



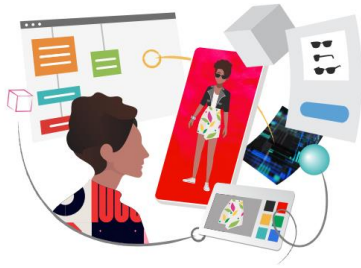
Get your content up to speed



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How high tech is using content and work management to increase the velocity of experience creation.



High tech must put its muscle and might behind delivering innovative experiences that quickly respond to customer needs and behaviors. That's the key takeaway from Adobe's 2022 Digital Trends Report for the high-tech industry. To do so, leaders in high tech are prioritizing content and work management to help increase the velocity of experience creation.

Simply delivering personalized content that's relevant to the customer won't quite cut it where experience creation is headed—into 3D metaverses and shared interactive experiences. Customers are being primed to prefer real, personal, interactive, and connected journeys. And companies need to be able to rapidly and dynamically assemble content to create these experiences.