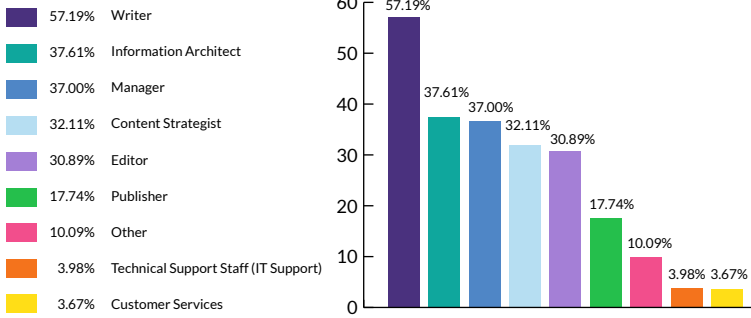
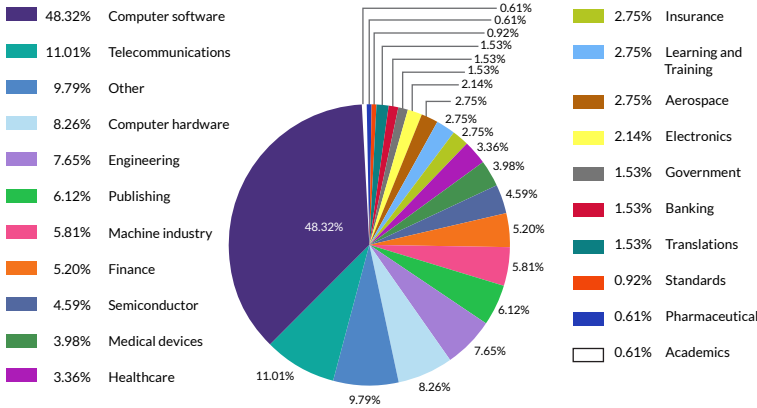


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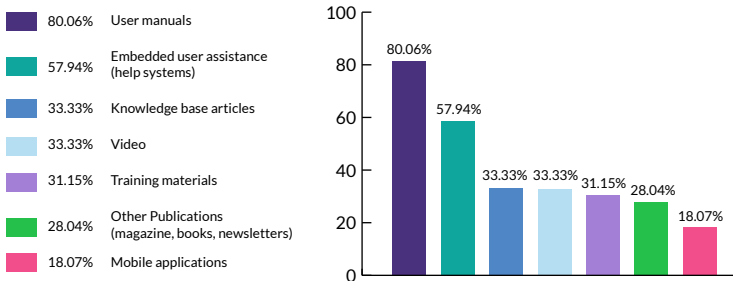
Q1 What is your role in your organization?



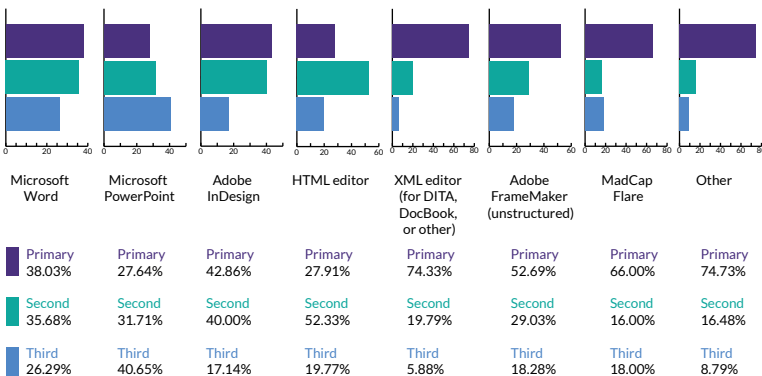
Q2 What industry do you work in?



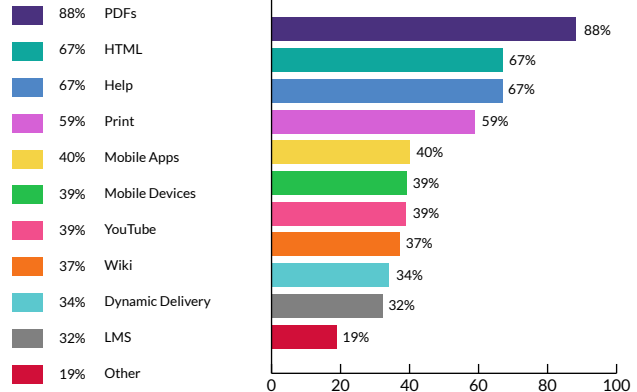
Q3 What type of content do you develop today?



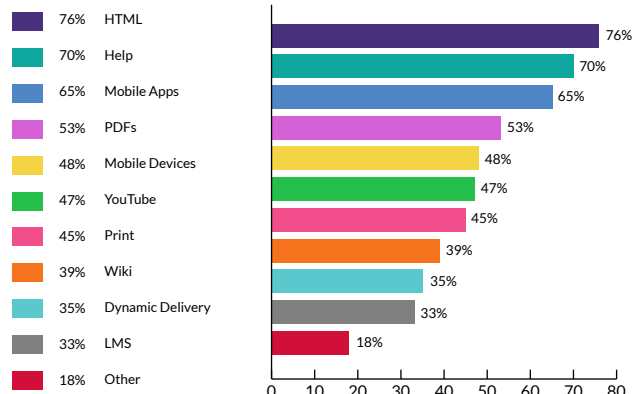
Q4 What are the tools you use today to create content?



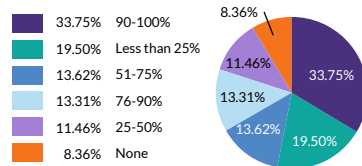
Q5 What formats do you publish today?



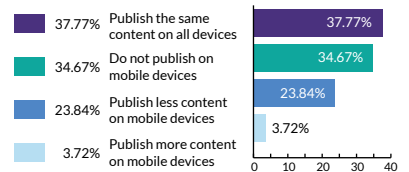
Q6 How do you plan to publish your content in two to three years?



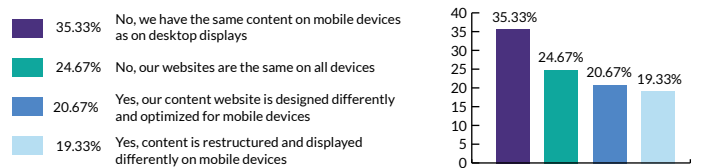
Q7 What percentage of your content do you plan to publish in electronic form (not in PDF) by the end of 2016?



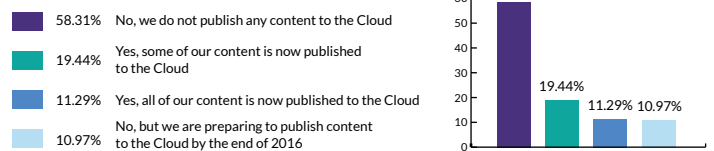
Q8 Are you publishing the same or different content to mobile devices?



Q9 Have you redesigned your content for mobile devices?

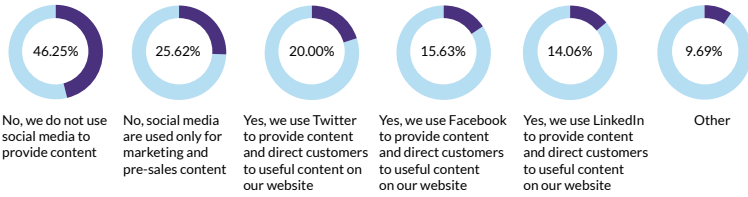


Q10 Are you publishing content to the Cloud?

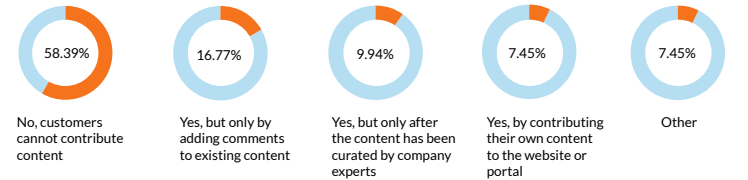


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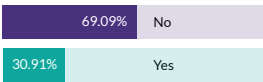
Q11 Are you using social media to provide content to your customers?



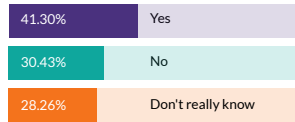
Q12 Are customers able to contribute content to your information website or portal?



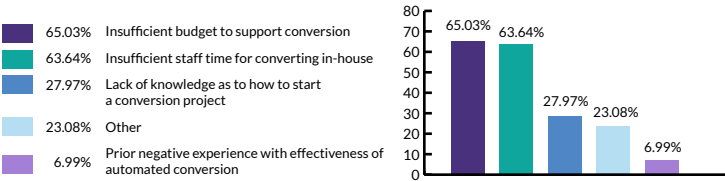
Q13 Are the perceived costs of converting content into electronic form influencing the percentages above?



Q14 Is your content ready to support your digital business requirements over the next two years?



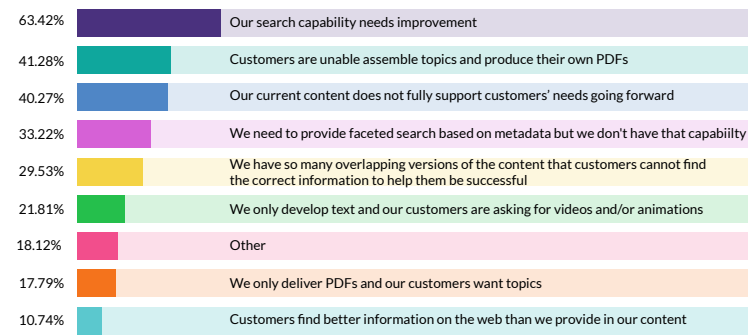
Q15 If you answered No to the Q14, what barriers to digital conversion are you facing?



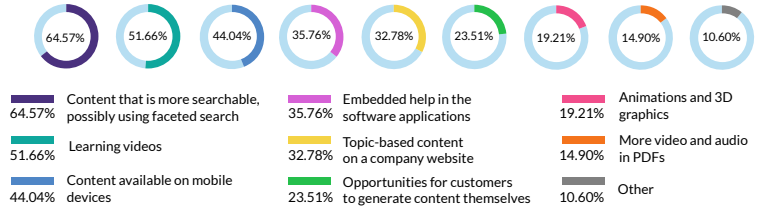
Q16 Are your competitors ahead of you in the type and quality of content they publish electronically?



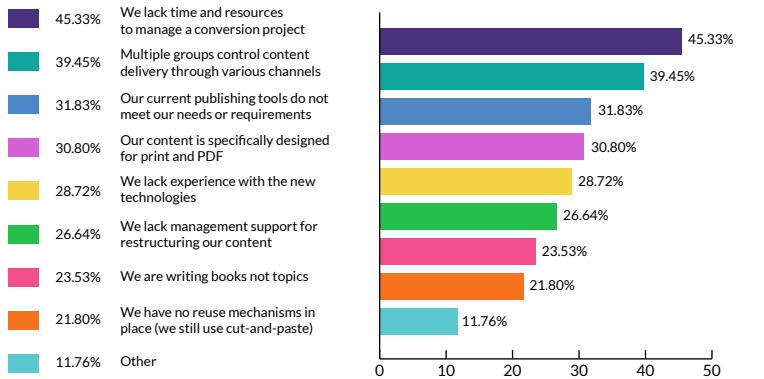
Q17 What are the shortcomings of publishing your content as it exists today?



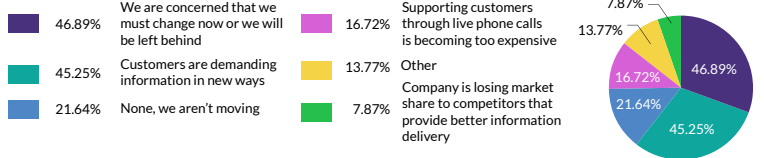
Q18 What types of content delivery are your customers asking you to provide?



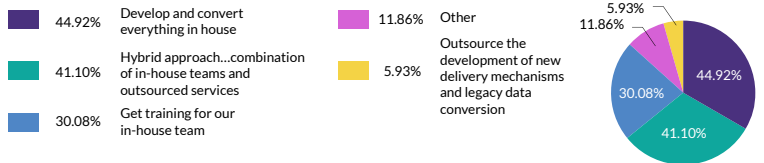
Q19 What are the three greatest impediments to publishing your content in ways that will better meet customer needs?



Q20 What business requirements are driving your move to new delivery mechanisms?



Q21 If you are planning to move to new delivery mechanisms, what are you planning to do?



Q22 What do you need to ensure that you can change how you deliver content?

