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Multi-Client

Document & Content Solutions: The Professional Services Opportunity

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Executive Summary

Documents and content are an essential part of nearly all business processes. They dictate how organizations communicate, officially record and reference transactions, and capture information for later use. The growing interest in document and content-based solutions is driven by numerous business needs and initiatives, including:

- Business process improvement
- Knowledge management
- Portals and intranets
- Enterprise-wide access to information
- Compliance and records management
- Marketing automation: brand equity management, improved lead generation, and promotion
- Commerce/sales
- Enhanced customer service & support
- Customer, channel, and partner extranets

A single product rarely addresses all of an organization's document and content needs, and implementing solutions is almost never as easy as simply deploying new hardware and installing new software. A solution must encompass creation processes; content management; integration with other enterprise systems; publishing, printing, and delivery; and increasingly, a way for the information consumer to interact and respond to the information.

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A range of professional services are required to sculpt the technologies into real solutions from which organizations can directly derive business benefits. To that end, organizations utilize their own IT resources to implement, integrate, and deploy document and content-based solutions. They often supplement this effort with external resources, and sometimes nearly completely outsource the services. Our research shows that organizations turn to many different sources for assistance, including the technology providers, system integrators, professional service firms, full solution and managed service providers, and consultants.

InfoTrends believes that the market for professional services for document and content solutions in the U.S. and Canada was \$1.2 billion in 2004, excluding outsourced services related to scanning, printing, or other document processing. That market size was developed by utilizing the mean expenditure of \$410,200 per firm over the past twelve months, which was found in this study and in InfoTrends' report entitled *Content and Document Management Market Forecast: 2003-2008*.

Of that \$1.2 billion, \$352 million is captured in the U.S. and Canadian markets directly by the software providers for the professional services that they offer. This correlates with the \$883 million spent on document and content management software licenses sold in the U.S. and Canada during 2004.

The document and content management market is quite fragmented, and there are many hands in the pot. Some of the primary questions facing professional services providers relating to document and content solutions include: What factors do companies consider when procuring external professional services? What is the balance of strategic, advice-oriented consulting versus hands-on implementation experience that companies prefer to buy? How important is an understanding of the business process driving the need? What type of organization is best positioned to capitalize on this opportunity?

These questions form the basis of our research. The primary objectives of this study were to profile the document and content professional services opportunity and the provider landscape, and to identify the strategies required for successful market engagement and deployment. This study provides the foundation to effectively target and sell to this growing market.

To accomplish the research objectives, we conducted research in a number of different areas. First and foremost was an extensive, in-depth survey that was completed by over 358 respondents. We supplemented the survey with some telephone interviews with end-users. These interviews referenced individuals' survey responses and dug deeper to obtain a more detailed and personal view. Finally, we conducted extensive desk research through the Internet and publications to broaden our knowledge of the market and individual firms.

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