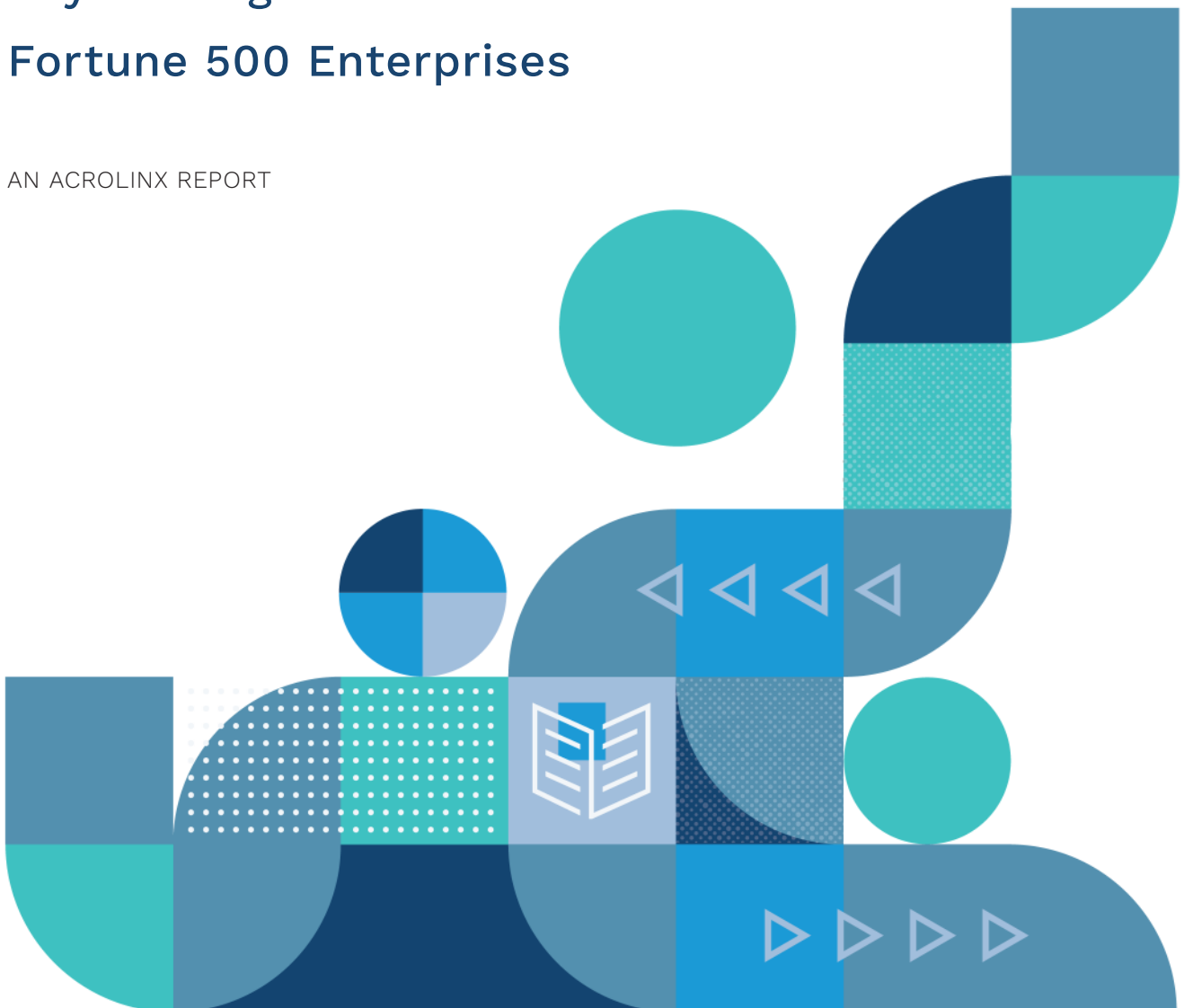


AI and the Future of the Content Supply Chain:

Key Findings from
Fortune 500 Enterprises

AN ACROLINX REPORT



What's the content supply chain?

The content supply chain is the sequence of people, processes, and technologies that guide content from ideation to analysis.

A well-structured content supply chain centers upon efficiency, compliance, and quality at scale. Its aim is to manage the growing enterprise demand for content — while maintaining consistency and regulatory standards.

However, many enterprises face significant challenges, from process bottlenecks to ineffective collaboration. As AI and automation transform content workflows, organizations must adopt structured governance strategies to maximize efficiency without compromising quality.

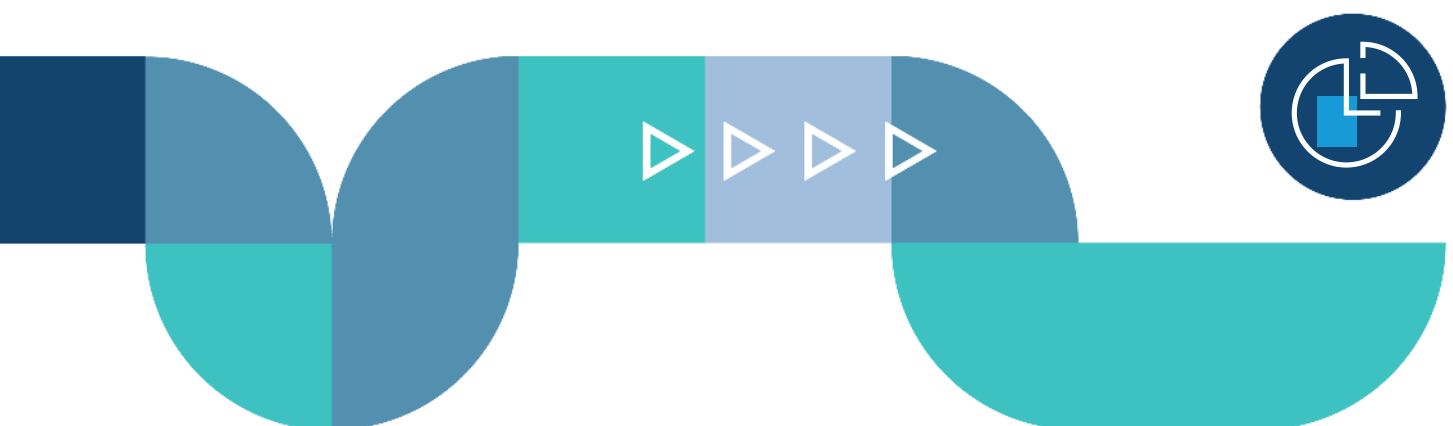
In this report, we aim to understand how our Fortune 500 customers view the content supply chain. We'll explore their organizations' strengths and weaknesses. We'll also examine the role of AI in helping businesses achieve content-related goals.

124 respondents from a mixture of Acrolinx Fortune 500 customers and other companies completed the survey. This report covers key insights into content supply chain effectiveness, challenges organizations face, and focus areas for improvement.

We asked these companies questions such as:

- What technologies do they use to manage the content supply chain?
- Where do they experience the most challenges?
- How do they expect AI to impact their content operations to determine industry trends and best practices?

Let's dive into the results!



Survey insights

The state of the enterprise content supply chain

Familiarity with the concept

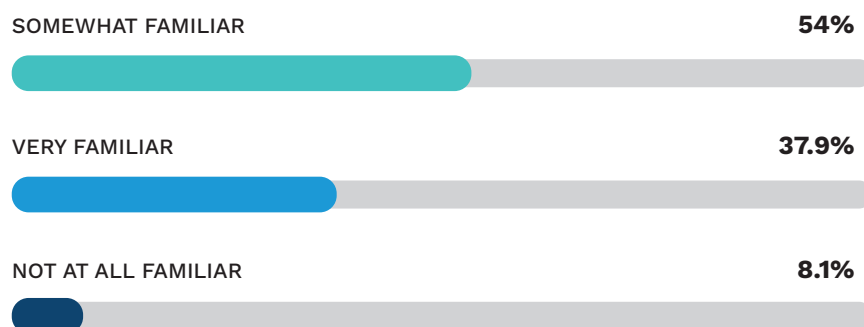
Every company has a content supply chain, even if they don't call it that. The term "content supply chain" refers to how businesses use supply chain management principles throughout the content lifecycle. This includes focusing on efficiency, quality control, and meeting demand.

Our survey showed that 54% of respondents know the term somewhat well. At the same time, 37.9% are very familiar with the concept of the content supply chain. Only 8.1% of respondents don't recognize the term.

They might confuse it with content strategy or think it's a synonym to the content lifecycle. But overall, it's clear that Fortune 500 companies are familiar with the content supply chain concept.

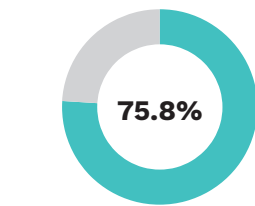
Why? The rise of AI and automation in content workflows could be fueling greater recognition of structured content operations. Companies like [Adobe](#) and [IBM](#) have also been prolific thought leaders around content supply chain thinking, which has no doubt helped content leaders become more familiar with the concept.

How familiar are you with the concept of a content supply chain?

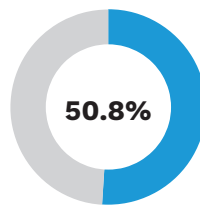


Technology adoption to manage the content supply chain

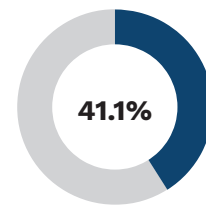
Enterprises today are focused on driving efficiency and achieving compliance within their content supply chain. But to do so, they have to manage various technologies throughout the content supply chain. We wanted to gain a better understanding of what types of technology enterprises are harnessing in their content processes. Our survey found that of our respondents:



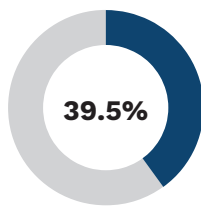
USE CONTENT MANAGEMENT SYSTEMS (CMS)



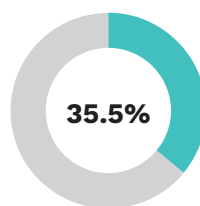
USE WORKFLOW AUTOMATION TOOLS



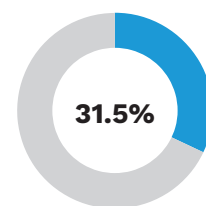
USE DIGITAL ASSET MANAGEMENT (DAM) TOOLS



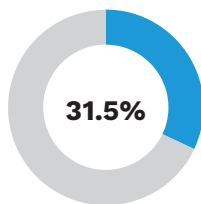
USE A TERMINOLOGY DATABASE



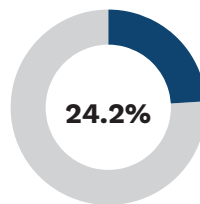
USE ENTERPRISE RESOURCE PLANNING (ERP) SYSTEMS



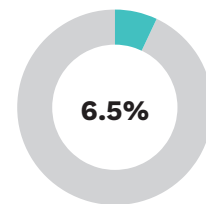
USE AI-POWERED CONTENT GOVERNANCE TOOLS LIKE ACROLINX



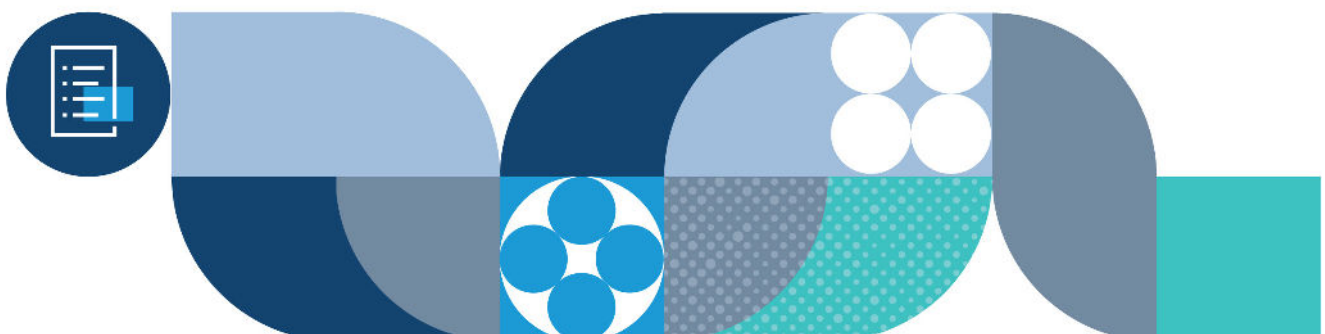
USE COMPUTER-AIDED TRANSLATION (CAT) TOOLS



USE PRODUCT INFORMATION MANAGEMENT (PIM) SYSTEMS



USE NONE OF THESE TOOLS

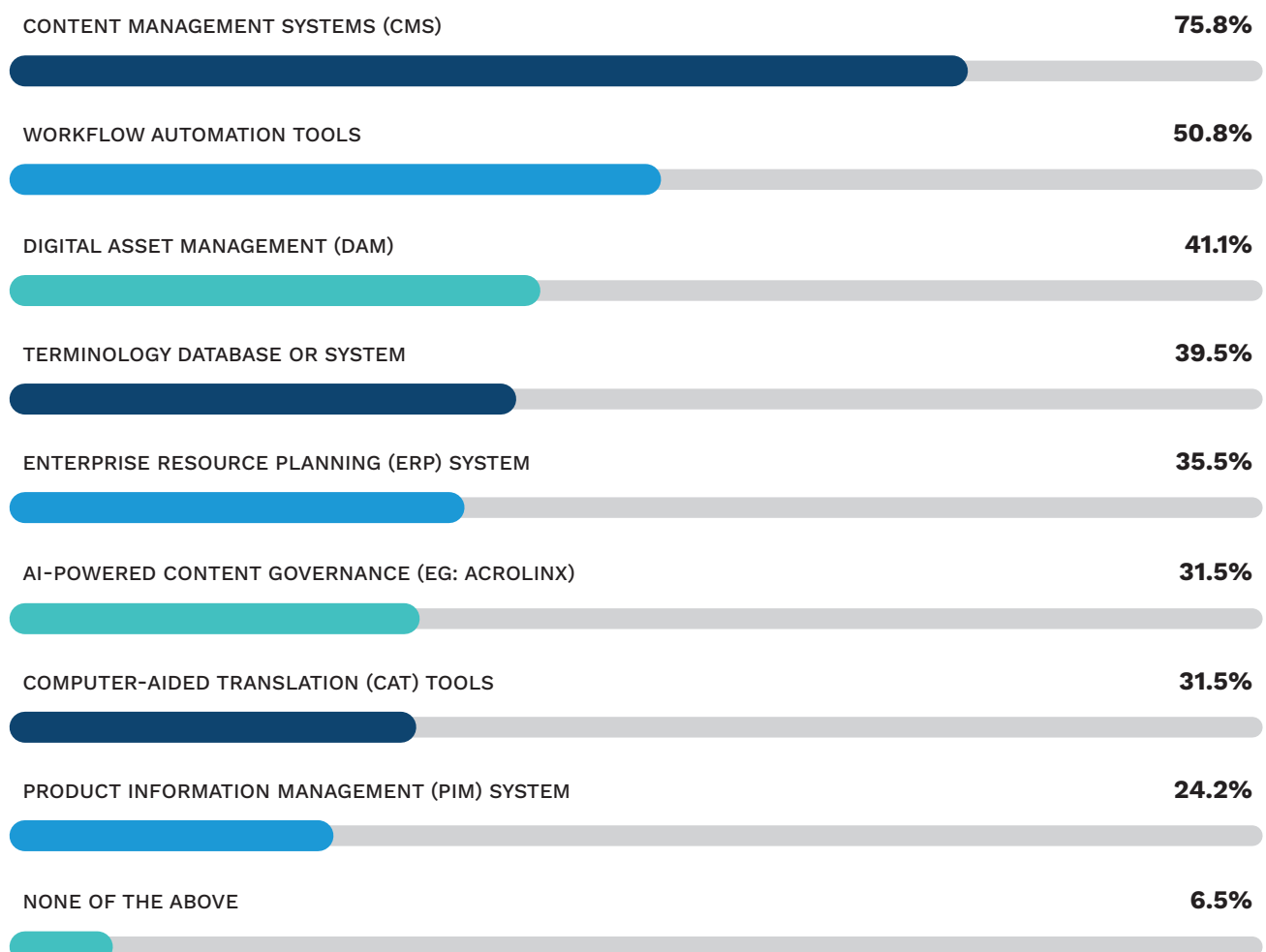


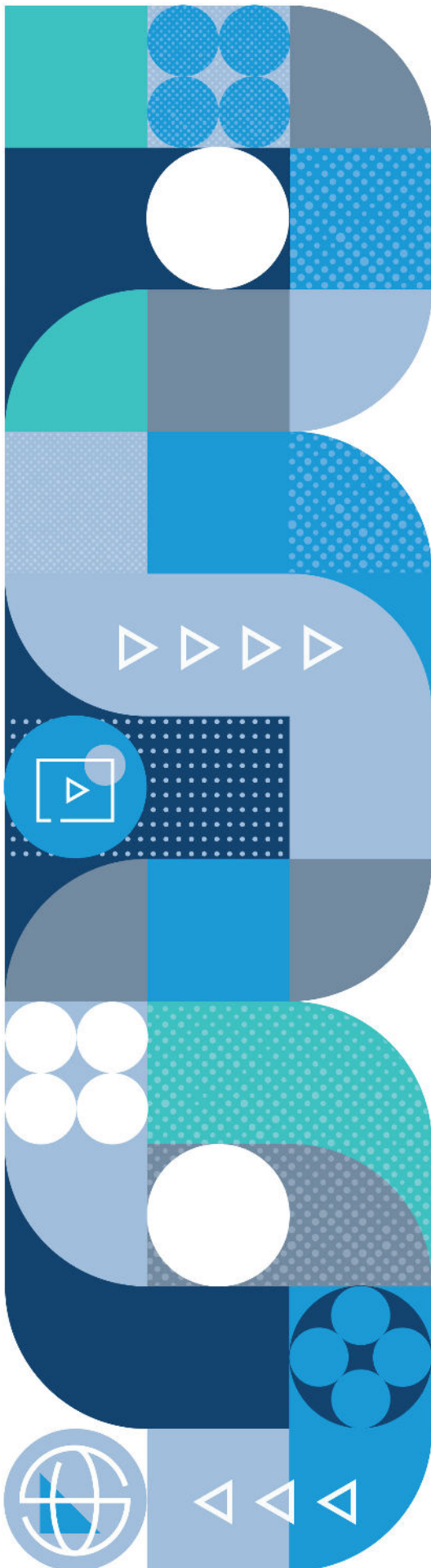


These numbers reflect a long-standing industry shift toward digital transformation. While CMS adoption is widespread, lower AI governance adoption highlights an opportunity for enterprises to integrate AI to safeguard consistency and compliance at scale.

As respondents could select as many answers as were applicable to them, it's clear that enterprises harness multiple technologies within the content supply chain. For further research, it would be beneficial to understand what patterns emerge in terms of which technologies are used with one another. It would also be interesting to learn more about the 6.5% that don't use any of the technologies or systems listed above.

What tools or platforms does your organization use to manage the content supply chain? Select all that apply.





Existing strengths: Where enterprises excel today

72.6% of enterprises excel in content creation, making it the biggest area of strength.

Second to content creation was publication and distribution, with 57.3% of respondents identifying that as an area of strength.

The least popular area where enterprises excel is archiving and repurposing of content, with only 21.8% of respondents selecting it. Other low scoring areas include performance analytics (29%) and maintenance (30.6%).

The strong performance in creation and publication aligns with the high adoption of CMS platforms. However, the challenges in performance analytics suggest a need for better tracking mechanisms to measure content effectiveness and inform strategy.

Companies struggle to monitor content performance because they lack centralized tracking systems and rely on fragmented analytics across different teams and platforms. Without clear metrics tying content quality to activity, conversion rates, or compliance, it's difficult to assess the true impact of content. Another thing is, many organizations focus on publishing volume. Sometimes, at the expense of clarity, consistency, and effectiveness. This leads to missed opportunities for improvement.

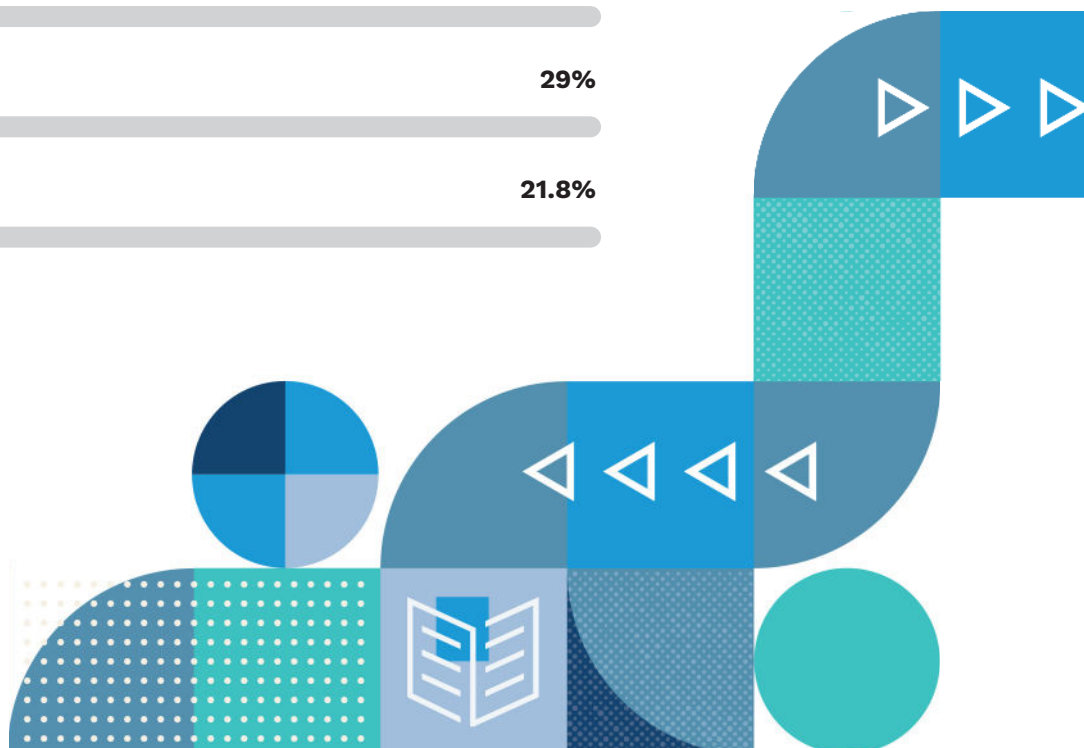
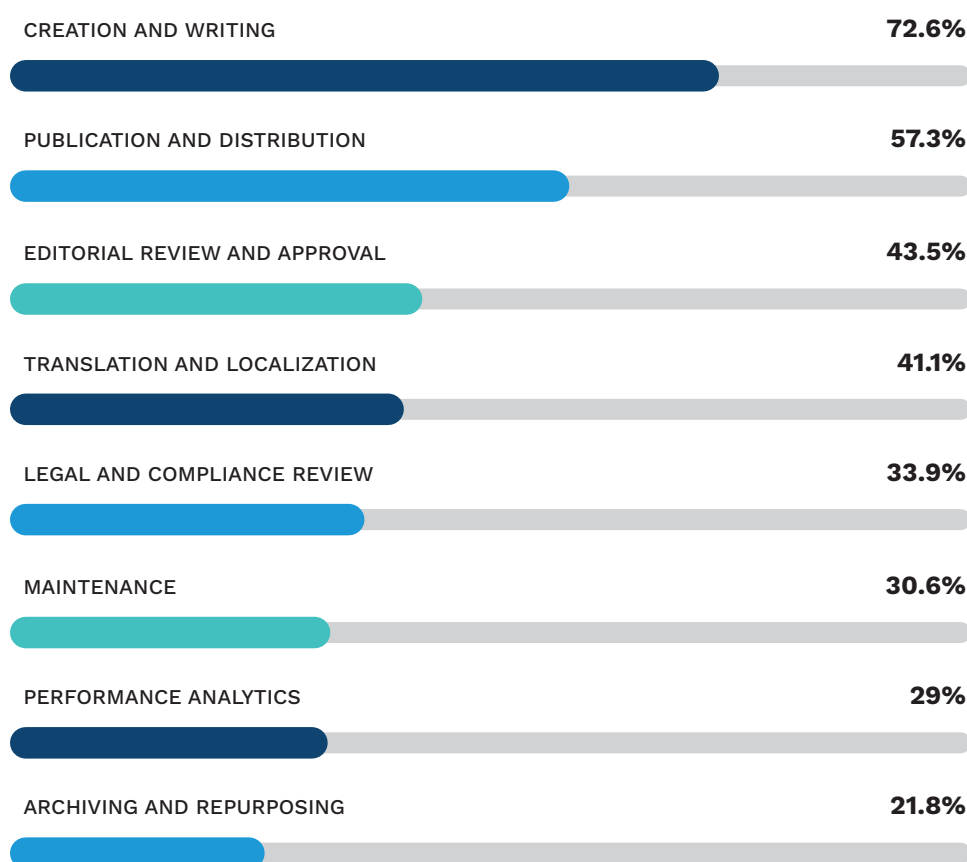
Correlating performance insights with content quality data helps businesses create content that not only meets brand and regulatory standards but also powers measurable results.

This approach leads to more efficient content strategies, reduced legal risks, and better customer experiences, ultimately achieving higher ROI.

Notably, only one third of enterprises (33.9%) identify legal and compliance reviews as an area they excel in within the content supply chain.

Considering the risk that non-compliant or legally ambiguous content presents to any business, this is an area that enterprises need to prioritize. Why? Because the cost is high: Ranging from lawsuits and penalty fines, to product misuse potentially leading to injury. If there's one area enterprises want to excel in — especially considering the influx of AI-generated content — it's the legal and compliance review.

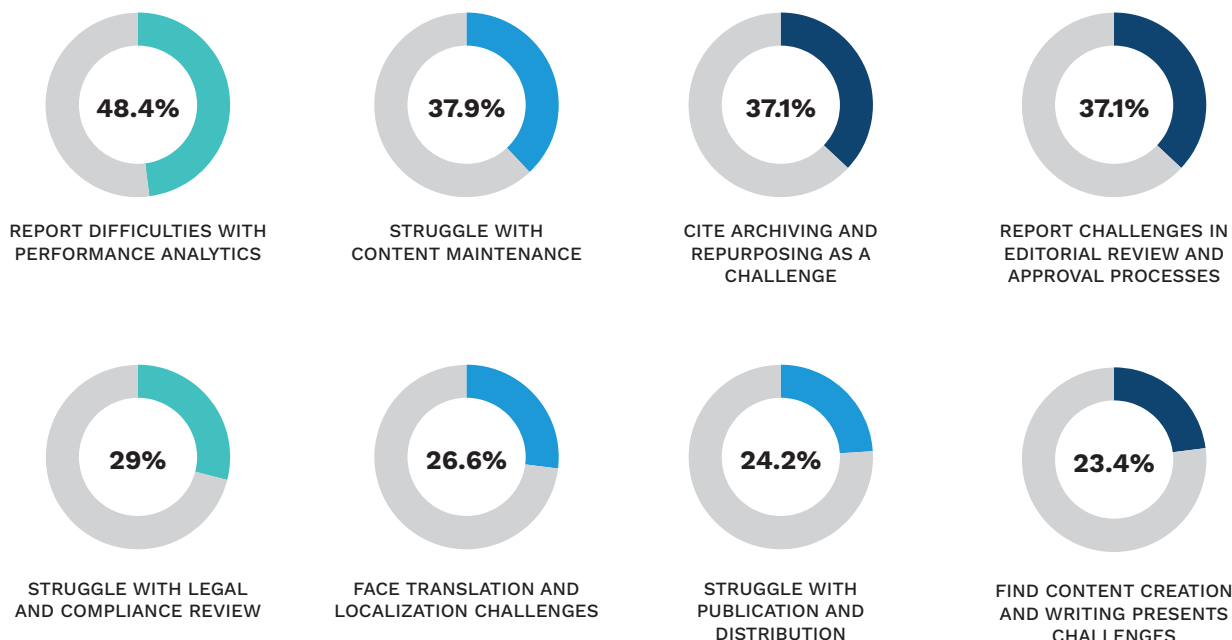
Which stages of the content supply chain does your organization excel at? Select all that apply.



Exploring challenges in the content supply chain

Our survey examined content supply chain challenges in two ways. Firstly, where in the supply chain the majority of issues occur. Secondly, what those issues are.

Our survey results found that:



These findings indicate that enterprises are facing growing complexity in managing content beyond the creation phase. Content maintenance is often neglected in enterprises because of resource constraints, competing priorities, and the complexity of managing vast amounts of legacy content.

Not updating old content creates serious compliance risks. These risks include breaking regulations, facing legal penalties, and encountering operational problems.

Many organizations take a reactive approach, addressing outdated content when negative customer feedback or compliance issues arise, rather than maintaining an ongoing strategy.

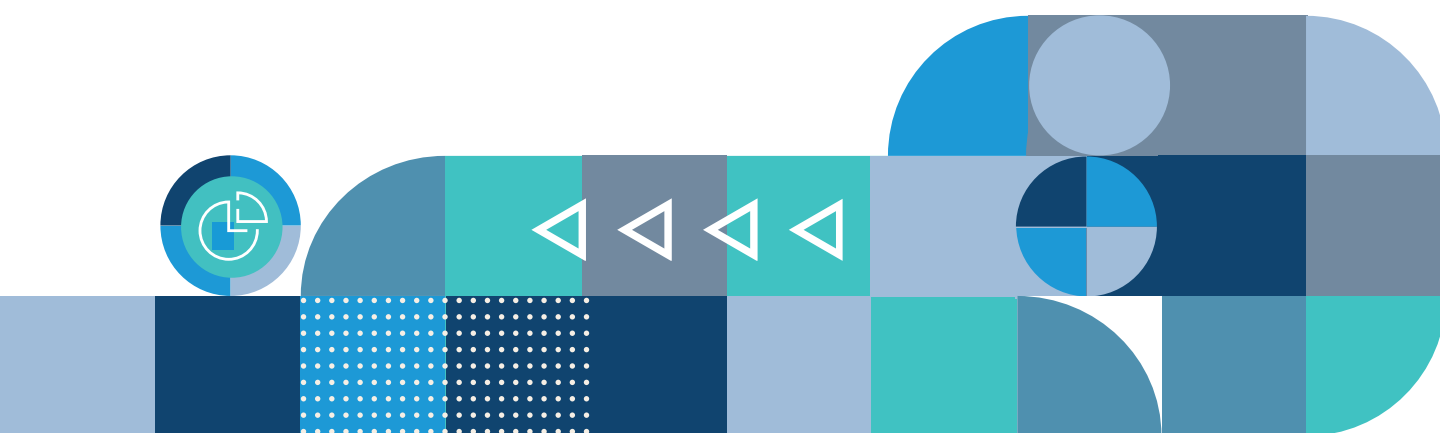
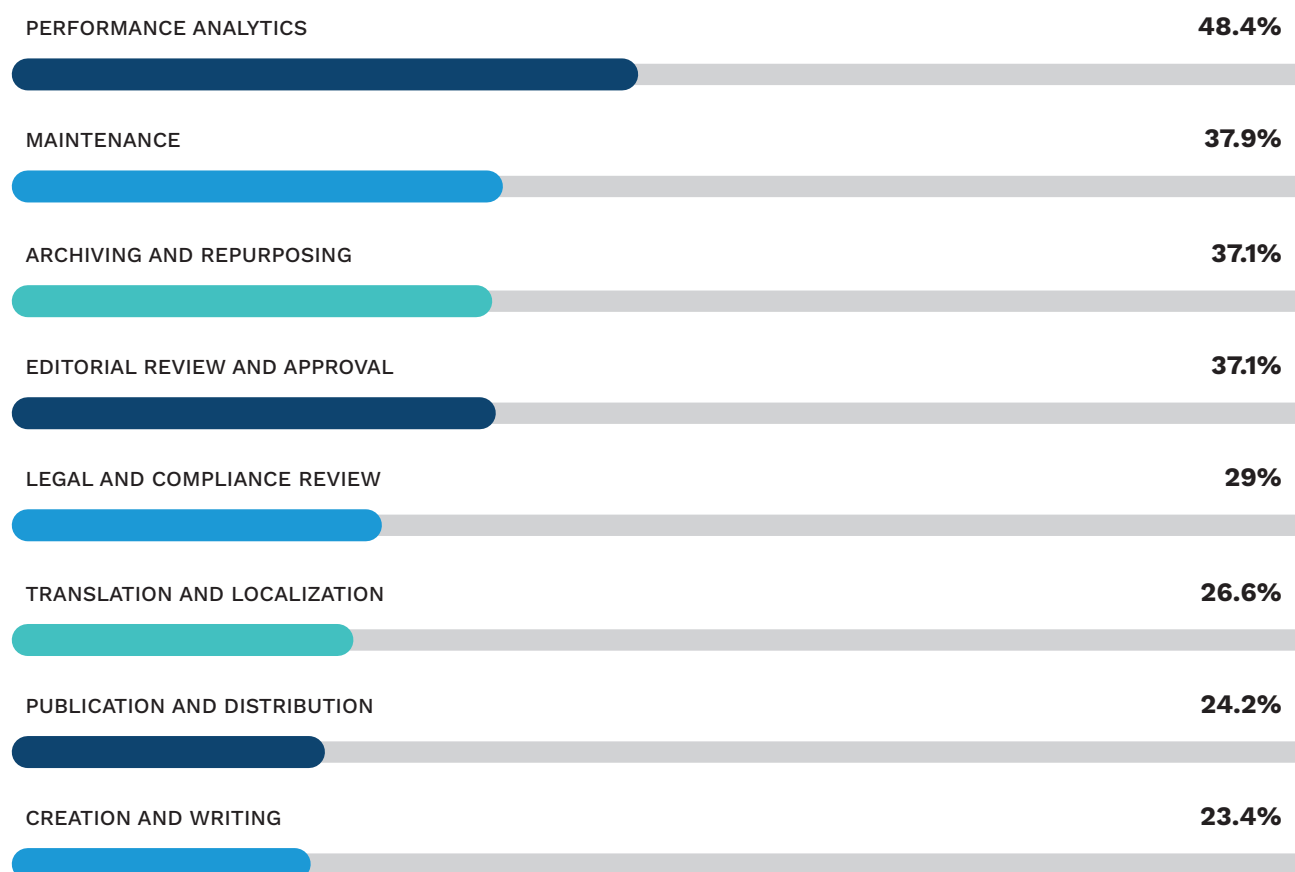
And then, siloed content ownership and the lack of measurable impact on business performance contributes to deprioritization, leaving outdated and potentially non-compliant content unnoticed.

These results highlight a need for improved processes for efficient editorial and legal approval workflows, keeping content up to date and relevant, and measuring its performance.



As the respondents were free to select as many challenges as were applicable to their enterprise, it's significant that most respondents selected more than one challenge. With 327 answers selected and only 124 respondents, it's abundant that managing the content supply chain presents many varied challenges that enterprises need help with mitigating.

Which stage(s) of the content supply chain does your organization experience the most challenges with?

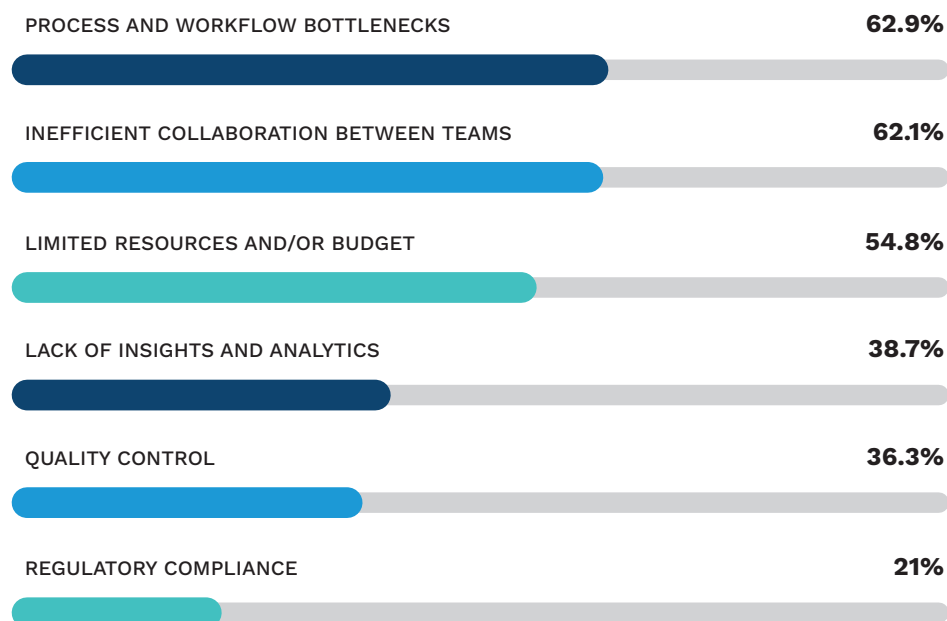


The biggest enterprise content challenges

Now we know where the challenges are occurring, we wanted to know more specifically what those issues are. The connection between these challenges and the reported most challenging stages in the content supply chain highlights where inefficiencies impact performance the most.

Content maintenance and performance measurement require continuous updates, collaboration, and strategic decision-making, making them especially vulnerable to **workflow bottlenecks (62.9%)** and **inefficient collaboration (62.1%)**. These issues suggest that enterprises struggle with keeping content up to date and aligning teams across departments, leading to delays and inconsistencies in maintaining and assessing content quality.

What are the biggest challenges your organization faces in the content supply chain? Select all that apply.



Limited resources (54.8%) further exacerbate these challenges, as organizations often lack the personnel or budget to dedicate to ongoing content governance and analytics. The **lack of insights and analytics (38.7%)** directly impacts performance measurement, making it difficult for companies to track content effectiveness and improve accordingly. Without clear data, businesses continue to produce content without understanding its impact, leading to wasted efforts and missed opportunities for improvement.

Interestingly, **quality control (36.3%)** and **regulatory compliance (21%)** are cited as lesser challenges, likely because companies assume they have processes in place to manage them. However, the low percentage of regulatory compliance concerns may indicate a false sense of security, where enterprises underestimate evolving compliance risks. It also doesn't align with the 29% of respondents that previously cited **legal and compliance review** as the most challenging stage of the content supply chain.

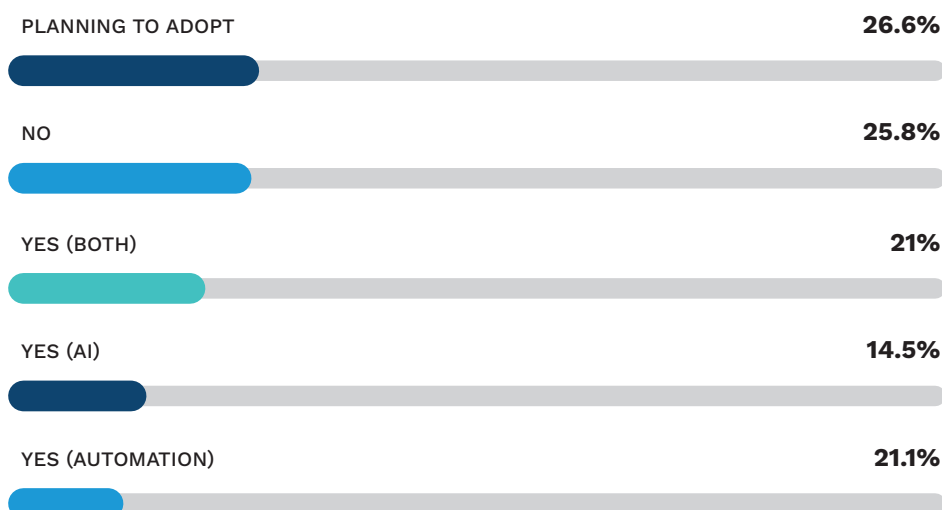
This disconnect suggests that while enterprises focus on operational inefficiencies, they may be overlooking hidden risks tied to compliance and content quality.

Use of AI and automation

We wanted to know how enterprises are using or planning to use AI or automation in any part of the content supply chain. We found that 26.6% are planning to adopt AI or automation, 21% currently use both AI and automation, 14.5% use AI, while 2.1% use automation alone.

This indicates that while AI adoption is growing, many enterprises remain in the exploratory phase, potentially because of concerns over integration challenges and regulatory compliance.

Is your organization using AI or automation to streamline any part of the content supply chain?



With just over one quarter of respondents (25.8%) stating that they neither use AI or automation in their content supply chain, they sit in the minority. What these enterprises risk isn't being able to keep up with the competition who focuses on embracing innovation within the content supply chain to fuel efficiency and improve compliance.

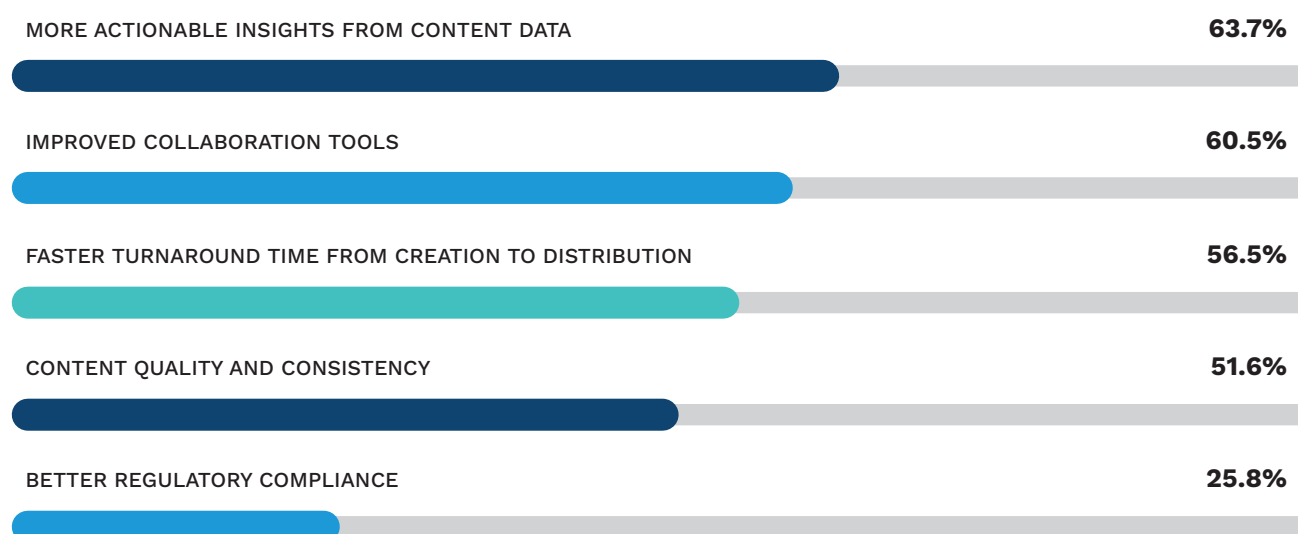
Desired content supply chain improvements

This data suggests that while enterprises recognize inefficiencies in their content workflows, they're also beginning to acknowledge the role of content quality in achieving better outcomes.

Where do respondents want to see improvements in the content supply chain? **There's a high demand for consumable insights (63.7%) which reflects the struggle with performance measurement.** This tells us that many enterprises lack the visibility needed to assess content effectiveness and make evidence-based improvements. Similarly, the need for improved collaboration tools (60.5%) underscores persistent silos between content creators, compliance teams, and marketing, which slows down content updates and alignment.

The fact that 56.5% seek faster turnaround times highlights a growing urgency to streamline content production and distribution. This aligns with the earlier findings on workflow bottlenecks and limited resources, suggesting that many enterprises are stuck in inefficient processes that delay content getting to market. However, the 51.6% prioritizing better content quality and consistency signals a shift in perspective — while efficiency is crucial, enterprises are also realizing that speed without quality leads to poor engagement, compliance risks, and lower ROI.

In which areas would you like to see improvements or innovations in your content supply chain? Select all that apply.

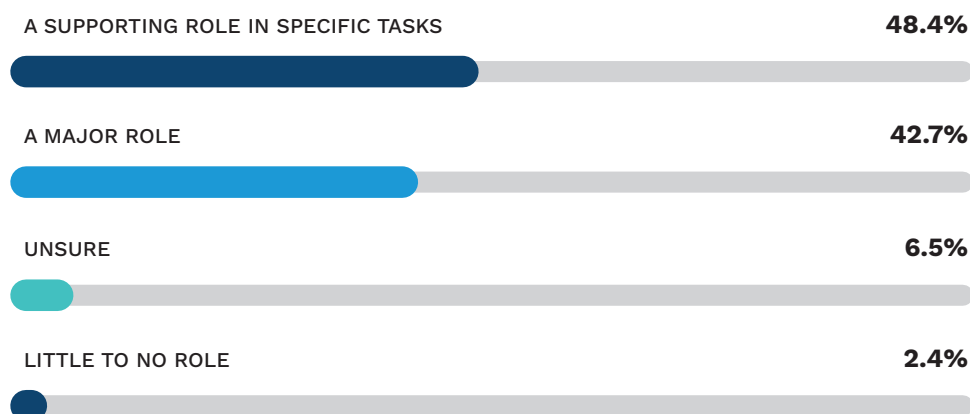


Expectations of AI in the future

As the initial hype of AI settles into more realistic expectations of emerging technologies, we wanted to know what Fortune 500 companies expect from AI in the future. 48.4% believe AI will play a supporting role in specific tasks within 1-3 years, while 42.7% expect AI to have a major role in content operations.

The increasing confidence in AI suggests that enterprises are optimistic about its potential to streamline processes while maintaining compliance and quality. This is supported by the fact that only three respondents (2.4%) think that AI will have “little to no role” in the content supply chain.

To what extent do you think AI will play a role in your content supply chain in the next 1-3 years?



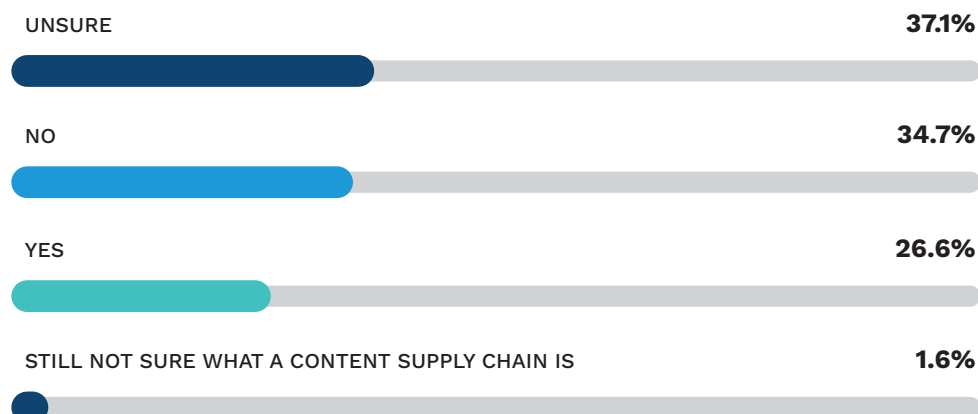
Effectiveness of the current content supply chain

Startlingly, only 26.6% of respondents feel they’re achieving their business goals, suggesting that content strategies are often misaligned with enterprise objectives.

This data reinforces the widespread inefficiencies in content governance, with over 70% of respondents either unsure (37.1%) or convinced (34.7%) that they aren’t maximizing their content supply chain’s potential. Given the earlier findings on workflow bottlenecks, limited collaboration, and lack of helpful insights, it’s clear that many enterprises lack visibility into content performance and struggle with optimization.

This allows us to confidently state that many enterprises lack the necessary insights to measure content supply chain performance, underscoring the need for better analytics. Investing in tools that provide immediate insights, improve collaboration, and prioritize content quality are critical for effective content!

Is your organization getting the most out of your content supply chain, in terms of results that matter to your business?

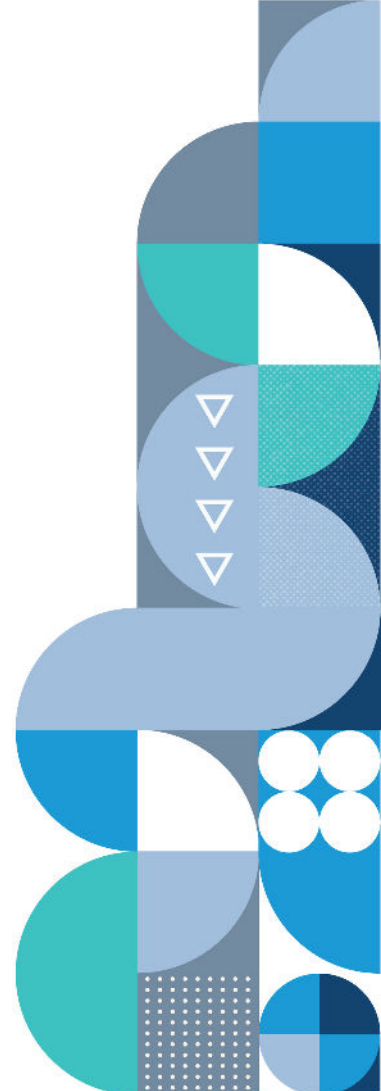
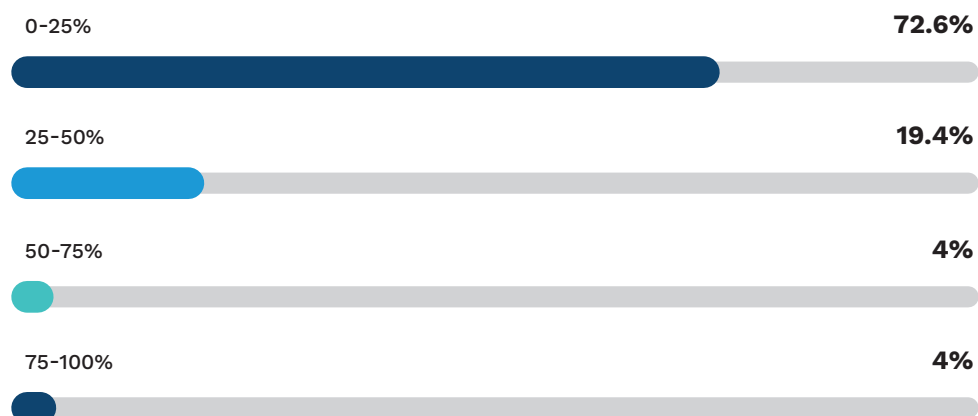


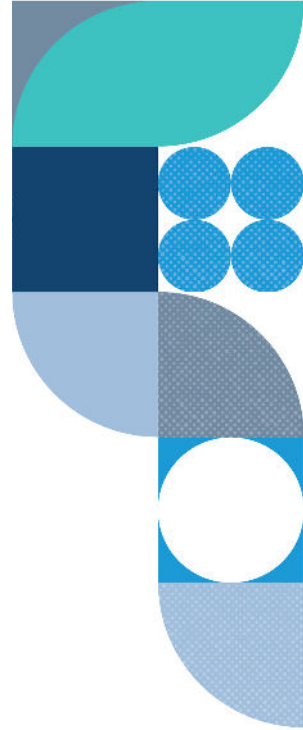
Current and future AI integration in the content supply chain

So, what are enterprises doing today? Well, 72.6% of respondents currently use AI in up to 25% of their content supply chain. In the next 1-3 years, 45.2% expect to use AI for 25-50% of content operations, and 25.8% anticipate using AI for 50-75%.

Unsurprisingly, this data demonstrates a growing trend toward AI adoption, with adoption intentions that currently prioritize and understand the value of the “human in the loop.”

What percentage of your content supply chain uses AI today?



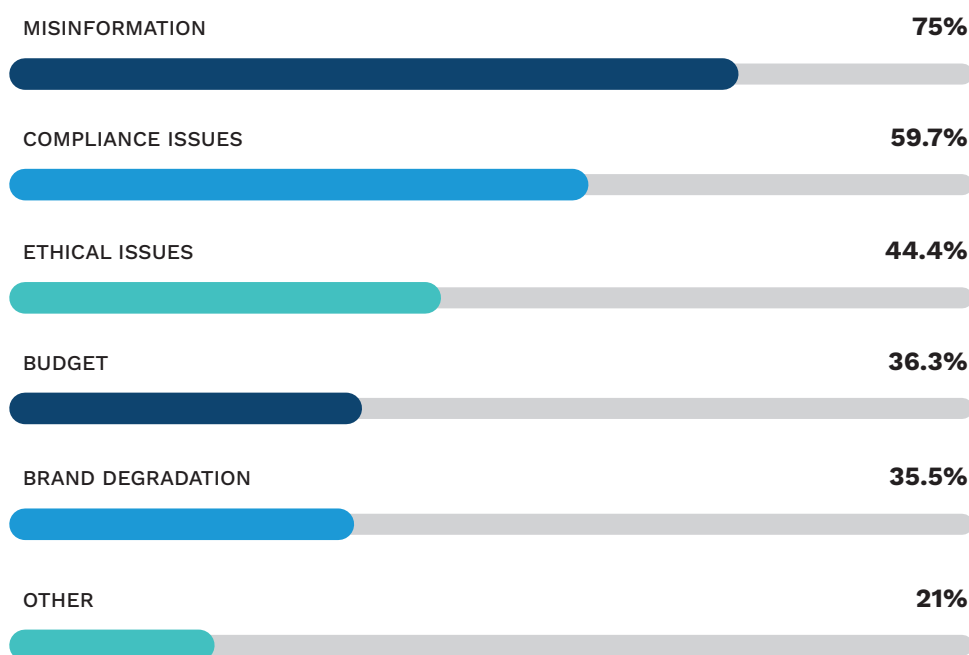


Perception of AI-related risks

To offer some explainability as to the intended rate of AI adoption, the survey included a question around the perception of AI-related risks. 75% of respondents cite misinformation as a primary risk, 59.7% are concerned about compliance issues, and 44.4% worry about ethical concerns in AI-generated content.

These concerns highlight the importance of governance frameworks to ensure AI-driven content aligns with enterprise standards and regulatory requirements. Enterprises increasingly recognize the need for AI guardrails to guarantee inclusive, unbiased, and responsible content generation. Solutions like Acrolinx, which provide AI-powered content governance, mitigates these risks by enforcing corporate standards, upholding compliance, and maintaining quality control at scale.

Which of the following AI-related risks are most relevant for your enterprise content? Select all that apply.



Interestingly, over a third of respondents (36.3%) see budgetary constraints as a risk, and a similar percentage (35.5%) are worried about brand degradation as a consequence of introducing AI into the content supply chain. Although brand degradation is a real concern, with AI-generated content often being misaligned with brand voice and lacking in company-specific terminology, tools like Acrolinx establish the AI guardrails needed to mitigate these challenges.

The path ahead with AI-supported content supply chains

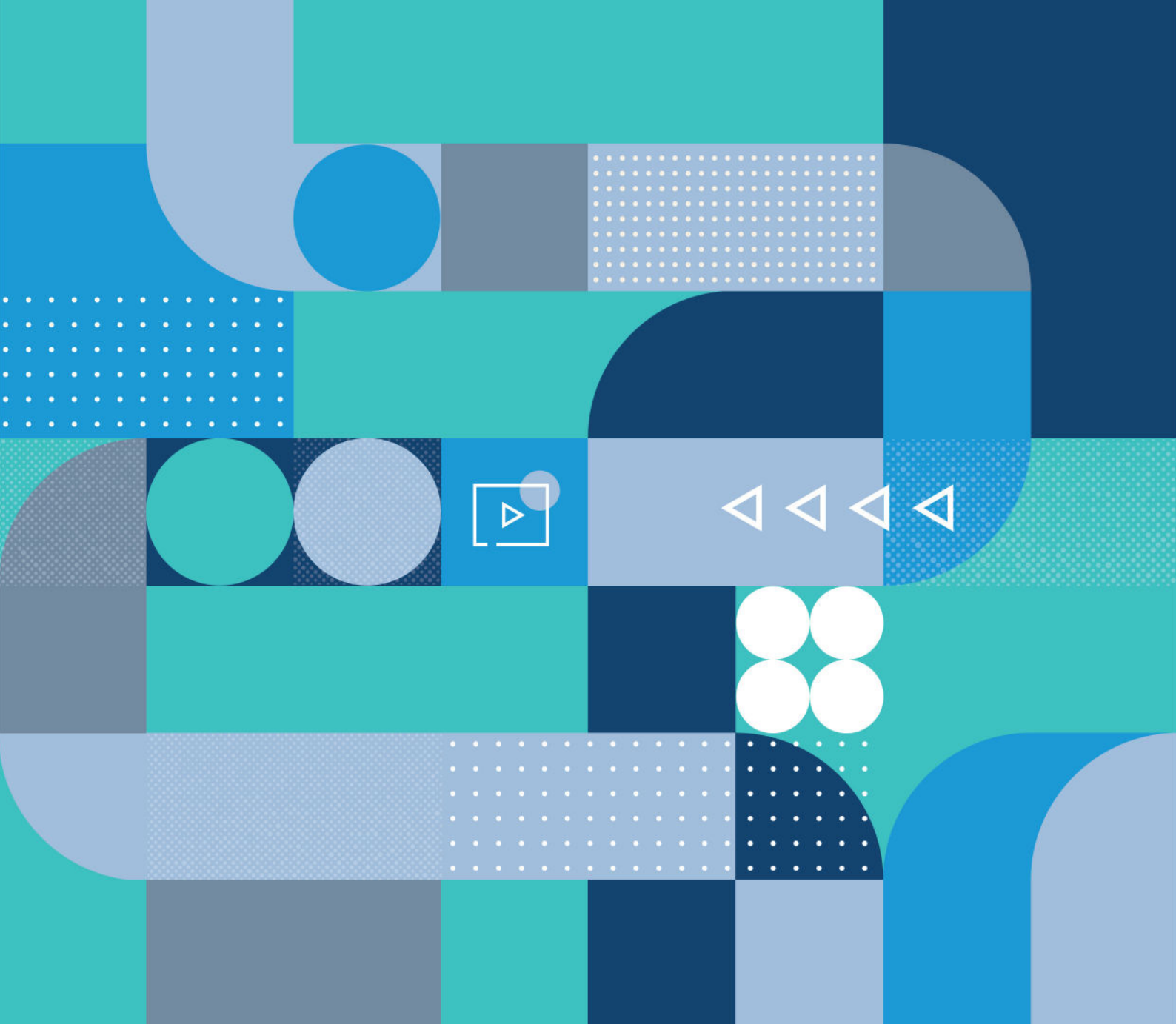
The enterprise content supply chain will continue to evolve, powered by the need for streamlined publication without compromising quality and compliance. As AI adoption increases, enterprises are prioritizing content governance to scale operations effectively, because they're able to harness the benefits of AI-fueled productivity while mitigating AI risk.

By integrating AI-powered solutions like Acrolinx, enterprises can overcome content challenges, streamline workflows, and ensure high-quality, compliant content at scale.

**Is your organization maximizing the potential of your content supply chain?
Let's talk about how Acrolinx can help.**

[Request a demo](#)





About Acrolinx

Acrolinx is an AI-powered content governance software that ensures all your content meets your bespoke enterprise standards. By digitizing your style guide, Acrolinx governs content created by both people and AI, helping teams achieve efficiency without sacrificing quality. Through live writing assistance, automated reviews, quality gates, and performance analytics, Acrolinx guarantees consistent, on-brand content at any scale. Built on Azure AI and backed by expertise from the German Research Center for Artificial Intelligence, Acrolinx combines advanced AI with enterprise-grade security.