

# Future-Proofing with Paligo: Customer Insights Report 2024

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# Introduction

Paligo was created with the aim of developing an advanced platform for creating and publishing structured technical documentation for a wide range of users, regardless of their technical background or level of expertise. Our component content management system (CCMS) is designed with the highest focus on ease of use, so that people of all levels of technical expertise would be able to use it, to the point of even making structured authoring enjoyable.

Since its launch in 2016, Paligo has grown rapidly and has developed market-leading capabilities for its customers to structure complex information. Paligo supports companies of all sizes - from SMB to mid-market and Enterprise customers globally from its offices in Sweden, Ireland and the United States.

At Paligo, we take our customers very seriously. With our user-centric approach we are able to confidently onboard those for whom Paligo will genuinely enable success in their day-to-day work, and even surprise them with features they didn't even know they would come to love.

Within Paligo, we have plenty of data to show how this approach results in great value for money for our customers, but we hadn't pulled it together for you to see - until now.

We conducted an extensive internal study of our user base, along with a quantitative customer survey, to dig deep into who our users are, what they use Paligo for the most, and what value they're getting from different product features.

In this Customer Insights Report we firmly stand behind the benefits that implementing the Paligo CCMS offers, such as industry-leading time-to-value for customers, scalability, omni-channel publishing capabilities, collaboration and workflow offerings, and a very user-friendly UI/UX design.

Get ready to take a look under the hood at Paligo!

# Executive summary

Paligo serves a diverse global customer base, with strong representation across North America and Europe. These customers span various industries and maturity levels, with a notable concentration in the software and manufacturing sectors.

Whether customers migrated from traditional technical documentation tools (Help Authoring Tools - HAT) or selected Paligo as their first component content management solution (CCMS), the data shows that organizations consistently achieved success, regardless of their previous experience with a CCMS.

This report demonstrates significant improvements in operational efficiency and productivity post-implementation. By automating manual tasks such as updating and formatting technical documentation, Paligo frees up valuable time for technical writers, reviewers, and subject matter experts (SMEs), allowing them to focus on high-value activities such as content creation and strategic initiatives. Structured authoring, single-sourcing, and topic-based authoring have been game changers for these organizations, enabling a shift from repetitive tasks to meaningful work.

According to the survey, more than 50% of respondents reported time savings of at least 25% in the creation, updating, and maintenance of documentation — **equating to an average of 10 hours saved per week**. Additionally, 75.6% of users agreed or strongly agreed that **Paligo delivered a measurable return on investment**, with enhanced efficiency in resource allocation, both in terms of time and personnel. These insights highlight how Paligo enables organizations to scale their documentation processes efficiently, translating to cost savings and enhanced productivity.

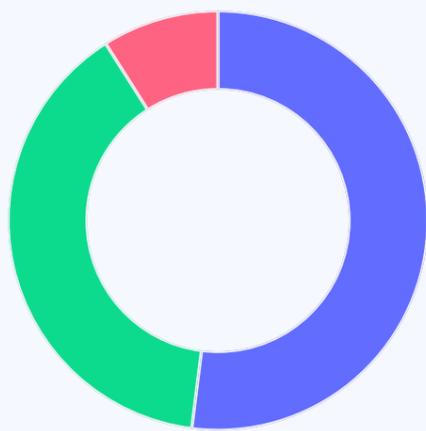
Built with the technical writer in mind, Paligo has received strong customer feedback, with users expressing high levels of satisfaction for its ability to empower them to deliver their best work in a collaborative and streamlined environment, whilst enabling scalability in the future.

# Who are Paligo's customers

## Customer organization data

This section showcases the diverse organizations that utilize Paligo by region, industry and organization size. Paligo is well-represented across diverse industries and countries, and Paligo's different product and service tier offerings serve a broad spectrum of technical writing team setups, from small teams with complex technical content sets to multi-billion dollar businesses with massive product documentation portfolios in multiple languages.

### Paligo customers by region

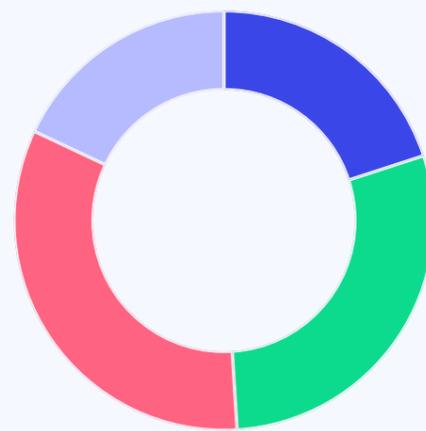


North America 52%

Europe 39%

Rest of world 9%

### Paligo customers by number of employees



>1.000 20%

201-999 29%

50-200 33%

<50 18%

### Paligo customers by industry

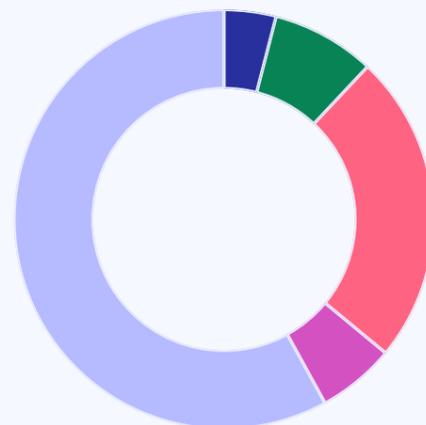
Finance & Insurance 4%

Life Sciences 8%

Manufacturing 24%

Other 6%

Software 58%



Paligo's customers are a 50/50 split of those who chose Paligo to replace their legacy CCMS solution and those for whom Paligo is their first CCMS (switching for example from a file-based Content Management System like WordPress, or a Help Authoring Tool like MadCap Flare). This indicates that writers who are accustomed to, or new to, a structured authoring platform have achieved success equally with Paligo.

**Paligo is the best tool I have used yet when it comes to creating a topic-based document set ready for single-source publishing all in one tool. It is really good if your company is getting started with creating customer documentation from scratch or if you already have documentation tools but you want to streamline your process.**

Technical Writer, Automotive Industry, Mid-Market

**Did your company switch to Paligo from another CCMS software?**



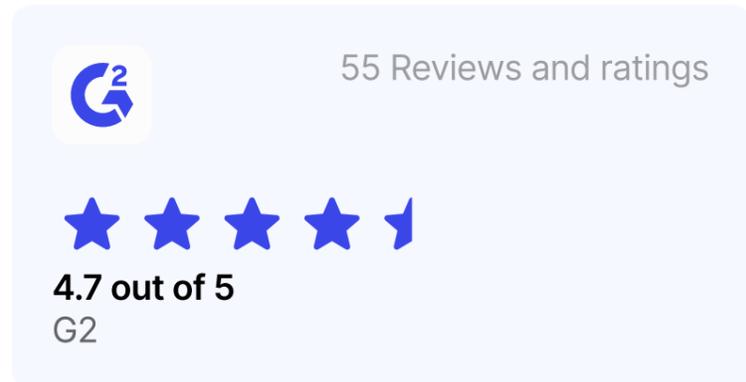
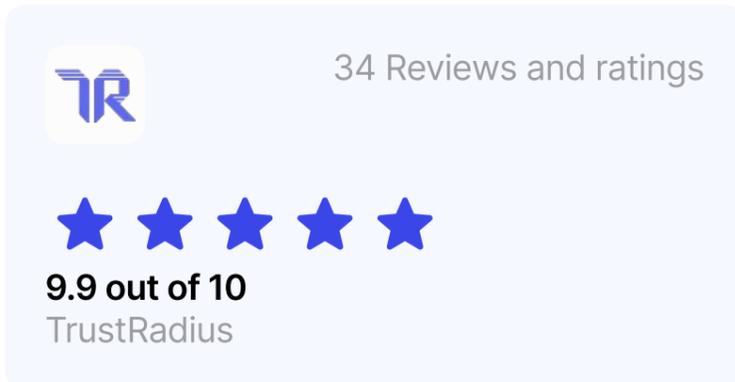
● Yes 46% ● I don't know 6% ● No 48%

Source: G2

**Note** This is self-stated data from customers. Those who responded "I don't know" refer to being hired into teams where Paligo was already implemented i.e. they were not involved in the vendor selection process.

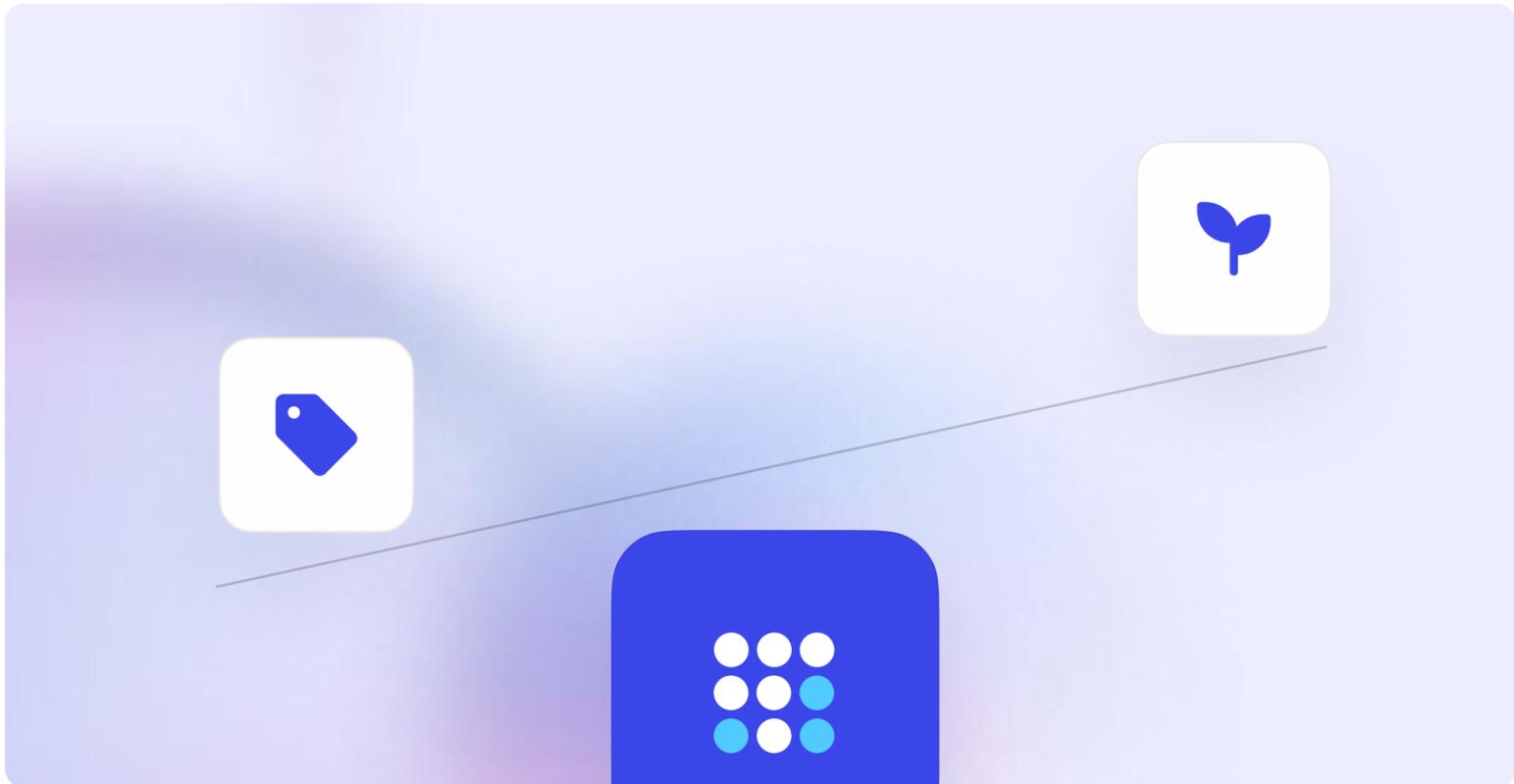
## Customer sentiment

Paligo's customers have written almost 100 in-depth reviews (more than 8,000 words!), on product review websites G2, TrustRadius and SourceForge. The content in these reviews is independently written and not edited or controlled by Paligo. The review platforms themselves diligently check that all reviews are legitimate paying users of the Paligo platform.



This word cloud analysis reveals the top 30 most commonly used words across the customer reviews. Paligo customer sentiment is strongly positive, confirming they truly are able to accomplish end-to-end technical documentation with ease. This indicates an increase in productivity, meaning that our customers are accomplishing more than ever before with Paligo.

# Cost effectiveness and productivity gains using the Paligo CCMS



## Cost effectiveness

When it comes to vendor selection, focusing on value for money is essential. The upfront investment cost should not be the only consideration, but rather the lifespan of the use of the technology in delivering value. There are also the migration, training and onboarding, and maintenance processes to consider. Finally, it's also about the technology's capacity to enable you to scale your documentation as the organization grows.

Our customers go through a rigorous pre-sales assessment and trial phase before both parties agree that there is a good fit. An essential part of that journey is to set reasonable expectations on return on investment (ROI) by discussing costs versus benefits.

Migrating into a CCMS for the first time, or migrating from another system, will take some resources and buy-in from various stakeholders. However, post-migration, Paligo's customers enjoy efficiencies in creating and managing their technical documentation which reduce overall content production costs.

**The cost is very competitive when compared against other authoring tools/CCMS tools on the market.**

Technical Writer, Enterprise, Security & Investigations

**We are a medium-sized technical writing team with a fairly large portfolio of products to manage, and it makes sense for us to use it just as a writing team. But we are also working on connecting with other teams to get them on board so we can all share content across the enterprise. That's where the investment in Paligo really will pay off richly.**

Manager, Enterprise, Computer Software

**75%**

3 out of 4 survey respondents agree or strongly agree that Paligo has delivered ROI i.e. time, money, and people resources are utilized more efficiently and effectively for their organization.

**90%**

Over 90% of survey respondents agree or strongly agree that Paligo has proven to be a reliable SaaS platform i.e. minimal downtime, reliable updates, trustworthy data privacy and security.

**50%**

Half of survey respondents are saving more than 25% of their time during creating, updating and maintaining our documentation due to Paligo's versioning, branching and variables features. That's at least 10 hours saved per average working week.

Customers also stated notable savings when it came to using Paligo’s version management features. Version management in a CCMS is the process of creating multiple versions of a content asset from a single source. This allows you to make changes to the source asset, and then apply those changes to all of the different versions.

Version management in Paligo consists of three parts:

1

### Revision control

Users can view the history of a topic, roll back to previous revisions, and compare different revisions of a component.

2

### Version branching

Branches are parallel versions of content. Users can create a separate branch of their content, a publication or a topic, that can live side by side with the original.

3

### Release management

Release versions are linear versions in time of a component. Each time a component changes workflow stages, the release version is stepped up with version numbering, such as “Version 1.0.2” and so on.

**I estimate that this much time has been saved during creating, updating and maintaining our documentation due to Paligo’s versioning, branching and variables features**



● N/A 11%

● 0-10% 17%

● 11-25% 22%

● 26-50% 21%

● 51-75% 17%

● 76-100% 12%

## Productivity

The category of “productivity” is quite broad but it is also the most common reason stated as to why customers love Paligo. Productivity leads to an increase in efficiency and/or improving scalability. Paligo can improve knowledge sharing so that information flows freely across your organization, overcoming bottlenecks and silos. And because knowledge is stored and shared in a centralized location, contradictory or outdated information is prevented from being disseminated, enhancing the overall accuracy, reliability and most importantly, usefulness of the content to its end users.

**Paligo allows us to single source the majority of our end-user content, reuse topics across multiple articles, publish to multiple channels, filter for languages and markets by country, manage content in an intuitive way, and remove all styling concerns from the content creation process so we can focus just on writing the content.**

Manager of Self-Service and Content, Mid-Market, Logistics Software

**Paligo allowed us to pivot our docs strategy and recreate our entire docs set (approx. 60k words) in a couple of months.**

Manager, Enterprise, Computer Software

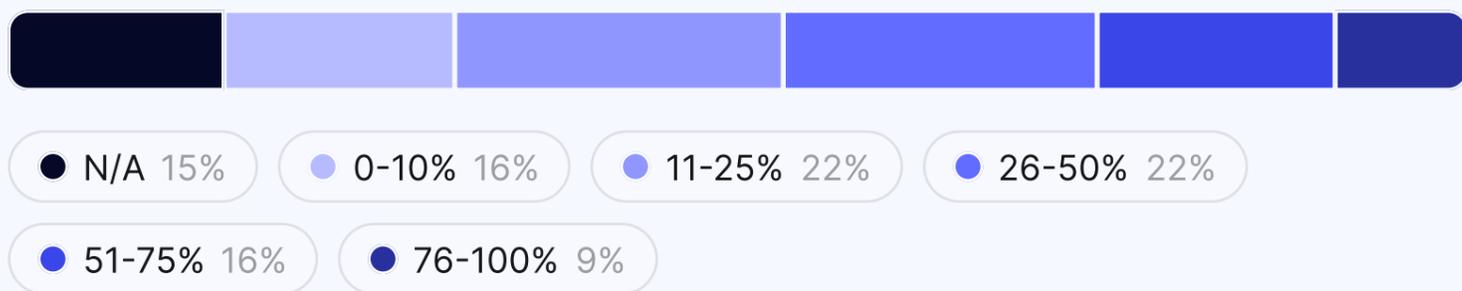
**We use Paligo to manage all our user documentation. This consists of thousands of topics in hundreds of publications covering hardware, software, and system setup and usage. One of our biggest challenges in managing this much content is that we have very few writers and a number of variations of each of our products. There are seven different variations of our flagship software product, and the manual is over 800 pages. Much of the content is reused across variations, of course. The ability to maintain them all as a single publication and automatically generate the correct set of topics at publishing time is invaluable.**

Compliance and Quality Manager, Mid-Market, Industrial Machinery Manufacturing

More than 60% of survey respondents agree or strongly agree that using Paligo's branching and variable features has reduced the average time to produce, deliver and maintain documentation.

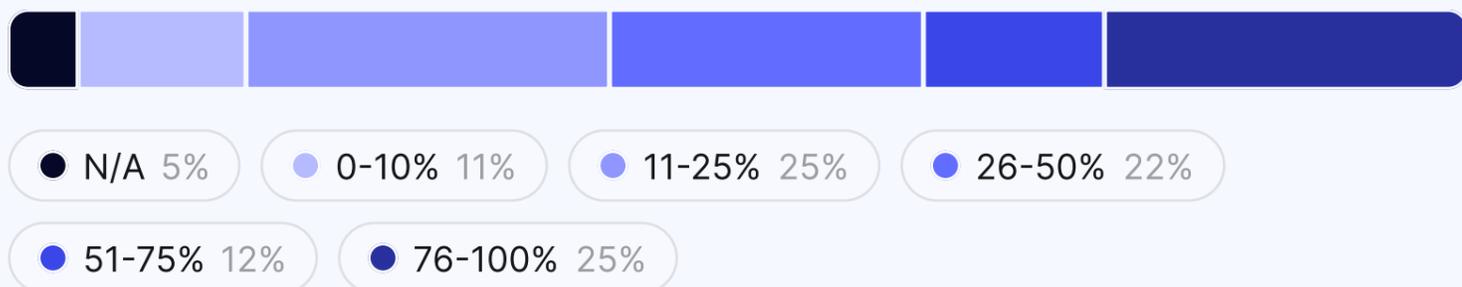
More than half of survey respondents are delivering upwards of 26% more content now compared to before Paligo in the same amount of time.

I estimate that we deliver this much more content now compared to before Paligo in the same amount of time.

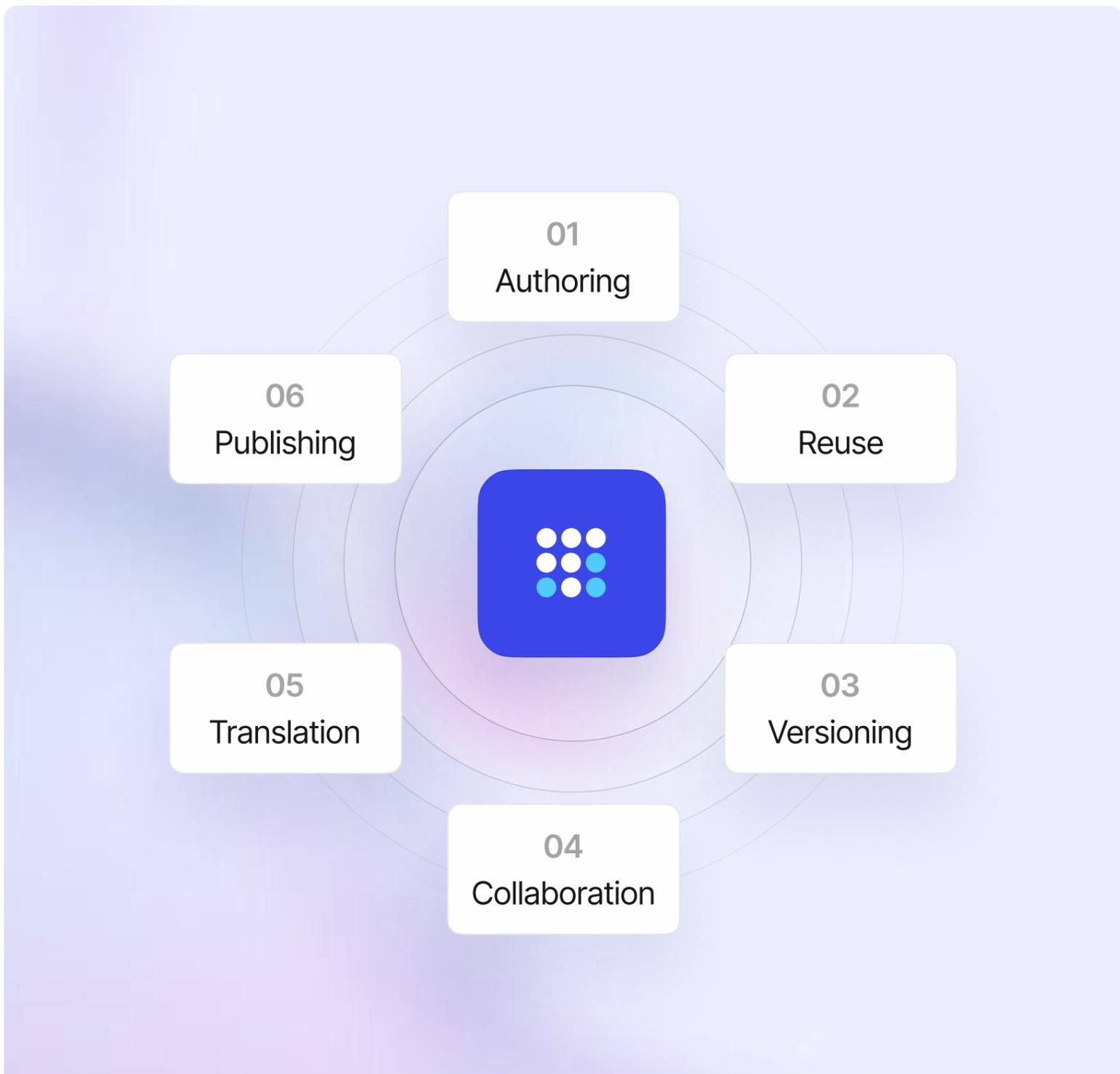


Just under 60% (58.8%) of survey respondents have increased their content reuse by at least 25% since implementing Paligo.

I estimate that our content reuse has increased by this amount since we implemented Paligo.



# How our customers are using the Paligo CCMS



Let us introduce you to the Paligo Content Pipeline. This handy visual demonstrates the technical writing experience in Paligo from end-to-end, authoring to publishing. Each phase represents a core functionality of the platform, the journey to content creation and publication.

## Easy structured authoring

Structured authoring allows you to focus on the content rather than the technicalities of creating documentation.

To the uninitiated, it seems counterintuitive to call structured authoring “easy.” It does require a little bit of a mental leap to consider your content as modular and stored as fragments in a database rather than traditional file-based content. But once an information architecture has been defined which makes sense for your organization, and content is migrated into a structured component content environment, the potential benefits are enormous. With Paligo you don't need to spend your time in the depths of a complex content model such as DITA. Overcoming siloed content and reducing content maintenance time are some of the primary wins of switching to structured authoring. And the best thing about Paligo? You don't need to have prior knowledge of structured authoring. With our support and resources, as well as the easy-to-use interface, you'll be up and running with structured authoring faster than you think.

**“The ease and speed with which you can create professional structured authoring projects straight out of the box, with version control, branching and reuse is great. We integrated our old content quickly and efficiently with the import options, with very little rework being carried out.”**

Enterprise customer, Security and Investigations

**“Single-sourced, structured topics reduce the amount of work needed for our team to produce documentation in multiple formats. We were also able to publish a new HTML website to make help publicly available that was previously ‘locked up’ inside our product.”**

Documentation specialist, Mid-Market, Real-Estate Information Technology

**“Paligo is a CCMS that allows us to use structured authoring to manage all our content and publish not just to Zendesk, but to PDF and HTML5 as well.”**

Manager of Self-Service and Content, Mid-Market, Logistics Software

## Content reuse

Content reuse is a feature favorite with Paligo users. No matter whether customers have previous experience in structured authoring or are new to it, the power of content reuse is clear. The Paligo CCMS allows users to store content components in a single source, making them easy to find and reuse. This single sourcing approach eliminates duplication of content and streamlines the content creation processes. Additionally, the intuitive user interface lets content creators easily locate and reuse existing content components, making it simple to collaborate while ensuring consistency and accuracy.

**“As you begin using Paligo, you'll see the real power of it, which is true, complete content reuse. Paligo assigns every element a unique identifier, and you can reference that identifier anywhere. Best of all, you can use the user interface tools to reuse content, which means you don't have to enter the long unique IDs in the DocBook code. Once you learn your way around Paligo, you will never duplicate efforts. I've extensively used four CCMSs over the years, and Paligo is the best at truly reusing content.”**

Lead Technical Writer, Mid-Market, Data Governance Software

**“My role as the Compliance Manager is to ensure that we are properly documenting the risk controls associated with the product and how that information is disseminated to the different users of the system. This information finds itself in Operators Manuals and Safety Manuals. Paligo is great because it allows us to make common sections and reuse/repackage into different documents.”**

Compliance and Quality Manager, Mid-Market, Industrial Machinery Manufacturing

**“We have over 25 datasheets that are 10 to 30 pages in length with 50% to 98% content reuse in some cases. Before Paligo, due to the bulk of datasheets that were growing, it was becoming hard to publish timely updates.”**

Sales Manager, Small Business, Electronics Manufacturing

## Version management

Version management is an important tool for providing accuracy and consistency in content creation. Versioning allows companies to maintain different versions of their documentation in a single source so writers can keep track of changes to their documentation more efficiently, without the need for duplication.

**“Before Paligo, we had no version control. Even with only two writers, it created problems for us. So that was a big problem we needed to resolve. In addition, as the company has added more products, the reuse options that Paligo offers have improved efficiency significantly. There is no way we could have handled the added workload without those capabilities.”**

Senior Technical Writer, Mid-Market,  
Software Development

**“Excellent overall, easy to implement and train on use. Immediately the version management and content development tools made a huge difference in the Team's quality of content produced. The sign-off by assignment of content is now a key part of documentation of regulatory required peer-review for our organization.”**

Director of Clinical Guidelines, Enterprise,  
Hospitals & Healthcare

## Efficient collaboration

Many of the tools and technology traditionally used by technical writers can be quite “heavy duty”, overly complex, and non-conducive for collaborating, particularly when it comes to reviewing and contributing with SMEs (subject matter experts). There is also a section on the market still relying on on-premises solutions. This results in documentation teams becoming bottlenecks to product releases and content updates. Paligo makes collaboration simple and efficient. Team members can make changes to content without overwriting each other’s work and can keep track of who made what changes and when. This makes it easier for teams to work together, even when they’re in different locations.

**“Paligo lets us work as a team. When one project becomes urgent, the team comes together in a doc sprint and completes the project with everyone contributing. The final deliverables are professional and fast. In short, Paligo enables us to join the Agile teams and deliver on time, with quality.”**

Director of Knowledge and Technical Writing,  
Enterprise, Computer & Network Security

**“The review mode is super convenient. Comparing a snapshot of the previous versions with the current one clearly outlines the respective changes and reduces the necessary content to review tremendously.”**

Technical writer, Mid-Market, Fleet  
Management Software

**“We use Paligo as our mission-critical authoring tool. It is a CCMS that enables our globally diverse team to work together to create various documentation deliverables in a topic-based method, with different writers working on the same publication, the same chapter, and sometimes the same topic in an efficient and consistent manner.”**

Director of Knowledge and Technical Writing,  
Enterprise, Computer & Network Security

There are few true CCMS solutions on the market which are cloud-native SaaS (software as a service), like Paligo. For the feature set offered you would traditionally be considering a locally installed software (i.e. on-premises) and a complex toolchain in order to author, publish, maintain and otherwise manage documentation. This, in combination with the fact that all your content can be exported and transferred to another solution in a non-proprietary format, is what makes Paligo future-proof.

## Translation management

Structured authoring is well-suited to translation, particularly if you wish to use a TMS (translation memory system) or an integration such as Phrase or Semantix/Transperfect. This dramatically reduces translation costs and time to delivery. Translations of content are centrally managed in Paligo meaning that users have complete control over translation progress, variants, quality of translation, and compliance for localization.

**“When it comes to managing translations, Paligo has made it very convenient for the user and you soon get a feel for how the other languages are developing, while the original language can be version managed, so that a possible update of e.g. a product manual does not become a big burden for the user, but on the contrary, Paligo offers a very controlled way of working, even for groups of authors. In short, Paligo is a professional content management system but which has retained simplicity and logic for ordinary people.”**

Technical Writer and Illustrator, Mid-Market,  
Biotechnology

**“Paligo filtering and translation features allow us to more efficiently re-use content in many documents across various products. As a structured-authoring platform, Paligo also supports our ability to standardize document structure, style, and format. Revision times and translation costs are reduced as well.”**

Research & Development, Enterprise, Building  
Materials

**“We have recently started translating our help center into Japanese using the built-in Paligo functionality. Very easy and efficient. Highly recommended for anyone looking to switch to a cloud-based platform.”**

Technical writer, Mid-Market, Computer &  
Network Security

## Multi-channel publishing

Paligo's single-sourcing capabilities really shine when it comes to multichannel publishing. Aside from the default publishing options, the additional integration options allow our customers to get their content where it needs to be, quickly - and look great. There's also a SCORM option, allowing you to repurpose your content within your learning management system (LMS).

**“Paligo allows content to be exported into multiple formats. We publish our documentation to Salesforce, Zendesk, PDF, and until recently had also been publishing to HTML5. These integrations and choices make it easy to display your content wherever you need it to go.”**

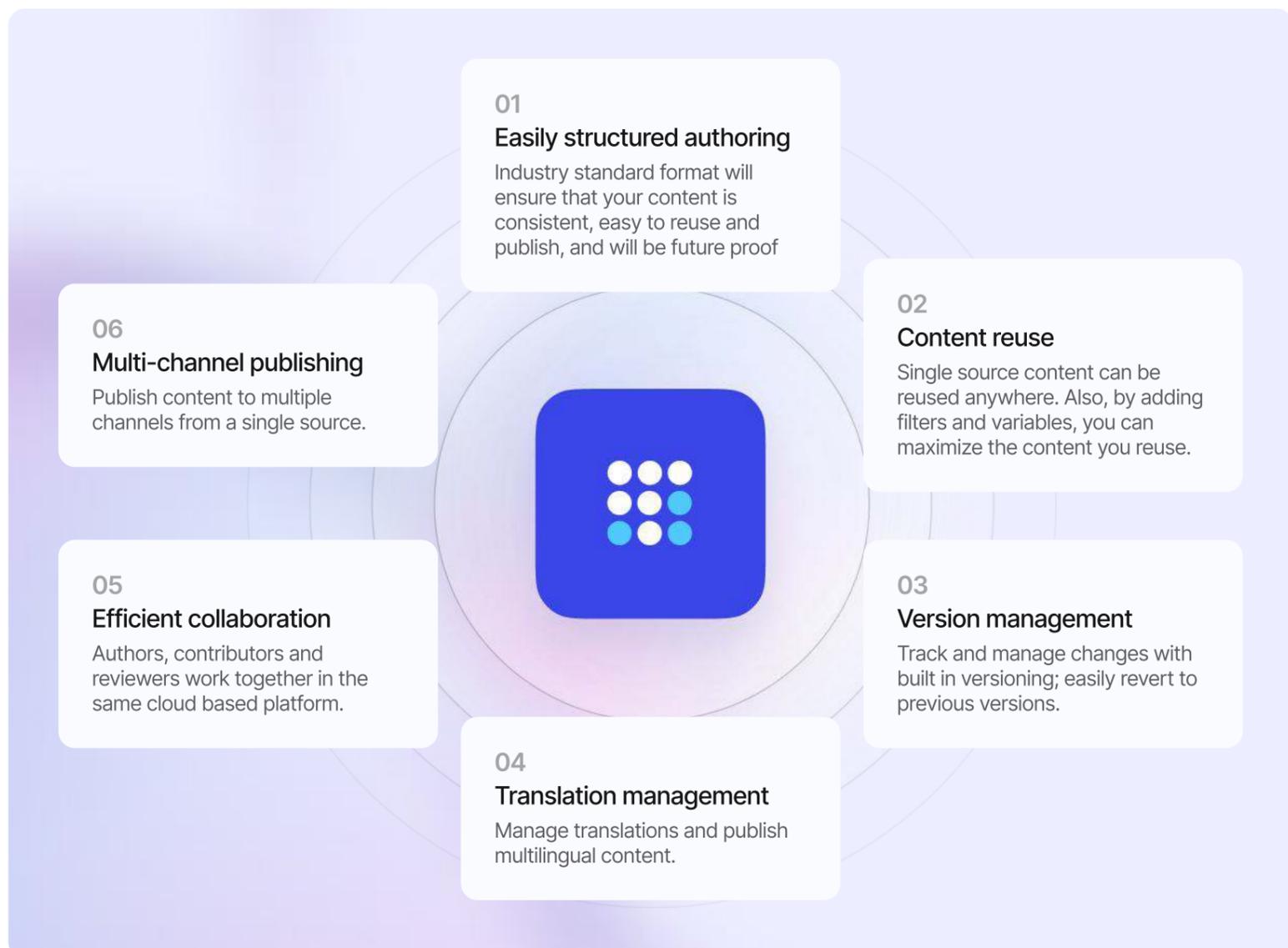
Technical Documentation Manager, Mid-Market, Software Development

**“Paligo is an excellent piece of software for writing complex documentation and keeping content up-to-date over multiple output formats.”**

IT Professional, Mid-Market, Computer Software

**“Paligo does single-sourcing better than other CCMS tools, creating beautiful PDFs out of the box and with easy customization, HTML5 for product Help, Word, SCORM, and more.”**

Director of Knowledge and Technical Writing, Enterprise, Computer & Network Security

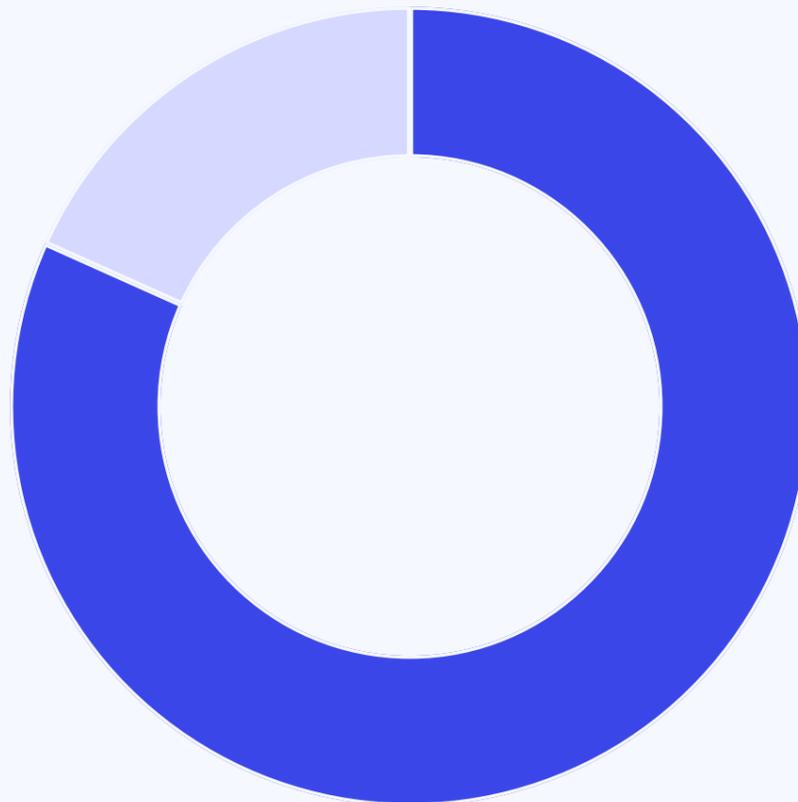


## API Usage

The Paligo API provides an interface that expands Paligo to fit users' needs in additional ways. Although the Paligo CCMS offers robust content management out of the box, content can be limited by the available integrations and default setup for specific customer requirements. The Paligo API is the bridge that spans these gaps between custom authoring and publishing workflows. Incorporating API-led integrations into the authoring workflow can lead to great jumps in authoring efficiency, publishing efficiency, and automation.

### Paligo customers using the API March 2024

API use case: SentinelOne



● Using the API 18%

● Not using the API 82%

As a Cybersecurity company, SentinelOne continuously builds and updates a file with 5,000+ descriptive Security threats on GitHub. One of their favorite features in Paligo is the API, which helps the team automate a large piece of a repetitive and standardized documentation process.

**All we do is click a button and it takes something from GitHub, runs our API, runs the results through the Paligo API, creates the topic and publishes it to Salesforce. Just one button and a table of 5000 rows is updated to the latest information.**

SentinelOne

1

To publish these descriptions on the SentinelOne HelpCenter, the SentinelOne API and a custom Python script fetches all Security threat descriptions on Github. Then converts JSON into DocBook XML.

2

Sends to the Paligo API.

3

All relevant topics on Paligo are updated. Using the Paligo API, it automatically publishes on Salesforce, ready for SentinelOne customers.

**Automating a complete documentation process with one click**



# Conclusion

Paligo made a customer promise. That promise is to make structured authoring more accessible to a wider audience by simplifying and demystifying the process. This is achieved through our intuitive and user-friendly CCMS, which is both powerful and robust, enabling our customers to easily author, manage, translate, and publish content across various channels. Our CCMS is designed with a focus on ease of use and accessibility, so that individuals at all levels of technical expertise can reap the benefits of structured authoring in their technical documentation, policies and procedures, and more.

**If you have a very complex authoring system involving a separate authoring, CMS, and review tools, and requires high cost of maintenance (like upgrading to new DTDs periodically to comply with DITA versions, downtime costs, etc), consider Paligo. Their review workflow within the tool is great. Getting onboard is very simple and if you think migrating your content from the old XML system to Paligo will be a daunting challenge, well NO! Paligo support gives you great support to help you migrate your content.**

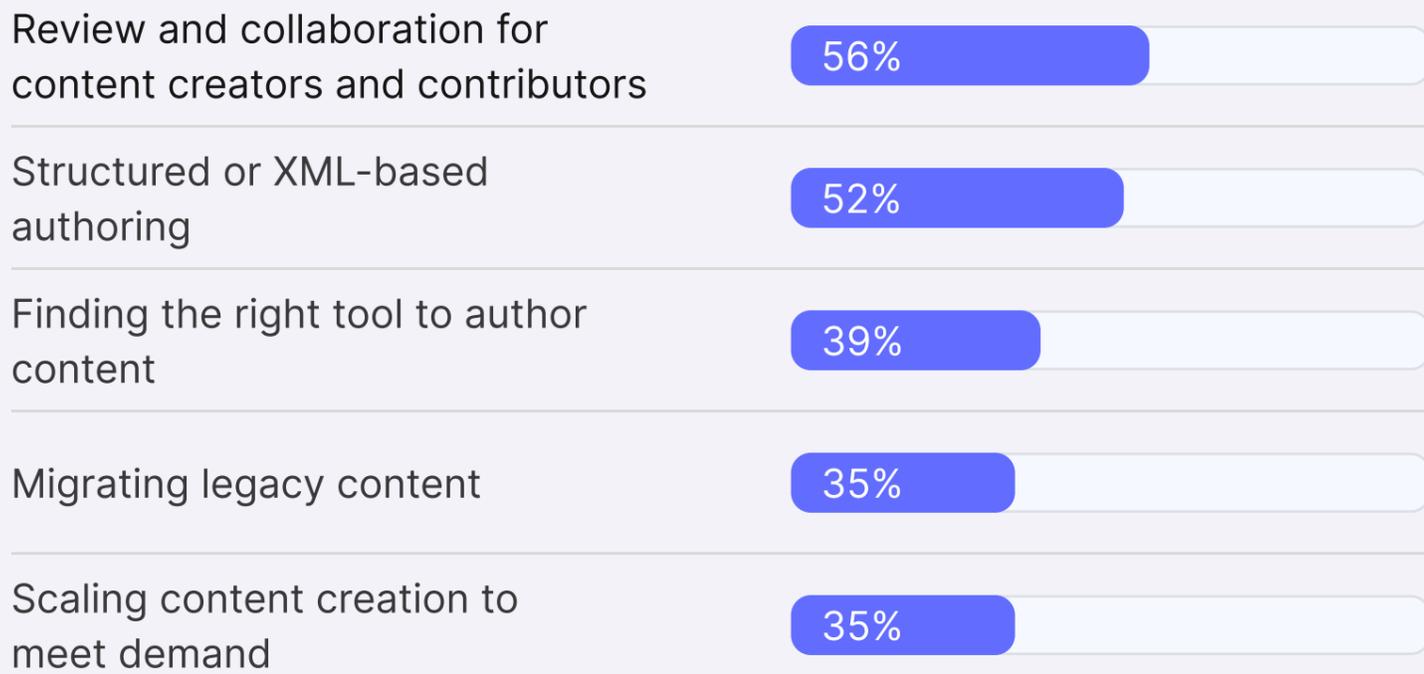
Staff Technical Writer, Enterprise,  
Computer & Network Security

The current and future demands on content creation and content management are only growing. In addition to the increasing volume of content is the expectation of being able to provide content in all the ways end users need, and want to. This means enabling scalable multichannel content which is efficiently localizable, and easy to centrally manage.

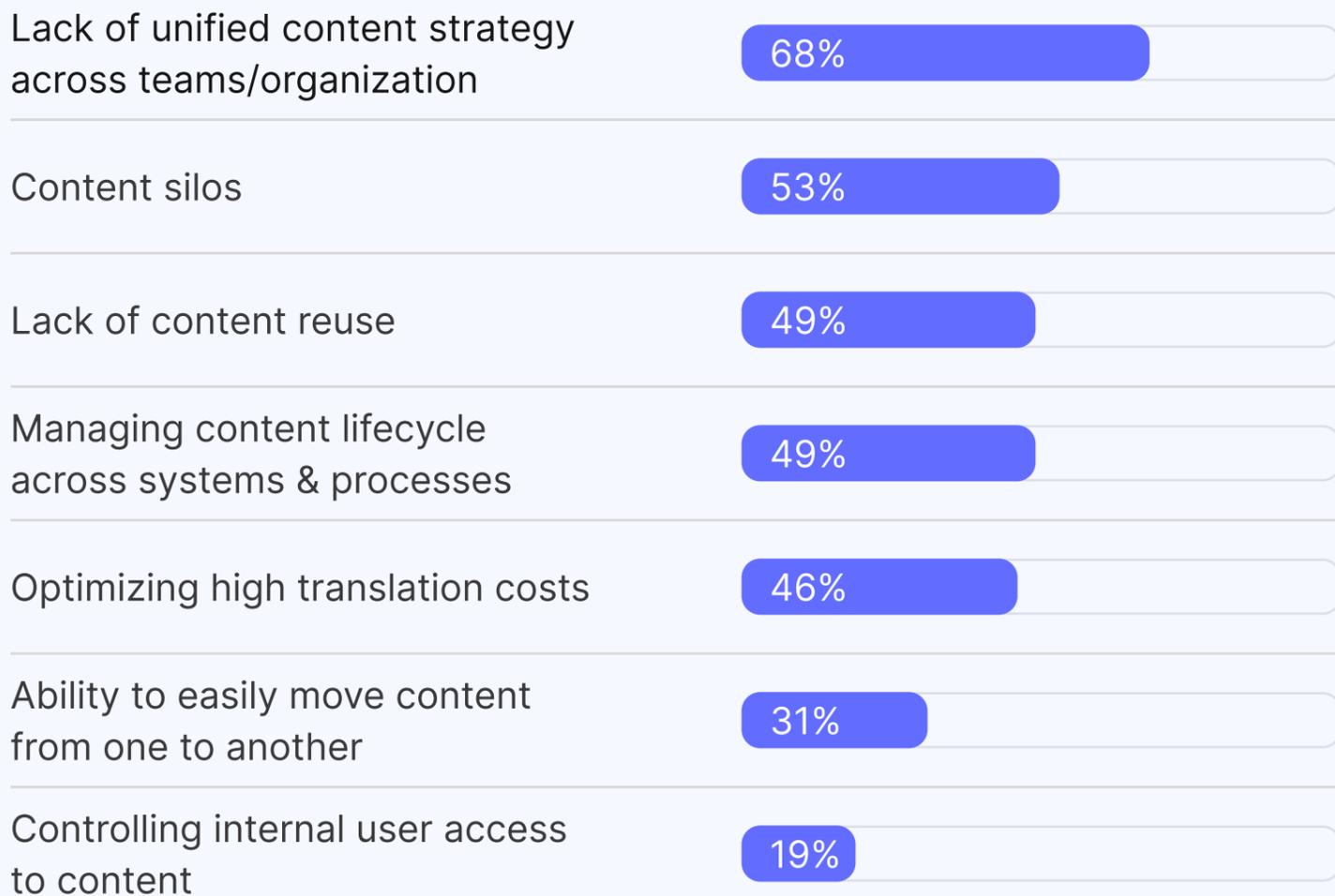
## Key content challenges organizations experienced

Forrester's Report on CCMSs confirm the key content challenges organizations experience

### Content creation



### Content management



Source [Forrester](#)

The digital transformation of industries has resulted in huge demand for technology that meets the strategic needs of a modern content strategy. The right tools need to be implemented smoothly alongside the right processes, for the right content. Otherwise, the slippery slope into unmanageable, inefficient and unscalable content will be inevitable and severely hamper the organizations' growth.

# Contact Us

Are you interested in learning more about Paligo? Got a few questions about how we might be able to support your team or enable and enhance your content strategy? Then simply reach out to us here and we'll get back to you!

**Do not hesitate to reach out**

[Contact us](#)

# About Paligo

Documentation teams often need to manage a large amount of content, which can be quite complicated and involved. This is because modern products and services are complex, and their content reflects this. To manage and organize your documentation efficiently, you should consider a sophisticated cloud-based documentation system that prioritizes structured authoring and collaboration.

Our goal is to make structured authoring more accessible to a wider audience by simplifying and demystifying the process. This is achieved through our intuitive and user-friendly component content management system (CCMS), which is both powerful and robust, enabling our customers to easily author, manage, translate, and publish content across various platforms.

Structured authoring makes your content consistent, accurate, and future-proof. Paligo's user-friendly XML editor gives you the full power of content reuse, making structured authoring a breeze so you can focus on writing great content.

If you are looking for a Component Content Management System, look no further. Book a live demo presentation with one of our product specialists today.

**Deliver documentation 10x faster**

[Book a demo](#)

# Appendix

## Data and methodology

This report is based on a multi-pronged analysis of qualitative and quantitative data sets from both internal active customer data, survey responses and user-generated product reviews. There were four data sets used. This data was captured and verified from February - March 2024.

## Customer firmographics

The first data set is the firmographic information of 464 active Paligo customers (i.e. unique organizations).

## Customer survey

The second data set was an active user survey:

Sample size invited: 1,850

Responded: 205

Confidence level: 95%

Margin of error: 6.5%

## Customer survey

The third data set is a comprehensive analysis of the qualitative information provided by users on public-facing product review websites. All of the reviews are validated as legitimate user reviews by the respective review platforms. There were a total of 93 long-form written product reviews at the time of the publication of this report which were exported and analyzed for insights.



## Customer product usage

The fourth data set is product usage statistics exported directly from the backend of Paligo.

## References

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