

It's Time to Define Your Organization's Software Needs

Before purchasing content automation software it's important to prepare. Preparation ensures your needs and objectives are clear and makes it easier for you to select the right technology provider. We've put together the following list of questions to help you make the best decision for your organization.

Questions to Ask Your Organization



BRAND MANAGEMENT

- What problem/s are we solving?
- What outcomes are we seeking?
- What channels to market do we use?
- Does our brand have constraints that should be encoded as rules and restraints?
- What features are must-haves?
- Who will use the software? (ie marketing, sales, agencies, partners)
- Do we have buy-in from key stakeholders? (ie finance, IT, procurement)
- Who will manage the project internally and be our champion?
- What is our time frame? Are we replacing an existing provider?



COST ANALYSIS

- What is it costing the organization to manage our brand?
- What is it likely to cost in the future?
- How much time will we save using content automation software?
- What is our budget?
- What other benefits might we see from a new technology provider?

Questions to Ask Content Automation Technology Vendors

In addition to function and feature-related questions, and of course cost, it's important to establish that your technology provider has a proven track record when it comes to implementing and providing the technology, as well as case studies and customer references. You need to be confident your organization can work with your chosen provider to deliver the technology to your team.



IMPLEMENTATION

- What is the onboarding process?
- How will it be managed?
- How long does it take?
- How will training be provided?
- Do you have an API that could be used to connect to my existing tech stack?
- What does support look like after implementation?



TECHNICAL SUPPORT

- How secure and scalable is the technology?
- How accessible is the technology?
- How will the platform be supported?
- Do we need to enable developer access?
- What's your average level of up-time?



CREDENTIALS

- Can you demonstrate ROI?
- Can you supply customer references?
- Do you have case studies demonstrating the benefits customers have achieved from using your technology?



COST

- What are the licensing/platform costs?
- What are the costs associated with implementation and training?
- Are there any other costs that need to be considered?

