	November 2023
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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

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