

WHITE PAPER

How Can Content Management Drive ROI?

Enterprise content teams can realize significant time and cost savings while increasing content personalization and learner engagement—even while also growing in scope and scale



How Can Content Management Drive ROI?

Organizations typically don't think of content departments as revenue generators—but with the right content strategy and technology, enterprise content teams have the potential to drive significant return on investment (ROI).

From increased productivity and reduced resource requirements to improved employee and customer experience, outcomes, and profitability, enterprise content teams can realize significant time and cost savings while increasing content personalization and learner engagement—even while also growing in scope and scale.

This white paper will explore:

1. The ROI of Training, Reskilling & Upskilling
2. The ROI of Content Personalization at Scale
3. The ROI of Enterprise-wide Content Reuse
4. The ROI of Centralized Content Management
5. The ROI of Streamlined Content Maintenance
6. The ROI of Multiexperience Content Delivery
7. The ROI of Streamlined Content Translation
8. The ROI of Comprehensive Content Analytics
9. Implementing the Right Technology to Drive ROI
10. What to Look for in an Enterprise CCMS Provider
11. Building a Business Case for a CCMS



Curious how much ROI you can achieve with Xyleme? Use our interactive ROI Calculator to estimate your potential savings.

The ROI of Training, Reskilling & Upskilling

The ROI of training, reskilling and upskilling is driven by:

- Improving engagement and reducing voluntary turnover by increasing opportunities for personal & career growth
- Improving day-to-day outcomes with necessary skills
- Reducing errors, accidents and non-compliance incidents through proper education
- Driving a more positive employee experience by setting your teams up for success

"We saw a large increase in completed learning courses after rolling out Xyleme. Our learner engagement—a key KPI for our organization—improved and the built-in analytics provided the data we needed to prove it." - TetraPak

In the next five years, 40% of core skills will change and 50% of the global workforce will need reskilling and upskilling, according to research by the [World Economic Forum](#).

In the U.S., [82% of employees and 62% of HR directors said they believe that workers will need to reskill at least once a year](#) to maintain a competitive advantage in a global job market.

It's no surprise that 46% of Learning and Development leaders surveyed in [LinkedIn Learning's 2022 Workplace Learning Report said](#) Reskilling and Upskilling were a top focus area this year, second only to Leadership and Management Training, and followed closely by Digital Upskilling / Digital Transformation. Employee Performance Support and Implementing Learning Tools and Analytics ranked fifth and sixth, respectively.

"One great way to keep people engaged and motivated is through solid training and development programs," says Rich Henson of [HRMorning](#).

In fact, [93% of Millennial and Gen Z workers](#) surveyed said they expect employers to provide learning opportunities.

But effective training content can't be one-size-fits-all. There are simply too many needs, use cases, experience levels, and delivery channels at play for it to work. To really move the needle on outcomes, training content has to be personalized.

The ROI of Content Personalization at Scale

The ROI of achieving successful personalization is driven by:

- Improving engagement and satisfaction with content that is tailored to the user
- Speeding up adoption and improving outcomes with targeted content
- Scaling quickly to serve new audiences, languages, products, etc.
- Improving the content experience for the end user

“The ability to quickly customize a learning solution for a specific customer has been invaluable. With Xyleme, we can do this without spending the resources on creating a whole new module from the ground up. Since we can link content from other places, we can quickly create the specific education that any particular audience needs.” - [Allina Health](#)

According to research by McKinsey & Company, [71% of consumers expect personalized content experiences—and 76% get frustrated when that doesn't happen](#). It stands to reason that your employees, customers, franchisees, and other partners have similar expectations.

Creating engaging content experiences requires the ability to personalize content based on the specific need, learner, experience level, product, region, language, etc.

But content personalization isn't just delivering content in the right language or auto-filling the learner's name—it's about delivering exactly the right content (and only that content) in exactly the right place, time and format.

You wouldn't want to navigate a 100-page PDF user manual when looking for a policy or procedure, or sift through page after page of training content to get to a simple how-to about a specific product feature.



A big part of improving both customer and employee engagement is delivering relevant, personalized content at the point of need. But with more than a dozen digital channels where [Technology & Services Industry Association \(TSIA\)](#) members reported searching for product help, from Google and YouTube to chat bots and social media

platforms, the challenge of delivering personalized content experiences—particularly when operating at scale—quickly become unsustainable.

The ROI of Enterprise-wide Content Reuse

The ROI of content reuse is driven by:

- Decreasing time and resources required to create and manage content
- Reducing time to market for new content
- Improving accuracy and consistency across the enterprise

“Xyleme has reduced our content development costs by 53%, for a projected total savings of more than \$673,000 over the next three years.” - [Rogers Communications](#)

[Intelligent content reuse](#) is essential to effective personalization at scale, as it allows core content to be repurposed across audiences, with unique contextual content elements added as appropriate to create truly personalized content experiences for each audience you serve.

When content is developed for one-off use, it is impossible to reuse published content for different audiences and formats without duplication. As a result, creating and publishing—not to mention updating and maintaining—content deliverables for different audiences and delivery channels becomes both increasingly costly and time consuming as you increase in scope or scale.

If you want to efficiently personalize and localize content for a wide range of audiences, business needs and distribution channels, you need to [rethink the way your organization designs and develops content](#), and start by implementing a content strategy centered on reuse.

What Makes Content Reusable?

1. Reusable content is succinct & self-contained

Reusable content must be self-contained in short, logical chunks (or “components,”) that can stand on their own or be grouped together with other unique content components. Reusable content isn’t created as a long-form document, instead it’s built with many individual content building blocks.

2. Reusable content is flexible & format agnostic

Reusable content isn’t tied to a specific format, such as PowerPoint, Word, PDF, Captivate, Articulate, etc. It’s format agnostic, built in a flexible format like XML, so it can be endlessly reused across any desired format—including those that don’t even exist yet.

3. Reusable content is evergreen & built to last

Reusable content must be built to last. It should focus on descriptions, instructions, examples, etc., that aren’t likely to change often (and if they do change, it’s imperative to have [a reuse strategy that allows you to update them efficiently](#)). Contextual content can then be added around the evergreen, reusable content to tailor the overall content experience for the appropriate audience, channel, location, and use case.

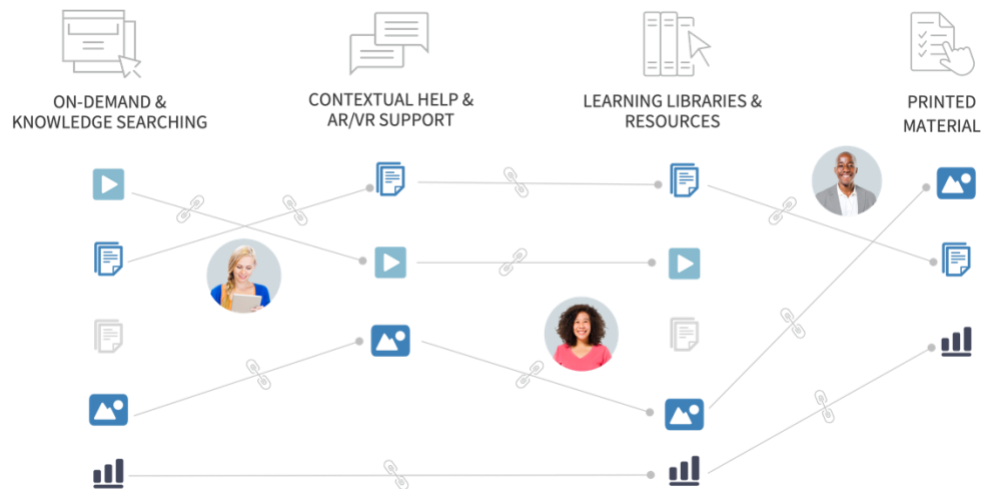
With truly reusable content, suddenly it becomes easy for organizations to customize content components and add the necessary context to deliver truly personalized content experiences, on any channel, in any format, for any number of diverse audiences, products, and business needs.

The ability to reuse content efficiently hinges on linking intelligent content components into different deliverables and outputs—[not copying and pasting content from one publication to another.](#)



Still using traditional “rapid” authoring tools to build your content? Take a closer look at why [WYSIWYG and so-called rapid authoring tools fall short for creating reusable content.](#)

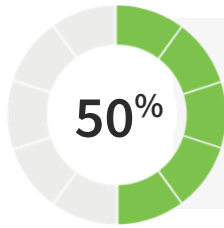
Linking content components allows organizations to repackage and repurpose core content, layering in contextual content where appropriate, in order to truly personalize content at scale without creating a maintenance burden.



Use Cases for Enterprise Content Reuse

Enterprise content reuse presents huge ROI opportunities. Here are just some of the types of content that have significant reuse potential:

- Onboarding & new hire training
- Technical training
- Certification & compliance management
- Reskilling & upskilling
- Technical documentation
- Product training & documentation
- Customer onboarding
- Customer training & support
- Self-service learning & support
- OTJ training & just-in-time resources
- Field service support



Xyleme customers achieve a 50% reduction in content development time, on average, thanks to the ability to “create once and publish anywhere.”

With the right content strategy—supported by the right content operations tech stack—organizations can reuse and repurpose content across the extended enterprise, tailoring it to meet the unique needs of each individual audience you serve.

The ROI of Centralized Content Management

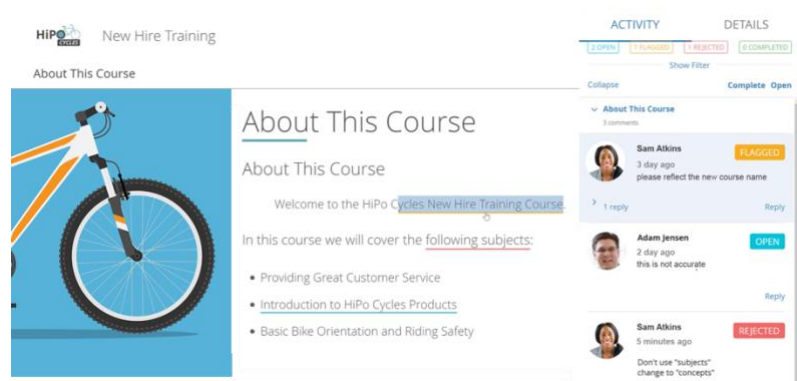
The ROI of centralized content management is driven by:

- Reducing the time and resources needed to manage content effectively,
- Making it easy to find, reuse, and deliver content across the enterprise
- Maintaining control of your content once it’s been delivered—whether that’s pushing new updates to an LMS or rescinding access to a former customer

“With Xyleme, we can make real-time updates that go out to our learners as soon as they are published, whereas we could previously only push updates to learners quarterly. We can also now ‘turn off’ client files. Before Xyleme, once our course files were with our clients, we had no control. Now, they get updates in real time and we can turn files off if a contract is not renewed.” - [National Finance Association](#)

Managing large volumes of content presents challenges for any organization. When that content is decentralized—across departments, devices, products, regions, etc.—effectively [managing all those individual pieces of content quickly becomes unsustainable](#). Centralizing content management with a

Component Content Management System (CCMS) like Xyleme provides a single source of truth, which drives significant savings in both time and resources when individual pieces of content need to be found, reviewed, updated, republished or reused.



When content is centralized, organizations can manage, tag & version content in one place—no more searching multiple LMSs, file shares or individual laptops for the latest content versions. Centralized content management also makes it easy to integrate content created in outside applications, such as Captivate or Storyline, without duplication.

Of course, it doesn't matter how good your content is if you—or your content teams, employee learners, customers, channel partners, franchisees, etc.—can't find it.

Powerful, granular metadata, built-in searching and tagging, and the ability to filter content by role, region, product, language, and more are vital to making sure content can easily be found and accessed at the point of need. Centralizing content management (even while operating across disparate teams, job sites, and time zones) paves the way for huge efficiencies, making it easy to find and reuse content where appropriate, and to ensure consistency and accuracy across every single iteration and deliverable.

The ROI of Streamlined Content Maintenance

The ROI of streamlined content maintenance is driven by:

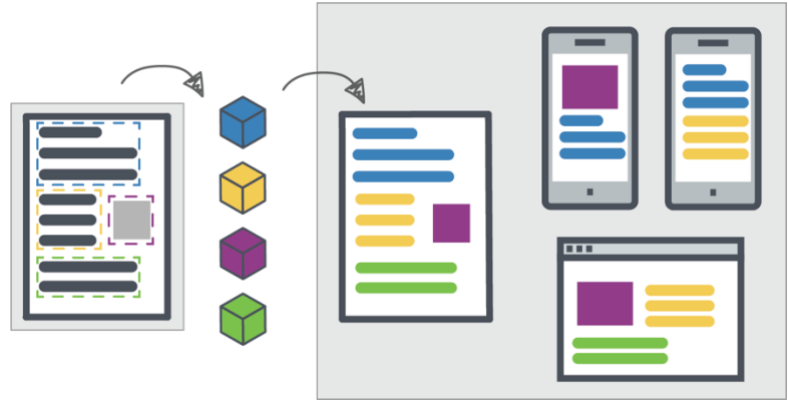
- Slashing the time and resources required to keep content accurate and up-to-date
- Making content management at scale efficient and trackable
- Reducing errors and non-compliance incidents resulting from inaccurate or out-of-date-content

“Prior to Xyleme, content updates could take up to 3 or 4 days, as the Instructional Designers had to first find, then manually update all the locations where the content appeared... With Xyleme, we simply update the source content and then we can seamlessly push the updates to every single location where the content is used, so updates now take hours instead of days—the time savings have been significant.” - [Regional U.S. Energy & Utilities Provider](#)



Xyleme customers save an average of more than 60% on content maintenance time thanks to the ability to quickly update source content and then seamlessly push those updates to every single publication, channel, and experience where that piece of content is used.

A CCMS like Xyleme leverages intelligent, structured content, built in individual, reusable components, to create limitless content experiences. Because content components are reused instead of recreated for each new content deliverable—and linked instead of copied—updates can be made quickly and comprehensively, regardless of volume.



Built-in “Where Used” reporting allows content teams to quickly identify each individual place a piece of content is used, allowing enterprise-wide content updates to be made in a [fraction of the time of traditional content maintenance processes](#).

Simplifying content maintenance processes across the extended enterprise not only reduces content development and update time, it also minimizes risks associated with inaccurate or inconsistent content, resulting in better outcomes and fewer errors or non-compliance incidents. Considering that the [average U.S. company spends upwards of \\$5 million a year on non-compliance incidents](#), there is a huge potential for ROI when organizations can ensure content is accurate and up-to-date across all deliverables, teams, products, and locations.

Making it easier to keep content accurate is a win for any organization, but accomplishing that at scale is no simple task. Combining reusable content components with a powerful, end-to-end content management platform like Xyleme empowers even the largest organizations to easily keep content in sync and up-to-date, no matter how many unique products, audiences, languages, and business use cases they serve.

The ROI of Multi-experience Content Delivery

The ROI of multiexperience content delivery is driven by:

- Improving adoption and engagement by delivering training in the flow of work
- Reducing errors and non-compliance incidents resulting from out-of-date training
- Fostering a better employee and customer experience by providing the exact content they need, when and where they need it

"The ability to distribute learning content anywhere we can insert a link has been a game changer.... [it] has led to dramatic increases in the use of reference content since we can better meet learners right where they need it." - [National Telecommunications Provider](#)

According to recent research conducted [by Technology & Services Industry Association \(TSIA\)](#), people searching for product help expect to be able to find information on **more than a dozen unique digital channels**, from Google and YouTube to chat bots and social media platforms.

And therein lies the challenge—how do you take the same piece of content and make it not only available, but easily accessible and consumable, in an array of ever-expanding formats, channels, and other touchpoints?



How do you seamlessly deliver content at the point of need, providing targeted on-the-job support and just-in-time training while on the go or at the job site via mobile search, custom portal, QR code, and more, making it easy for your teams to get the specific information they need, exactly when and where they need it?

The key is building a content strategy designed for multiexperience content distribution.

In order to support an effective multiexperience content distribution strategy over the long term, it's imperative that content is built to be format agnostic. [Xyleme's Component Content Management System \(CCMS\)](#) accomplishes this by storing content in XML to ensure it can be repurposed in any format our customers may need.

This not only [supports both omnichannel and multiexperience distribution strategies](#) as we know them today, it also future-proofs content, ensuring it will be equally accessible via new formats, channels and touchpoints as they emerge.

But with an ever-expanding array of content touchpoints available, it's extremely difficult for organizations to effectively create reusable content and implement a successful omnichannel—let alone multiexperience—content distribution strategy [without the right technology to support it](#).

The ROI of Streamlined Content Translation

The ROI of streamlined content translation is driven by:

- Reducing the time and costs associated with content translation
- Supporting and simplifying localization

“With Xyleme, we’ve reduced our average translation costs from approximately \$2,600 per course to just \$650 per course—a 75% savings, totaling more than \$175,000 in the first year alone.” - [Ford Motor Company](#)

Xyleme customers save more than 50% on translation time and costs with Xyleme CCMS.

According to a report by Common Sense Advisory on [Translation at Fortune 500 Companies](#), companies that translated information in order to communicate with and retain their partners were 2.67 times more likely to see revenue increases. Additionally, Fortune 500 companies that translated to “keep up with or to gain an edge over their competitors” were 2.04 times more likely to have an increase in profits and 1.27 times more likely to generate augmented earnings per share.

Because Xyleme stores content in flexible XML, it is not tied to presentation, design, layout, or format, making it easy to export and import only what is needed for translation. As a result, translation can now be completed in a fraction of the time—no manual packaging or un-packaging required.



Ford’s Finance Department also saw significant improvements in translation turnaround times, reducing translation production time from an average of three months per course, to just four-to-six weeks.

Built-in interactions and image overlays also provide substantial cost savings from traditional methods, which required manually editing image files for translation based on each language. With Xyleme, images that contain text are automatically translated with the rest of the content.

Not only does Xyleme streamline the translation process, it also supports localization, which allows content teams to designate specific words or terms as variables and dynamically substitute those words at the point of publishing, while still maintaining a single source of truth. Content can now be tailored to a variety of audience requirements, including unique branding, product names, and cultural context.

The ROI of Comprehensive Content Analytics

The ROI of Comprehensive Content Analytics comes from the ability to:

- Consistently refine and improve content to ensure it achieves the desired business outcomes
- Reduce the time and resources required to comply with regulatory audits by automatically collecting and compiling complete content and learner data.

“With Xyleme we can re-use content from course to course... and then deliver that content across multiple platforms, all while retaining the ability to track and monitor course consumption and progress.” - [TeleTracking](#)

The most efficient content management processes in the world can't improve outcomes if the content itself isn't achieving results. But when traditional content management and delivery platforms provide little more than simple satisfaction ratings, it's extremely difficult to accurately measure the effectiveness of your content.

With a built-in Learning Records Store and out-of-the-box Content and Learner Analytics dashboards, Xyleme CCMS tracks your content every step of the way. Understanding how users are consuming content empowers content teams to proactively manage and refine content in order to consistently improve outcomes.

Xyleme is able to capture such comprehensive content and user data because the content itself supports robust metadata, including:

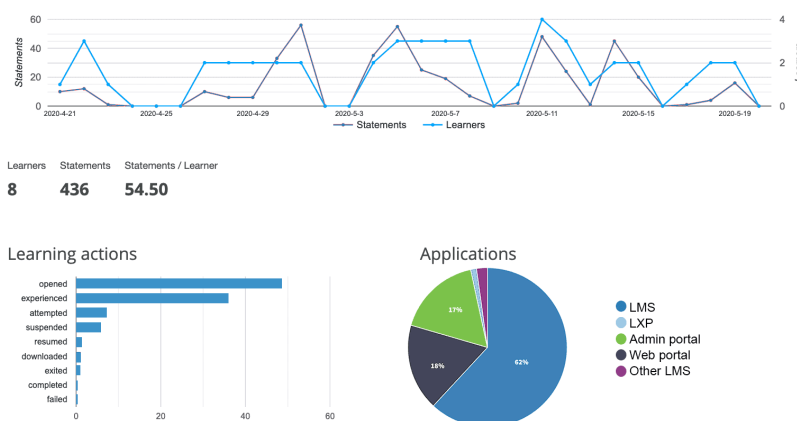
- Content creation, last modified and expiration dates
- Complete content version histories
- Relevant information such as region and role
- Classifications tying to specific skills and competencies
- Assessment scores, attempts, and performance down to the question level

Armed with an objective understanding of exactly how your content—and users—are performing, you can improve content and training programs to continue to move the needle for your organization.

This level of content data is more than just insightful—it [can save companies in highly-regulated industries significant money and man hours](#) when a regulatory audit occurs, making it easy for content teams to produce complete content and learner history and analytics with just a few clicks.

When U.S. organizations spend an average of [more than \\$5 million a year on non-compliance incidents](#), having the ability to closely monitor content consumption, review question level analytics, and easily generate complete content and learner records saves a lot of time, money, and frustration.

Xyleme not only centralizes your content distribution, it also centralizes your data collection, bringing all of your data together in the Xyleme Learning Record Store (LRS), where it can be easily exported to your enterprise data lake or merged with other business operations data to provide a clear picture of the impact of your content and training programs.



Implementing the Right Technology to Drive Content Management ROI

There are a wide range of tools and platforms available to handle everything from content creation and publishing to asset control and learning experience management, empowering enterprise organizations to build content technology ecosystems that are tailor-made for their specific business needs.

In order to achieve maximum content management ROI, you need to build your content operations tech stack on the right foundation. To achieve the ROI explored above, that foundation has to be a [Component Content Management System like Xyleme](#).

A CCMS like Xyleme provides an end-to-end enterprise content management solution that streamlines content authoring, publishing, delivery, reuse, personalization, translation, management and maintenance at scale.

Xyleme is designed to provide a future-proof foundation for your enterprise content management tech stack, and can [easily integrate with all the different systems, platforms and tools already in place](#) to provide a truly customized content operations tech stack that drives significant ROI, year over year.



What to Look for in an Enterprise CCMS Provider

Only a CCMS like Xyleme, with a long-standing history (founded almost 20 years ago) and established, global customer base (we are proud to serve some of the world's best-known brands, from Ford, 3M and Cisco to the world's largest online retailer and social media platforms), has the knowledge, technology, and customer support resources to maximize your content management ROI.

"Xyleme's support and education resources are responsive and truly world-class." - [ACAMS](#)

Any CCMS provider you choose to partner with should be wholly committed to your success.

What do we mean by “committed to your success?”

Find out more about Xyleme's
Enterprise CCMS Platform 

Commitment to Product

When you purchase a CCMS (sometimes also called a Learning Content Management System, or LCMS,) you have made a big commitment in time and money, and you should expect your LCMS vendor to be just as committed. It is important that this isn't just one of many products the vendor supports, but that it's their top priority, and that they continue to aggressively invest resources into ongoing developments and improvements.

Choose a CCMS vendor that is committed to both you and the product itself for the long haul.

Commitment to Customer Community

Organizations that purchase a CCMS are innovators that want to learn what their peers are doing. Enterprise CCMS providers should understand that the user community is vital, and should facilitate networking between customers through customer events, community forums, and sharing of best practices.

Choose a CCMS vendor that is committed to promoting and supporting a vibrant, engaged user community to ensure you never stop innovating and improving.

Commitment to You

The level of commitment you've made to your enterprise content management strategy should be equally supported by the vendor's commitment to your success. The right CCMS vendor understands that your evolving strategy demands a deep relationship—that you need to be supported by professionals who know what your priorities are, and who are trained to help you achieve them. You should be able to pick up the phone and talk to experts to get hands-on help when you need it (without being charged by the minute).

Choose a CCMS vendor that is committed to working closely with you throughout the partnership to help continue driving even greater ROI.

Building the Business Case for a CCMS

We've explored the different ways a CCMS can help drive ROI, as well as what to look for when selecting a vendor. But you'll likely need to make the business case to your executive team in order to get them on board.



Here's are some simple steps to help you get started:

1. **Map out your current content processes and use cases.** Where are the gaps? Where are the workarounds? Identify which processes are working and which need to be revisited.
2. **Make a list of future-state use cases** you'd like to add but aren't currently supporting and prioritize them starting with greatest potential impact. Which departments have the most overlapping content? Which pieces of content are consumed by the greatest number of customers, employees, franchisees, channel partners, etc.?
3. **Determine your projected potential ROI** with our interactive [ROI Calculator](#). Simply enter your information to see your potential annual cost savings with Xyleme. Using the information you've gathered in your future-state research, you can generate ROI estimates based off future state as well as current state department needs. (Please note that all ROI Calculator results are estimates and may change.)
4. **Try to find a champion (or two,)** who understands the potential ROI of implementing an enterprise CCMS and can support the business case with the rest of the leadership team.
5. **Identify the use cases and business problems that are of highest importance to the executive team** and prioritize your proposed use cases and goals based on what will move the needle on the executive team's top priorities. The quicker you can show value and ROI, the higher your odds of success.
6. Work with a CCMS vendor like Xyleme to determine possible paths from your current state to future state goals so you can show your executive team clear ROI projections and a clear path to success.
7. **Plan to begin your CCMS implementation by focusing on the highest-value content with the greatest reuse potential first** so you can start to see impact as quickly as possible. Tackling implementation and onboarding of a new CCMS with the department(s) that have the greatest volume of overlapping content and potential for reuse is the fastest way to start seeing results. A CCMS vendor like Xyleme will work closely with you to map out a customized implementation plan, and partner with you every step of the way to achieve your goals.



Need help building your business case for a CCMS? [Xyleme is here to help—speak with one of our consultants today to get started.](#)

To find out why more the world's biggest brands trust Xyleme to power their content management strategies, visit our website at www.xyleme.com or call us 303-872-9872.

You can find Xyleme on LinkedIn, Twitter, Facebook, and YouTube.



About Xyleme

Xyleme's Component Content Management System (CCMS) — sometimes called a Learning Content Management System (LCMS) — powers the digital transformation of complex content authoring, management, and syndication, enabling the delivery of personalized digital experiences to stakeholders around the world with previously impossible speed and scalability. The company's proven systems manage the entire content lifecycle process, improve productivity, enable sales and growth initiatives, ensure compliance, and drive optimization to employees and stakeholders across the extended enterprise. Founded in 2004, Xyleme's Create and Syndicate solutions have won numerous industry awards and are used by the world's leading Fortune 500 brands across every major industry vertical including: 3M, Cisco, Christus Health, Dunkin Brands, T-Mobile, and VMware.