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## *Dynamic Content Software Strategies Consulting Service*

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### Meet the Team

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Technology is rapidly changing how we create and publish documents, collaborate within our organizations, interact with our customers and suppliers, and most importantly, how we conduct business. The exchange of information for commerce or other purposes requires support for dynamic content. It is imperative for software vendors to develop their offerings in “Web-time” schedules and plan their market positioning and targets strategically.

To help you prosper in this environment, InfoTrends offers the **Dynamic Content Software Strategies Consulting Service**. This service provides executives and senior managers with the information and advice they need to outpace the competition and thrive in this dynamic marketplace. It offers:

- Year-round support for your marketing, product planning, product development, and strategic development decisions
- Continuous information flow with daily, weekly, monthly, quarterly, and annual deliverables
- Unlimited inquiry access to experienced staff
- Online access to published deliverables 24 hours a day
- Regularly scheduled Webcasts that discuss industry trends and developments

The **Dynamic Content Software Strategies Consulting Service** provides a hierarchy of powerful knowledge tools, from syndicated market information to customized, proprietary consulting. Our consultants will help you grow your business by supplying you with insight geared to your specific challenges and goals.

#### Deliverable Topics Include:

- Content Management Forecast
- Vertical Market Briefs
- XML Content Management
- Document Management Market Segments
- BPM Approaches
- Media & Entertainment Industry Profile
- Knowledge Management Initiatives

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The Dynamic Content Software Strategies Group recognizes that every company has different needs and budgets as a result of the strategic issues that are involved in the dynamic content marketplace. We offer different solutions to fit every company's specific needs. Examples of the ways in which the Dynamic Content Software Strategies Group can help you include:

**Custom Consulting:** You have unique issues and opportunities that require customized, in-depth research, analysis, and advice. Engage InfoTrends' team to help define your issues, design and implement an effective research process, and provide objective analysis and recommendations in a timely manner.

**Multi-Client Studies:** InfoTrends conducts comprehensive primary research studies on major industry trends and topics. Multiple companies fund, influence, and receive the research results, enabling them to obtain business critical information at a reduced price. Recent studies include:

- *Mitigating Enterprise Risk with Electronic Document Solutions*
- *Multi-Channel Communications: The Content Publishing Workflow Challenge*
- *Document & Content Solutions: The Professional Services Opportunity*
- *Content-Centric Collaboration*
- *The Multi-Channel Communication Challenge*

**Advisory Services:** InfoTrends provides ongoing advisory programs that foster industry growth, optimize business processes, improve market and product positioning, and help increase profitability. These services can be highly customized to meet our clients' business needs.

**Reports:** Choose from a wide selection of forecasts, research reports, strategic analysis, and news on key industry trends and developments. Recent reports include:

- *Content and Document Management Market Forecast: 2003-2008*
- *Wholesale/Retail Trade Industries: The Document Services Opportunity*
- *On the Road to Compliance: Linking Processes and Documents*
- *Higher Education: The Document Services Opportunity*
- *Business Needs for Document and Content Solutions*
- *Travel and Hospitality Industry: The Document Services Opportunity*

**Getting Started:** Work with an InfoTrends representative to define your requirements and develop a program that addresses your specific business issues. Contact a representative today.



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*InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at [www.infotrends.com](http://www.infotrends.com).*