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The Forrester Wave™: Digital Asset Management For Customer Experience, Q3 2016

The 12 Providers That Matter Most And How They Stack Up

by Anjali Yakkundi
August 15, 2016

Why Read This Report

In our 33-criteria evaluation of digital asset management (DAM) providers, we identified the 12 most significant ones — ADAM Software, Adobe, Bynder, Canto, Celum, Cognizant, MediaBeacon, North Plains Systems, OpenText Media Management, OpenText MediaBin, WebDAM, and Widen — and researched, analyzed, and scored them. This report shows how each provider measures up and helps application development and delivery (AD&D) professionals make the right choice.

Key Takeaways

OpenText Media Management And ADAM Software Lead The Pack

Forrester's research uncovered a market in which OpenText Media Management and ADAM Software lead the pack. Adobe, Cognizant, OpenText MediaBin, Bynder, and Celum offer competitive options. MediaBeacon, Widen, Canto, and WebDAM have work to do but remain options, while North Plains Systems lags behind.

AD&D Pros Are Looking For Deeper Support For DAM For Interactive Content

The DAM market is growing because more AD&D professionals see DAM as a way to address their top challenges to manage customer-facing rich media content.

Workflow, Marketing Support, Analytics, And Cloud Are Key Differentiators

As older technology becomes outdated and less effective, improved capabilities in workflow, marketing support, analytics, and cloud will dictate which providers will lead the pack. Vendors that can provide these capabilities position themselves to successfully deliver to their customers.

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by Anjali Yakkundi
with Stephen Powers, Danielle Geoffroy, Allison Cazalet, and Peter Harrison
August 15, 2016

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Forrester conducted product evaluations in May and June of 2016 and interviewed 12 vendors and 38 user companies. The vendors we interviewed were ADAM Software, Adobe, Bynder, Canto, Celum, Cognizant, MediaBeacon, North Plains Systems, OpenText Media Management, OpenText MediaBin, WebDAM, and Widen.

Related Research Documents

The Forrester Wave™: Content Marketing Platforms, Q2 2015

Vendor Landscape: Digital Asset Management, 2016

You're A Content Publisher Now, So Get Your DAM House In Order

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Rich Media Content Is The Soul Of Customer Experience

Valuable customer experiences will be the primary factor that differentiates brands that win, serve, and retain customers in the next decade, and AD&D pros must source new technologies to support this imperative. Customers' interactions with your firm rely on the content you produce at every interaction point (see Figure 1).[1] This means that content producers aren't just media or publishing or entertainment companies: Today, everyone is a content producer. Many companies have done this: Kohler created a partnership with parent bloggers to create viral YouTube content, Lego produces online webisodes, and Virgin America created Hollywood-produced in-flight safety videos.[2]

While content is the lifeblood of customer experiences, rich media adds the soul to those experiences. Rich media is particularly important for creating engaging content. While text and copy are still prevalent and important, rich media like videos and images are unparalleled in their ability to drive customer attention and create emotional connections. Specifically, rich media helps:

› **Drive interactive campaigns.** Rich media, especially video, drives advertising: The Forrester Research Online Display Advertising Forecast, 2015 To 2020 (US) showed that online video advertising has the steepest growth rate of any ad format and will represent 60% of all display advertising spend by 2020.[3] Rich media drives campaigns beyond ads as well. Dove, for example, produced a short film to drive its Real Beauty marketing campaigns. Nearly every retailer today includes images in their email campaigns to drive greater attention and click rates.

› **Enrich the brand experience.** What better way is there to express your brand's identity than through the most engaging form of content — rich media? Rich media content enables brand managers to better connect with customers and reinforce brand identity at every customer touchpoint. This means that organizations not only need to create more rich media content, but they also need rich media content that is consistent, coherent, and meets standard brand guidelines.

› **Support richer experiences driven by sales, product, and lines of business.** Rich media content goes beyond just campaigns. Brands such as The Home Depot and Lowe's invest in how-to video content because they know that their customers need to see exactly how a job is done.[4] Sephora's Beauty Board promotes ongoing customer engagement via its community of cosmetics users who tell stories with embedded products.[5] A business-to-business organization we spoke with manages images for sales to enable easy creation of customized presentations with videos and images for prospects.

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FIGURE 1 Rich Media Content Drives Customer Engagement

- Behind-the-scenes video or story
- Brand's take on X topic
- Product development posts
- Interactive content to promote community and loyalty

- Interactive campaigns
- Fashion tips from famous stylist
- Recipes with clear keywords
- Humorous video

ENGAGE

DISCOVER

- FAQ videos
- Common problem walk-through videos
- Common upsell links, posts, videos, and images

ASK

EXPLORE

- How-to videos
- User-generated images of product in use
- Product comparison chart

USE

BUY

- Rich product explainer
- Slideshow with usage possibilities

- Product images and video
- Product specs
- Product packaging

DAM Is A Critical Piece To Manage Interactive Content

DAM is now a critical component of the digital experience technology architecture to support that valuable customer-facing content. DAM enables the creation, management, and retention of content via workflow, repository, and archiving capabilities. It also serves content to specific solutions (e.g., web content management [WCM], commerce platforms, and ad serving) that focus on contextual delivery across customer touchpoints (see Figure 2).[6] One financial services customer we spoke with uses DAM to manage all customer-facing content, including print, television, digital ads, mobile, and web — and needs it to serve content to WCM, banking platforms, and ad-serving networks.

As DAM needs evolve, Forrester expects the market will continue to consolidate around a few key players. Major disrupting trends we expect include cloud convergence — particularly platform-as-a-service and software-as-a-service (SaaS) deployments — with marketing resource management (MRM) and content marketing platforms as well as analytics so users get more insight into asset performance.[7]

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FIGURE 2 DAM's Role In The Digital Experience Technology Architecture

Touchpoints

Contextual delivery at "the glass"

Analytics and insights

Marketing

Commerce

Service

Customer data

Content

Other services

Extensions and custom code

■ = digital asset management

DAM Evaluation Overview

To assess the state of the DAM market and see how the vendors stack up against each other, Forrester evaluated the strengths and weaknesses of top DAM vendors. After examining past research, user need assessments, and vendor and expert interviews, we developed a comprehensive set of evaluation criteria. We evaluated vendors against 33 criteria, which we grouped into three high-level buckets:

› **Current offering.** We focused on DAM vendors across major categories like library services (core DAM content management capabilities like tagging, search, version control, and permissions); workflow and approval; video support; integration capabilities; and marketing capabilities for organizations that need support in areas like content marketing, content performance, and campaign collection management.

› **Strategy.** We reviewed each vendor's strategy, evaluating its strategic vision and planned enhancements. In particular, we gauged how well the vendors we evaluated positioned themselves in a fragmented marketplace and how they plan to align themselves to get ahead of significant

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market disruptions around cloud, convergence, and analytics. We also evaluated execution on this vision by heavily weighting areas like enterprise traction, enterprise track record, and customer reference satisfaction.

› **Market presence.** To determine a vendor's market presence, we took into consideration each vendor's installed base, vertical penetration, company financials, professional services, global presence, and license and reseller partners.

Evaluated Vendors And Inclusion Criteria

Forrester included 12 vendors in the assessment: ADAM Software, Adobe, Bynder, Canto, Celum, Cognizant, MediaBeacon, North Plains Systems, OpenText Media Management, OpenText MediaBin, WebDAM, and Widen. Each of these vendors has (see Figure 3):

› **Forrester client interest.** Forrester clients express interest in learning more about the evaluated vendors, frequently asking about the evaluated vendors within the context of inquiry, advisory, and/ or consulting.

› **Enterprise market traction.** Included vendors are often competing for enterprise-class deals (based on knowledge gathered from Forrester client interviews, customer reference interviews, and services and software vendor responses to anonymized surveys) and illustrate vision and thought leadership within the DAM space. The vendor has also subsequently proven that it has the ability to support enterprise needs of Forrester customers.

› **Revenues totaling at least $10 million.** All included vendors must have total annual revenue of approximately $10 million or more. The revenue cutoff was kept low to recognize the large number of small players and fragmented nature of the DAM market.

› **A best-of-breed product available for purchase.** Included vendors have a standalone DAM product now in general release for substantial time and in use by customers. The products we included have a specific release that was generally available at the time of data collection for this evaluation with references available for contact.

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FIGURE 3 Evaluated Vendors: Product Information And Selection Criteria

Vendor	Product evaluated	Product version evaluated
ADAM Software	ADAM	5.5
Adobe	Adobe Experience Manager Assets	6.2
Bynder	Bynder	N/A
Canto	Cumulus	10.1.2
Celum	Celum Digital Asset Management	5.12
Cognizant	assetServ	5.0
MediaBeacon	R3volution	7.5
North Plains Systems	Telescope	9.3
OpenText Media Management	Media Management	16
OpenText MediaBin	MediaBin	8.2
WebDAM	WebDAM	N/A
Widen	Widen Media Collective	9.8

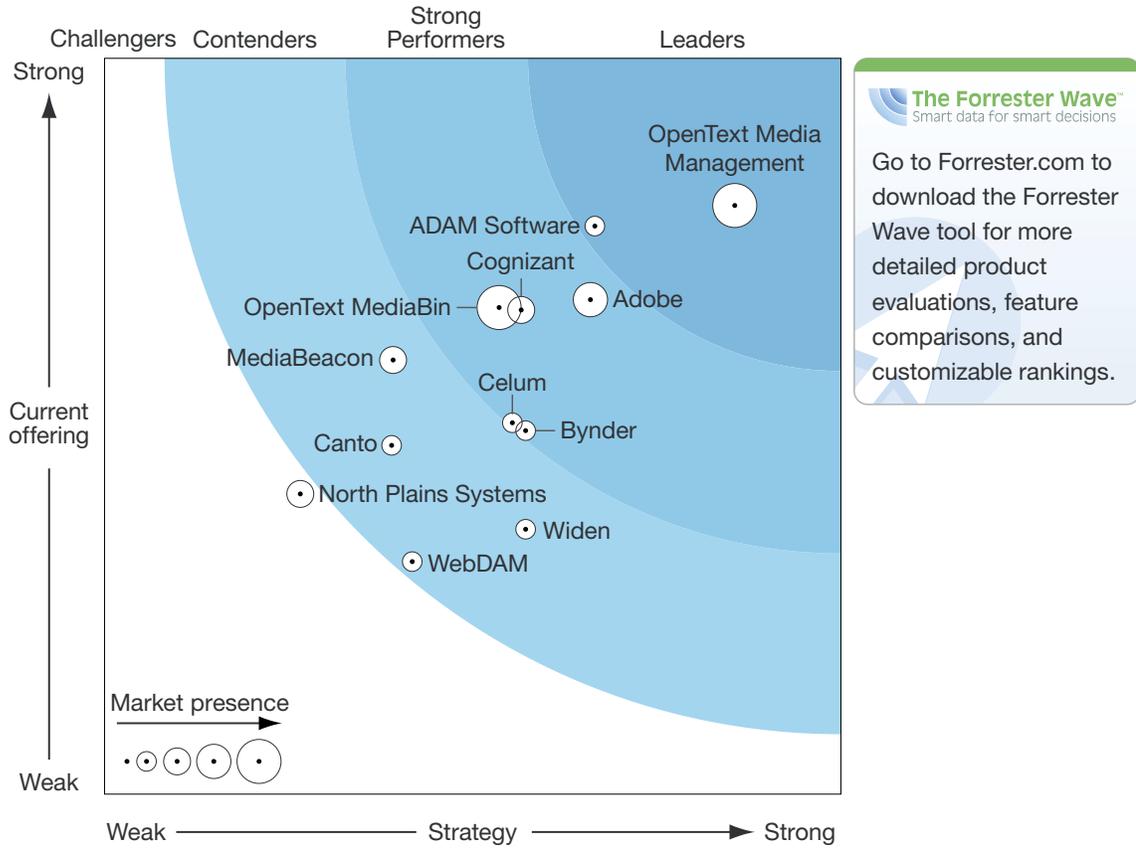| Vendor selection criteria |
|---|
| Forrester clients express interest in learning more about the evaluated vendors, frequently asking about the evaluated vendors within the context of inquiry, advisory, and/or consulting. |
| Included vendors are often competing for enterprise-class deals (based on knowledge gathered from Forrester client interviews, customer reference interviews, and services and software vendor responses to anonymized surveys) and illustrate vision and thought leadership within the DAM space. The vendor has also subsequently proven that it has the ability to support enterprise needs of Forrester customers. |
| All included vendors must have total annual revenue of approximately $10 million or more. The revenue cutoff was kept low to recognize the large number of small players and fragmented nature of the DAM market. |
| Included vendors have a standalone DAM product now in general release for substantial time and in use by customers. The products we included have a specific release that was generally available at the time of data collection for this evaluation with references available for contact. |

Vendor Profiles

This evaluation of the digital asset management market is intended to be a starting point only. We encourage clients to view detailed product evaluations and adapt criteria weightings to fit their individual needs through the Forrester Wave Excel-based vendor comparison tool (see Figure 4).

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FIGURE 4 Forrester Wave™: Digital Asset Management For Customer Experience, Q3 '16

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FIGURE 4 Forrester Wave™: Digital Asset Management For Customer Experience, Q3 '16 (Cont.)

	Forrester's Weighting	ADAM Software	Adobe	Bynder	Canto	Celum	Cognizant	MediaBeacon	North Plains Systems	OpenText Media Management	OpenText MediaBin	WebDAM	Widen
CURRENT OFFERING	50%	3.86	3.36	2.47	2.37	2.52	3.29	2.95	2.04	4.00	3.31	1.58	1.80
Library services	50%	4.11	3.18	2.23	2.82	2.91	4.38	3.82	2.50	3.99	3.68	2.01	2.40
Work-in-progress assets	20%	4.32	3.38	3.26	2.74	2.18	3.12	1.67	1.81	4.40	3.64	1.34	0.68
Video and emerging content support	11%	3.40	3.40	0.80	0.80	1.80	2.60	3.40	3.20	3.40	4.20	1.00	1.00
Marketing support	11%	2.50	3.40	4.10	1.70	2.00	1.50	1.80	0.70	4.40	1.10	1.50	2.00
Enterprise platform integration	8%	3.68	4.34	2.03	1.68	2.67	0.34	1.70	0.00	3.35	2.03	0.34	1.68
STRATEGY	50%	3.33	3.30	2.86	1.95	2.77	2.83	1.96	1.33	4.28	2.68	2.09	2.86
Product road map	27%	2.00	5.00	3.00	2.00	2.00	2.00	2.00	1.00	4.00	3.00	3.00	3.00
Strategic vision and direction	27%	4.00	3.00	3.00	2.00	4.00	2.00	2.00	1.00	4.00	2.00	1.00	3.00
Enterprise track record and market traction	14%	5.00	2.00	1.00	1.00	3.00	3.00	3.00	3.00	5.00	3.00	1.00	2.00
Cloud strategy	9%	1.00	3.00	5.00	3.00	3.00	5.00	1.00	1.00	3.00	3.00	5.00	5.00
Services partner network	9%	4.00	5.00	1.00	2.00	2.00	2.00	1.00	0.00	5.00	4.00	0.00	1.00
Overall customer experience	14%	4.00	1.00	4.00	2.00	2.00	5.00	2.00	2.00	5.00	2.00	3.00	3.00
MARKET PRESENCE	0%	1.66	3.66	1.66	1.66	1.66	2.32	2.98	2.67	4.32	4.32	1.00	1.00
Overall revenue	33%	1.00	5.00	1.00	1.00	1.00	5.00	5.00	2.00	5.00	5.00	1.00	1.00
DAM revenue	34%	1.00	3.00	1.00	1.00	1.00	1.00	1.00	3.00	3.00	3.00	1.00	1.00
Geographic and vertical market penetration	33%	3.00	3.00	3.00	3.00	3.00	1.00	3.00	3.00	5.00	5.00	1.00	1.00

All scores are based on a scale of 0 (weak) to 5 (strong).

Leaders

› **OpenText Media Management.** Waterloo, Ontario-based OpenText has significantly upgraded the Media Management product since our last evaluation. Notable improvements include enhanced video capabilities, more marketing-focused workflows, and a much-improved UI for casual users. These capabilities complement strengths around metadata, taxonomy, and business process workflow, leading this vendor to have some of the most robust client case studies of any of the

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vendors we evaluated. The vendor has also invested in its cloud story, with positive feedback on its managed service offering. Customers noted improvement in customer service and professional services, which were previously challenging areas.

Buyers should be aware that Media Management is a heavyweight product that requires significant time and resources to get up and running. OpenText has gaps around product strategy: The vendor now owns two DAM solutions (it purchased MediaBin from HP in early 2016), creating uncertainty about how or if it will position both of them. Product upgrades and road maps come relatively infrequently compared with SaaS upstarts. OpenText Media Management is best for organizations looking to deploy a robust DAM solution across the enterprise.

› **ADAM Software.** Despite its smaller size, Ghent, Belgium-based ADAM Software boasts some large, global deployments in both Europe and North America for clients looking for a .NET DAM solution. The product's library services capabilities are strong, particularly in areas like globalization/localization, metadata, and taxonomy — with positive customer feedback. Since our last evaluation, the vendor has fixed some major product gaps in areas like search and rights management. The vendor also has a robust strategic vision for building partner networks and showed some new features like automated tagging.

ADAM Software faces some major hurdles around product innovation to keep up with customer demand. The vendor didn't show us much capability or vision around DAM's convergence with MRM and content marketing platforms. Also, while ADAM Software has a cloud vision, it has realized little of that vision beyond infrastructure in the cloud. Another major deterrent for customers is the UI: The Windows 10-like interface has across-the-board poor reviews from customer references, with most choosing to customize. ADAM Software is best for organizations looking for an enterprisewide .NET DAM solution with strong core services around workflow, tagging, rights, and other foundational services.

Strong Performers

› **Adobe.** San Jose, California-based Adobe has invested heavily in its DAM product — Adobe Experience Manager Assets — since Forrester's last evaluation, significantly filling major foundational gaps around solution scalability, library services, workflow, and marketing-focused capabilities. Customers were generally positive about these core capabilities. Adobe impressed us with innovation in areas like analytics, where it has integrated Adobe Analytics into Adobe Experience Manager Assets by exposing customer interaction data at the asset level so that marketers can make smarter decisions about what content to reuse on which touchpoint. Adobe's road map has more next-generation functionality around automated tagging and content marketing capabilities.

Many customer references still use the solution as a static parking lot for marketing content and don't require a solution with very deep workflow, metadata, and taxonomy needs. Few use the solution in ecosystems not dominated by Adobe solutions. We also heard complaints from customers about aggressive Adobe sales reps pushing the whole Adobe Marketing Cloud rather

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than just DAM as well as complaints that Adobe's professional services and sales didn't have enough DAM-specific knowledge. Adobe is best for organizations already using pieces of the Adobe Marketing Cloud to support marketing-centric use cases.

› **Cognizant.** Teaneck, New Jersey-based Cognizant has a twofold DAM strategy: It sells assetServ, a DAM product we've evaluated in this report, and professional services for other DAM solutions. Cognizant built assetServ on the open source framework of Nuxeo, adding business-user tools, product extensions, and professional services. Large, global firms benefit from this high-touch combined services/software model, and customer references were some of the most positive of any vendor in this Forrester Wave. The product's capabilities are robust, particularly in library services and the ability to support multiple deployment models. The vendor has also updated the UI, and Forrester believes it's quite intuitive, though not enough customers are on the latest version for us to back up this claim with references.

assetServ buyers should beware of vendor lock-in (most customers indefinitely rely on Cognizant services) and potential overcustomization, given the open source foundation and the vendor's services background. Cognizant's strategy also lags behind other vendors. While Cognizant positions assetServ as a DAM product, it has little support for customer experience use cases, and the product vision bleeds into enterprise content management, a separate market and set of use cases.[8] Cognizant assetServ is best-suited for larger firms that need strong library services and firms that want to outsource all DAM technology and services responsibilities to a vendor rather than managing them internally.

› **OpenText MediaBin.** In April 2016, Waterloo, Ontario-based OpenText purchased MediaBin and became the latest in a long line of vendors (like Autonomy and HP) to own this DAM technology. With this acquisition, OpenText now owns two DAM solutions. OpenText MediaBin retains its traditional strengths in areas like video, search, metadata/taxonomy, and workflow. Along with OpenText's other solution, Media Management, MediaBin has some of the most robust enterprise customer references in this evaluation, including one client that manages 1.2 billion assets in the system. The vendor is also exploring innovation, with features on the road map that address content marketing challenges.

Customers noted general areas of improvement around the product's older code base, workflow, and usability. There is also uncertainty with the product. MediaBin and Media Management overlap: Their functionality, target segment, and customer use cases are similar. But OpenText faces greater hurdles with MediaBin than with Media Management because the previous owner made little innovation on the product in the past 18 months. OpenText MediaBin is a good fit for customers looking for a robust enterprise solution, particularly for video. Forrester, however, suggests customers proceed with caution because we believe that OpenText may sunset this product, though it will likely take years for this to come to fruition.

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› **Bynder.** Amsterdam-based Bynder is an up-and-coming vendor experiencing fast growth and increased market traction. Its solution combines DAM with some marketing resource management and content marketing capabilities, and customers have positive feedback on the solution's usability and agility. Bynder has also begun to build a technology partner network with vendors like Acquia, a web content management vendor. Bynder's vision is its strongest area, and it positions the vendor well in a consolidating market, around which customers reported positive feedback. Other areas of differentiation include its SaaS focus and support for content marketing, collaboration, and digital rights.

Bynder's biggest challenge is realizing its vision. While Bynder has grown quickly, the product still lags behind the market in some core DAM capabilities like integration with creative tool sets, version control, metadata and taxonomy, and content localization. Customers were anxious about the vendor's ability to deliver on this road map as quickly as it promised. Many of its customers deploy the solution at the departmental level, so how it will scale to meet global, enterprise deployments still remains a question mark. Bynder is best-suited for organizations looking for a marketing-focused DAM solution that combines DAM capabilities with MRM and content marketing platform capabilities.

› **Celum.** Linz, Austria-based Celum has made significant improvements since our last evaluation, particularly in its vision and strategy, which are now more cohesive, specific, and visionary. Celum now aims to position DAM as a central solution to solve content marketing challenges and showed an improved road map to do so. As a result, Celum has experienced a slow but steady increase in attention from customers and the market in Europe and North America. Celum has also made notable product enhancements, particularly around library services and managing marketing-centric content.

Celum still has a way to go to achieve its product vision, with some improvements necessary in its workflow capabilities and usability. More significantly though, customers say that the vendor isn't up to par with customer service and support. References had challenges around areas like speed of implementation, transparency of the product road map, and hitting delivery dates, and some performance issues ensued because of this. A stronger services network could potentially help the vendor solve these challenges. Celum is a good fit for organizations looking for a DAM solution with core library services and with an eye toward creating a content marketing hub.

Contenders

› **MediaBeacon.** Since our last evaluation, multinational conglomerate Danaher acquired Minneapolis-based MediaBeacon and has aligned it with Esko, a product-packaging software vendor. Overall, the vendor has improved capabilities and has made strides, particularly in library services support: MediaBeacon's metadata and taxonomy management support capabilities are some of the best of those evaluated in this report. The vendor has also noticeably begun investing

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more into strategy, with a vastly improved software partner vision and new packaged integrations in the works. Customers also noted much-improved customer service, support, and transparency than in the past.

MediaBeacon faces some capability gaps around creative workflows, user interface, and marketing functionality. The vendor's strategy is also at an inflection point: It has historically focused on DAM across verticals but has begun to reposition the product to heavily (though not exclusively) support consumer product goods (CPG) firms. This transition may be painful to some customers not in the vendor's target vertical and use case. MediaBeacon is a good fit for CPG firms with heavy library service needs, particularly around metadata and taxonomy, and those that already have investment within Esko.

› **Widen.** Madison, Wisconsin-based Widen offers a SaaS solution geared toward marketers, with particular strength in verticals like manufacturing and education in North America. Widen presented a marketing-centric vision positioning DAM at the heart of managing the content life cycle — a differentiated value proposition for content-centric marketing organizations. The vendor's primary strength is in offering a SaaS-based solution to manage marketing content and serve as a centralized repository for that content. Customers also think positively of the vendor's support and services, though many of them desire more community between other Widen users.

Widen positions itself as a vendor for both small and medium-size businesses (SMBs) and enterprise customers, which means that larger enterprise customers run the risk of being held back by SMB needs. Global firms may also face a similar risk, as Widen focuses more on North American deployments, with the majority of its customers in that region. In addition, customers nearly unanimously reported that search capabilities need improvement, and Forrester found other major gaps around workflow and video support. Widen is best for a North America-centric organization looking to deploy a SaaS-based marketing content repository.

› **Canto.** Market stalwart and San Francisco-based Canto offers two DAM solutions: Cumulus, an on-premises or hosted solution geared toward the enterprise; and Flight, geared toward smaller, SMB deployments. This evaluation examined Cumulus, which has seen significant improvements since our last Forrester Wave evaluation, particularly in the core DAM library services, which received positive feedback from customers. Additionally, the vendor showed a much-improved user interface, which also garnered positive feedback from customers. Canto also illustrated better support for content creation workflows and creative collaboration.

Canto faces two major hurdles around vision and partner network. Its vision lags behind other vendors, with a less-aggressive road map. For example, the cloud vision is nascent, much of the vendor's messaging positions Cumulus as both a DAM and enterprise content management solution (despite the fact that the two markets have diverged), and customers report challenges with integration.[9] Canto's partner network lacks enterprise-ready services partners: Most partners today are niche and focus solely on Canto. Canto is a good solution for firms looking for a DAM product focused more on the core library services and less on marketing capabilities.

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› **WebDAM.** San Mateo, California-based WebDAM offers a SaaS-based solution focused on marketing use cases for verticals like education and healthcare, particularly in North America. The vendor was acquired by content producer Shutterstock and offers a unique integration into stock photography so content marketers can directly access and manage purchased stock photography. Customers noted that the vendor's strength primarily revolves around usability, customer service, and an aggressive product road map. Forrester also found some strong marketing-centric capabilities, like the ability to manage collections of content.

WebDAM, however, is a lightweight solution, and most customers are within North America. It will satisfy customers looking for basic storage for marketing content, but customers looking for deeper functionality around library services, workflow, and integrations into other systems will find it lacking. Customers reported major functionality gaps, like lack of support for check-in/checkout and content localization. To emerge as a more solid enterprise solution, the vendor must continue to aggressively plug these holes (which are planned in the road map) or risk falling behind. WebDAM is a good fit for North American firms looking for a quick-to-market SaaS DAM repository for a marketing department.

Challengers

› **North Plains Systems.** Market veteran North Plains Systems is a vendor in transition. It sells three DAM solutions, but, for this evaluation, we chose to evaluate Telescope only, as it is the most enterprise-ready of the three. The vendor has strengths in core library services and video capabilities and is still one of the most-recognized DAM vendors in the market. Customers also typically use the platform for its flexible platform approach to DAM, which allows them to more easily scale and customize the solution to different groups.

North Plains Systems is at an inflection point. It has had multiple leadership changes since our last Forrester Wave, and customers report major pain points stemming from that. Customer references complained of contacts frequently leaving with little warning and of a disjointed organization. They also reported significant challenges understanding the product road map and vision, which Forrester also saw as disjointed. The vision is too focused on consolidating the vendor's multiple DAM solutions rather than on DAM innovation. Customers also reported that the product needed quite a bit of customization, and that the UI needs some work. North Plains Systems is still a viable option for enterprises, particularly those with many customization needs, but buyers should beware that this vendor is currently going through a painful transition.

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Supplemental Material

Online Resource

The online version of Figure 4 is an Excel-based vendor comparison tool that provides detailed product evaluations and customizable rankings.

Data Sources Used In This Forrester Wave

Forrester used a combination of three data sources to assess the strengths and weaknesses of each solution. We evaluated the vendors participating in this Forrester Wave, in part, using materials that they provided to us by July 29, 2016.

› **Vendor surveys.** Forrester surveyed vendors on their capabilities as they relate to the evaluation criteria. Once we analyzed the completed vendor surveys, we conducted vendor calls where necessary to gather details of vendor qualifications.

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› **Product demos and strategy briefings.** We asked vendors to conduct demonstrations of their products' functionality as well as their strategy moving forward. We used findings from these product demos and strategy briefings to validate details of each vendor's product capabilities.

› **Customer reference calls.** To validate product and vendor qualifications, Forrester also conducted reference calls with at least three of each vendor's current customers.

The Forrester Wave Methodology

We conduct primary research to develop a list of vendors that meet our criteria to be evaluated in this market. From that initial pool of vendors, we then narrow our final list. We choose these vendors based on: 1) product fit; 2) customer success; and 3) Forrester client demand. We eliminate vendors that have limited customer references and products that don't fit the scope of our evaluation.

After examining past research, user need assessments, and vendor and expert interviews, we develop the initial evaluation criteria. To evaluate the vendors and their products against our set of criteria, we gather details of product qualifications through a combination of lab evaluations, questionnaires, demos, and/or discussions with client references. We send evaluations to the vendors for their review, and we adjust the evaluations to provide the most accurate view of vendor offerings and strategies.

We set default weightings to reflect our analysis of the needs of large user companies — and/or other scenarios as outlined in the Forrester Wave evaluation — and then score the vendors based on a clearly defined scale. We intend these default weightings to serve only as a starting point and encourage readers to adapt the weightings to fit their individual needs through the Excel-based tool. The final scores generate the graphical depiction of the market based on current offering, strategy, and market presence. Forrester intends to update vendor evaluations regularly as product capabilities and vendor strategies evolve. For more information on the methodology that every Forrester Wave follows, go to http://www.forrester.com/marketing/policies/forrester-wave-methodology.html.

Integrity Policy

We conduct all our research, including Forrester Wave evaluations, in accordance with our Integrity Policy. For more information, go to http://www.forrester.com/marketing/policies/integrity-policy.html.

Endnotes

[1] To learn how to master content marketing and drive engagement, credibility, and preference, see the "Master Content Marketing To Drive Engagement, Credibility, And Preference" Forrester report.

[2] Source: Beth Snyder Bulik, "How a Magic Toilet Transformed Kohler's Digital Strategy," AdvertisingAge, July 14, 2014 (http://adage.com/article/digital/kohler-s-touchless-toilet-video-digital-strategy/294087/); Jeff Pyatt, "4 Examples Of PR Strategy Converging With Content Marketing," Outbrain blog, November 3, 2014 (http://www.outbrain.com/blog/2014/11/4-examples-of-pr-strategy-converging-with-content-marketing.html); and "How Virgin America Got 6 Million People To Watch A Flight Safety Video Without Stepping On A Plane," Digital Synopsis (http://digitalsynopsis.com/advertising/virgin-america-safety-dance-video/).

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[3] To read more about the major trends in the digital video market, see the "The State Of Online Video Advertising In North America, 2015" Forrester report.

[4] For more on how to make video production decisions in a way that delivers on the broader marketing strategy, see the "Take This Four-Step Approach To Branded Video" Forrester report.

[5] For more on how to assess the opportunity for content marketing in a retail setting, design an appropriate content strategy, and deliver content where and when consumers want it, see the "Making Content Work For Retail" Forrester report.

[6] For more on the use cases, business value, and outlook for the technologies that comprise the core digital customer experience ecosystem, see the "TechRadar™: Digital Customer Experience Technologies, Q1 2015" Forrester report.

[7] For more on how to determine your digital asset management purchase strategy, see the "Vendor Landscape: Digital Asset Management, 2016" Forrester report.

[8] Starting nearly 10 years ago, Forrester created an enterprise content management framework that separated customer-facing content from other, more traditional business content needs. For more information, see the "Brief: ECM Divides Into Transactional And Business Content Segments" Forrester report.

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