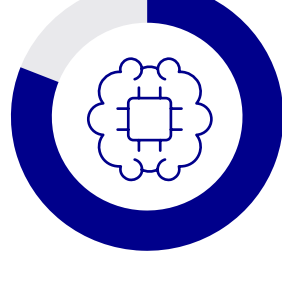


4 phases to successful AI adoption

AI productivity isn't the result of a one-time project but an ongoing effort to improve and evolve with your organization's needs.



81% of organizations have **integrated GenAI** with content management to some degree¹



23% AI adopters report an average **cost savings** of 23% annually¹

Phase 1



Preparation

Start by establishing your core team and determining objectives and outcomes:

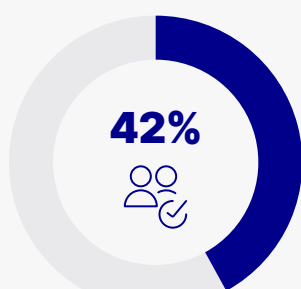
- Role establishment for cross-functional AI strategy team
- Objective definition
- Outcome determination

Phase 2

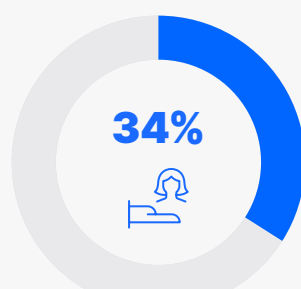


Assessment

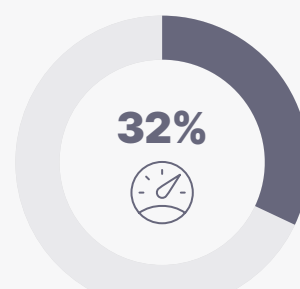
Enhanced collaboration (**42%**), improved customer experience (**34%**), and faster content creation/personalization (**32%**) are the top anticipated benefits from adopting AI content management.¹



Enhanced collaboration



Improved customer experience



Faster content creation/personalization

Assess your current content landscape and AI readiness to build the best foundation for AI adoption:

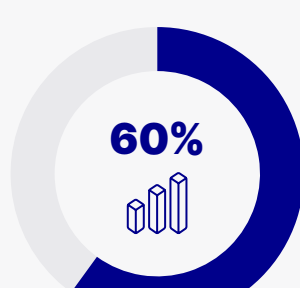
- Current content management audit
- Workflow inefficiency identification
- AI readiness evaluation
- Targeted approach

Phase 3

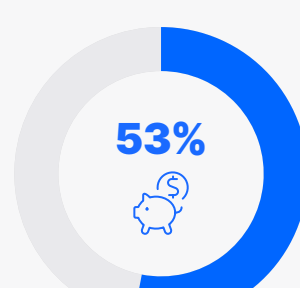


Pilot implementation

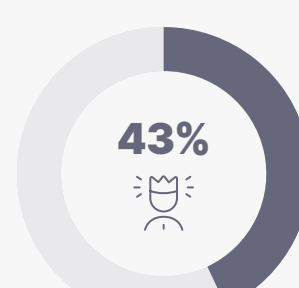
Data/Analytics (**60%**), Finance/Accounting/Procurement (**53%**), Customer service (**43%**), and HR (**38%**) are the most common focus areas for AI-enhanced content management.¹



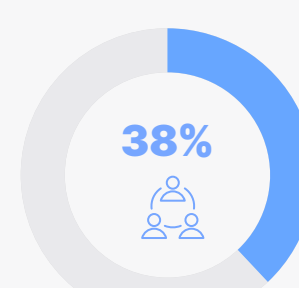
Data/Analytics



Finance/Accounting/Procurement



Customer service



HR

Test and refine your approach to AI-powered content management in a controlled environment:

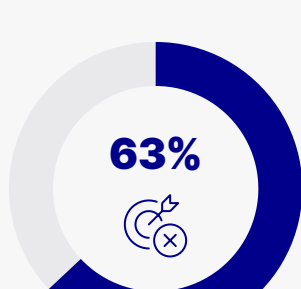
- Free trial
- Controlled AI feature rollout
- Department-specific use cases
- Specialized discovery workshops

Phase 4

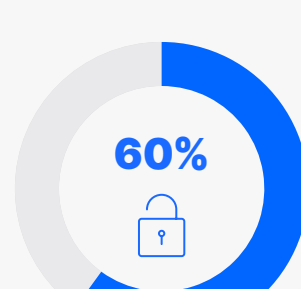


Enterprise-wide deployment

Lack of internal expertise (**63%**) and security/privacy concerns (**60%**)¹ are the most cited barriers to implementing AI content management.



Lack of internal expertise



Security/privacy concerns

Once successful pilots are completed, it's time to scale AI-powered content management across the enterprise:

- Comprehensive training
- Continuous optimization
- Risk mitigation

Get the AI productivity playbook to plan a path forward

1 Foundry Research sponsored by OpenText, *MarketPulse Survey: The Role of GenAI in Modernizing Content Management*, May 2025