storyblok

The State of Content Management 2022
APAC Region

About this Report

As consumer behavior changes over time, companies must keep track of it and adjust to offer a relevant experience to consumers. Since the digital-first approach has become the primary type of communication with audiences in most industries, online presence is a must. Even without considering online commerce, technology is the driving force that helps businesses operate, so choosing the right tools is one of the fundamental tasks.

Since many systems have been on the market for a long time, they have turned into what we call legacy – outdated software that is well-established, yet challenging to maintain and upgrade. And that goes against their primary goal of helping businesses grow.

Content Management Systems (CMSs) are not an exception. Numerous organizations, especially enterprises, have used monolithic platforms such as WordPress or Sitecore for many years. However, in recent years, the market has shifted toward more adaptive and agile headless systems, including Storyblok, Contentful, and Contentstack. This is because the headless approach opens up new possibilities and addresses the most critical requirements, such as omnichannel content delivery, security, localization, and ease of use for non-technical employees, among others.

The purpose of this report was to learn about the state of content management in general, as well as the adoption of CMS in the APAC region, which included Singapore and Australia. The research is based on a survey of professionals involved in CMS work, both on the technical and content sides. It covers a general understanding of the importance of content management systems for businesses, as well as detailed data on the respondents' in-depth usage and feature preferences. 301 out of the original 567 respondents qualified for the survey, as they claimed to be using CMS within their companies.

The following fields of expertise and industries were included in the analysis:

■ **Field of expertise:**
Product Management, Legal/Law, Engineering, Entertainment, Creative/Design, Market Research, Administration/General Staff, Human Resources, Finance/Accounting, Technology Implementation, Marketing, Management, Sales/Business Development, Technology Development Software (not only IT), Technology Development Hardware (not only IT), Operations, Procurement, Executive Leadership

■ **Industry sector:**
Military, Investment management, investment company, Banking/Financial, Information Technology/IT, Communications/Information, Education, Engineering, Government/Public Sector, Healthcare, Legal/Law, Marketing/Sales, Pharmaceuticals, Media/Entertainment, Retail/Wholesale trade, Security, Telecommunications, Transportation, Hospitality/Tourism, Advertising, Architecture, Automotive, Aviation, Computer Hardware, Computer Software, Consumer Electronics, Consumer Packaged Goods, Energy/Utilities/Oil and Gas, Fashion/Apparel, Internet, Market Research, Public Relations, Real Estate/Property, Shipping/Distribution

The State of CMS in the APAC region

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The market is constantly evolving, from launching the first content management system more than 25 years ago to the updated headless solutions introducing modern infrastructure and increased functionality. Fresh approaches and technologies make it easier and more accessible for non-developers to create and operate digital content. Moreover, modern solutions expand the capabilities by presenting eCommerce storefronts integrations, omnichannel content delivery, digital experience platforms, and other innovations. These are why headless CMSs continuously take a bigger market share despite being the relatively modern approach.

As a screening question, respondents were asked whether they understood the following statement with a 'Yes' or 'No' answer that would either funnel them along with the survey or disqualify them as a parameter:

> "The content management system (or shortly CMS) is software used to create and manage the website's digital content.
> Based on the description above: do you use a content management system at your company?"
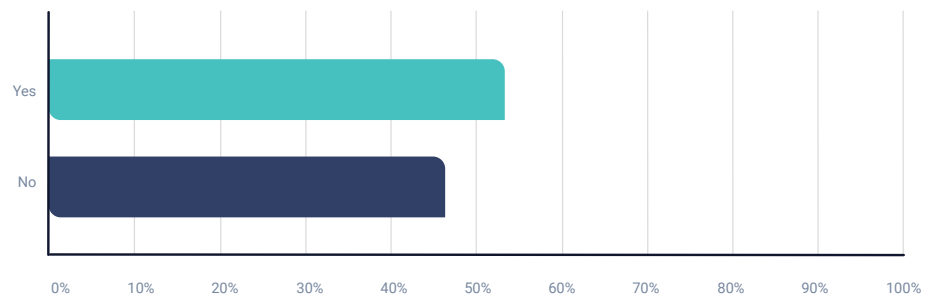
Out of the original 567 respondents, 301 qualified for the survey. They understood the concept of a "Content Management System" and could thus respond to the rest of the questions accordingly.

Survey Results

01

Which type of CMS do you currently work with?

Respondents were given three options based on this question to state which types of CMSs were used in their organization.
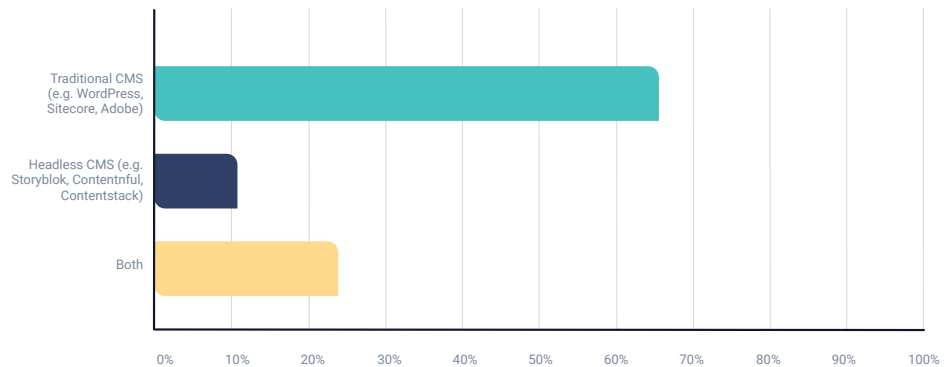

We discovered that traditional content management systems are still prevalent in the filtered pool of 301 respondents, with more than 66% using monolithic architecture. Meantime, despite being a relatively new technology, headless CMSs have already captured 10% of the market and this shift is relevant not only for the APAC region. According to our previous global research, headless CMSs have reached almost 35% share, compared to the traditional ones that hold 50% of the market.

At the same time, almost 24% of APAC-based respondents mentioned that their organization uses both types of CMS.

02

How many CMSs does your company use?

Based on this question, respondents were given 6 options to state how many CMSs were being used at their organization.
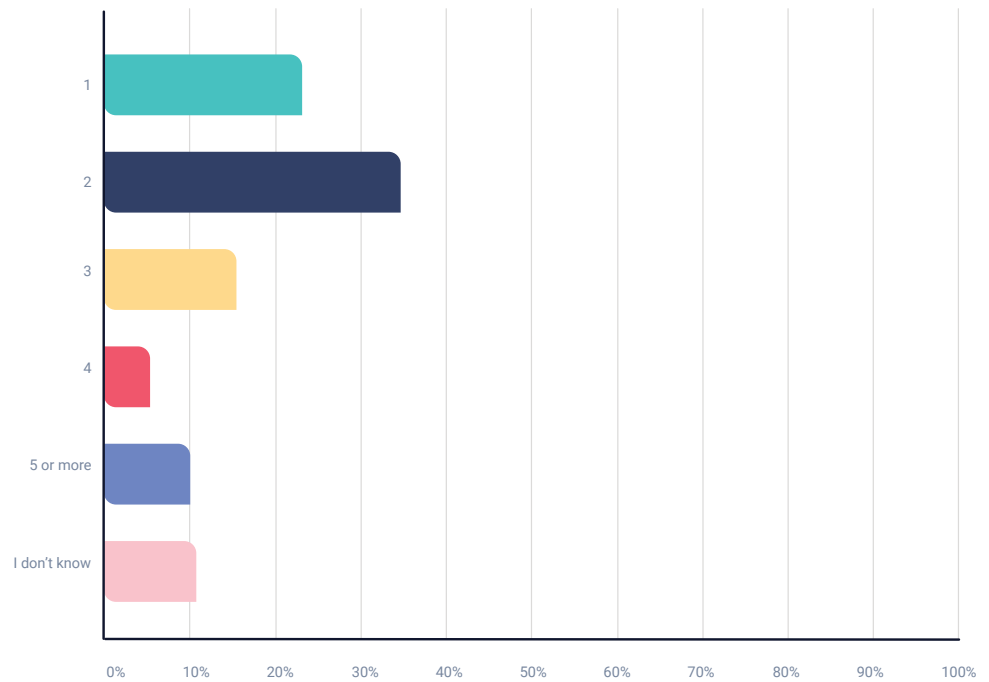

Followed by the previous question, 22% of respondents claimed to be using only one CMS. At the same time, the majority (35%) utilize two systems, followed by 15,6% of those with three solutions in use and almost 10% using more than 5 CMSs at a time, which adds many layers of unnecessary complexity to overall operations.

03 — Which channels does your CMS currently deliver content to?

The next question follows the previous response – if respondents use more than two CMSs at their organization, they were asked to clarify why they were currently using more than just one system and select as many reasons why as possible.
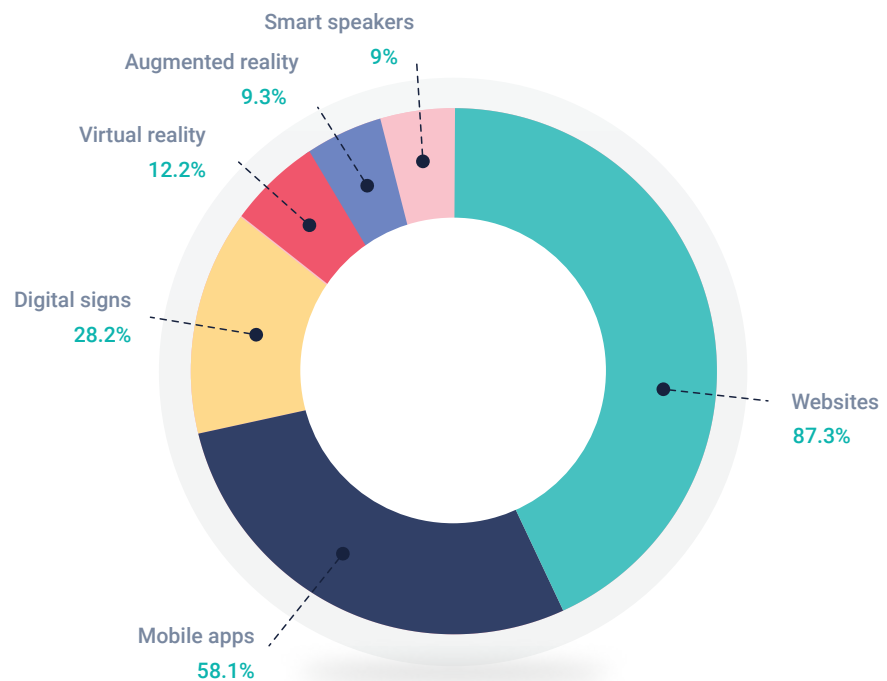

As expected, most companies deliver content primarily to their websites (87,3%) and mobile applications (58,1%). At the same time, such front-ends as digital signs are considered by 28,2% of businesses, followed by VR with 12,2%, AR with 9,3%, and smart speakers with almost 9%, respectively. Even though innovative content delivery methods are still not so popular yet, their number is considerable enough to think of implementing new software solutions to follow the rising trend.

04

What is your opinion of headless CMS architecture?

This question was designed to learn if the respondents are familiar with the headless architecture and if they already use it in their technology stack.
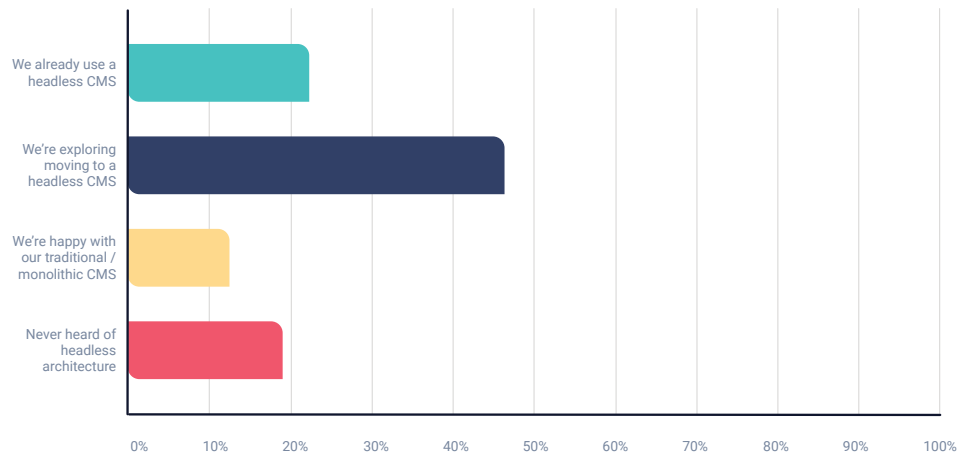

Following the trend to use newer technologies, more than 46% of the surveyed group are exploring ways to switch to headless CMS, and almost 22% are already using this modern approach. Meanwhile, nearly 13% were satisfied with the monolithic content management system, and 19% were not familiar with headless at all.

05 — How worried are you about the security of your CMS?

Security is crucial for businesses of any size, hence the next question was asked to measure the level of concern among respondents.
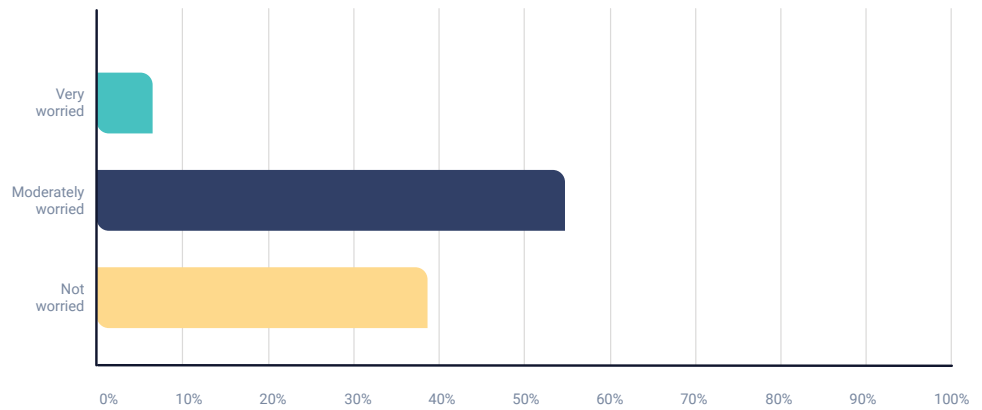

More than 54% of respondents reported they are moderately worried about the level of security provided by the CMS(s) they are currently using. About 38%, however, feel that their solution is secure enough, while 6% are seriously worried about their system.

06 — How many languages do you provide content in?

Internationalization and localization are other advanced features allowing companies to easily manage content in different regions simultaneously. This question aimed to uncover how many languages the surveyed organizations work with.
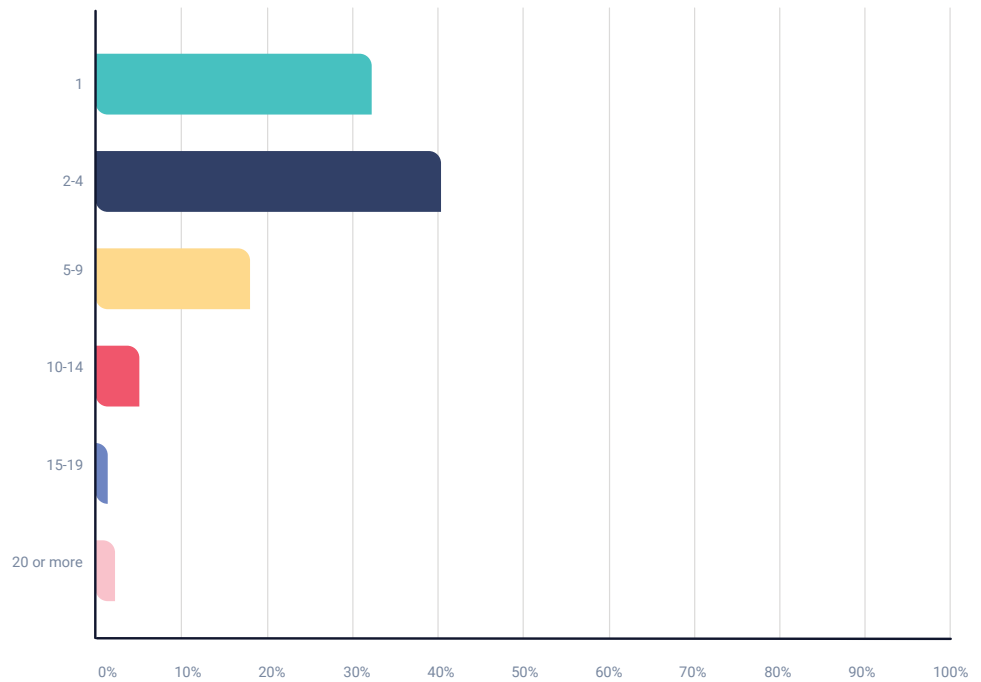

40% of respondents represent companies that provide content in two to four languages at once, meaning they most likely work internationally or in multicultural countries. Approximately 32% have content only in one language. Meanwhile, 18% mentioned they translate content to five to nine languages, 4,6% use 10-14 languages, and about 4% claimed to have more than 15 translations in their arsenal.

07

How satisfied are you with the localization/translation process in your CMS?

As many respondents turned out to be using multiple languages in their businesses, we decided to learn how well the content is translated depending on the market.
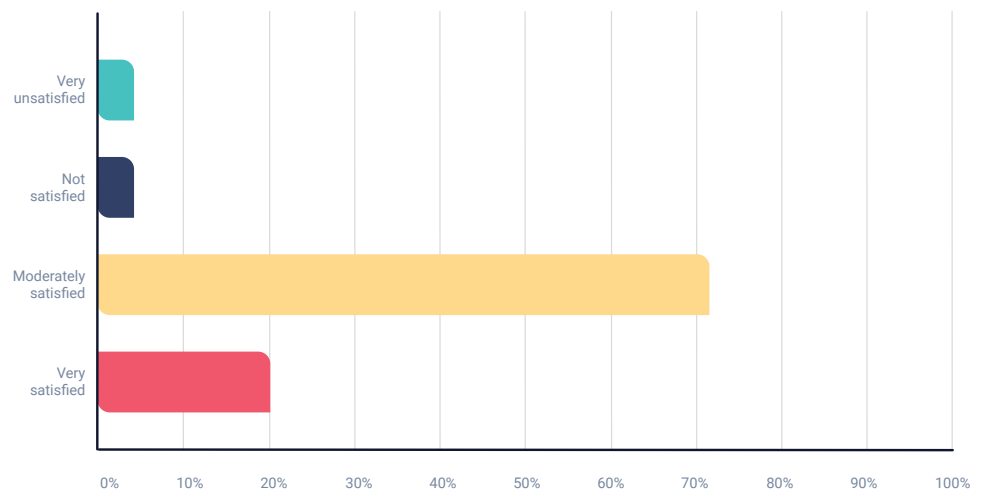
Only 20% of companies are delighted with the localization capabilities of their website, and nearly 72% are moderately satisfied, leaving room for improvement. At the same time, almost 4% are not satisfied with the translations, and 3,6% are very unsatisfied. Overall, there still exist areas for continued development for most CMSs users.

08

Which of these CMS features are most important to you?

Having multiple features at their disposal, we asked survey participants to name the most crucial ones. It was possible to choose several attributes at a time.

ANSWER CHOICES	RESPONSES
Security	67.77%
Website Speed	59.47%
Easy to use for content creators	44.52%
Content Hub (Content repository)	40.20%
Workflows	39.20%
Visual Editor	29.90%
Asset Management	27.57%
Translation and Localization	24.58%
Collaboration Suite	22.26%
SEO	16.61%
API Connectivity	12.96%
Omnichannel Support	12.62%

The top three vital features that a CMS must offer are security (~68%), website speed (~60%), and ease of use for content creators (~45). Respondents also highlighted such attributes as a content hub or repository (~40%), ability to determine workflows (~39%), visual editor (~30%), asset management possibilities (~27,5%), translation and localization (~24,5), collaboration (~22%), SEO tools (~17%), API connectivity (~12%) and omnichannel support (~12%).

09

How satisfied are you with your CMS?

The wrapping question was to understand the general level of satisfaction in the current CMSs used by the respondents.
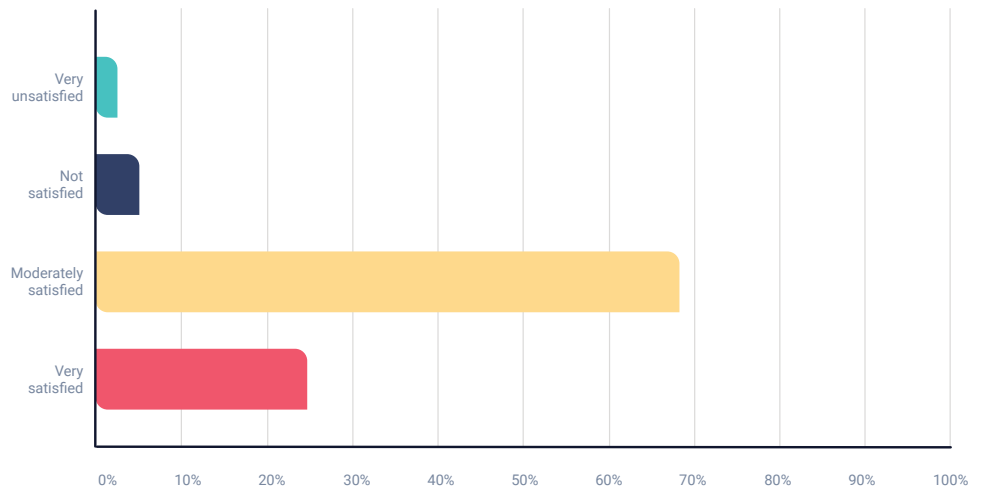
A quarter of respondents (~25%) feel very satisfied with the current content management system. In comparison, the majority of interviewed people (~68%) are more or less satisfied, which can't be determined as positive feedback. At the same time, almost 7% are somehow unsatisfied with the current solution.

Key Takeaways

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Despite the prevalence of traditional content management systems on the market, it's evident that the old standards are steadily decreasing over time, as many companies in the APAC region aren't happy with their monolithic CMSs, and nearly 50% are considering moving to a headless CMS.

Analyzing the most crucial features that the companies expect from their content management solution, it gets obvious why organizations are looking for ways to switch to a more convenient architecture. According to respondents of this survey, the top-rated features are security, high website speed, and ease of use for content creators. All of these requirements are difficult to meet with monolithic systems due to technical limitations, whereas a headless approach allows obtaining all of the named features.

Another intriguing discovery is that the ability of the CMS to deliver content to multiple front-ends at a time is one of the hottest topics in the APAC, as omnichannel commerce develops rapidly across the region, particularly following the pandemic. Hereby, many APAC-based organizations are more inclined to accept the value that a headless CMS can bring to creating a seamless omnichannel experience.

Even though many APAC-based companies have just started to adopt new approaches and continue to rely on traditional ones such as monolithic CMSs, we believe that the transition to a headless content management system can open up countless opportunities for companies of any size looking to improve their digital experience and customer journey.

ABOUT STORYBLOK

Storyblok is a world-leading headless content management system (CMS) founded in 2017. Being API-first, Storyblok's features contain a powerful visual editor that allows seamless usage across teams such as marketers, developers, and content editors. The nature of being headless removes the front-end component (the head) while leaving content delivery to a RESTful AP and GraphQL. In comparison, most content management systems force you to develop and build a website in a set way or a template. Storyblok hands over the freedom to build and innovate to your developers, with the ability to use their favorite technologies and integrate the best-of-breed tools that exactly fit your needs and requirements. Furthermore, there is no need for a database setup or installation, as everything is cloud-based. Organizations worldwide and many industries are using Storyblok as their headless content management system of choice to build great content and digital experiences for an omnichannel world: for example, Marc O'Polo, money.com.au,Table-Check, Oatly, Xlash, and Sydney FC.

Curious if a headless system is the right choice for your enterprise?
Talk to one of our specialists who can help you decide if you can benefit from one.

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Your Headless CMS

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