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*Bringing content to **life***

Reach More People for Less Cost

Have It All with Your Web Content Management

WHITE PAPER

Web Content Management Systems that are Content-Centric can Deliver Even Greater ROI: If They Automate RE-USE and Multiple Audience Distribution

Get your message out. In every way. To everyone.

In today's information-driven world, the old saying, "the medium is the message," has never been more appropriate. The exact same information can be sent using multiple devices and mechanisms (such as print, e-mail or via Blackberry, iPhone or the more traditional laptop) and yield completely different levels of response - all based on how the message was received. Most companies fail to acknowledge this fact - even though it presents promising advantages. By making a concerted effort to reach as much of their target audience as possible through any and all information pathways available, organizations can not only ensure the most efficient use of communications resources, but actually strengthen the power of their message.

Re-using Content: Getting the most value from every message.

A proven way to get the most value from your messages is utilizing a Web content management (WCM) system that can create and store content independent of the way it is published. This is called a "content-centric" system - one that segments content creation and storage from how the content is presented.

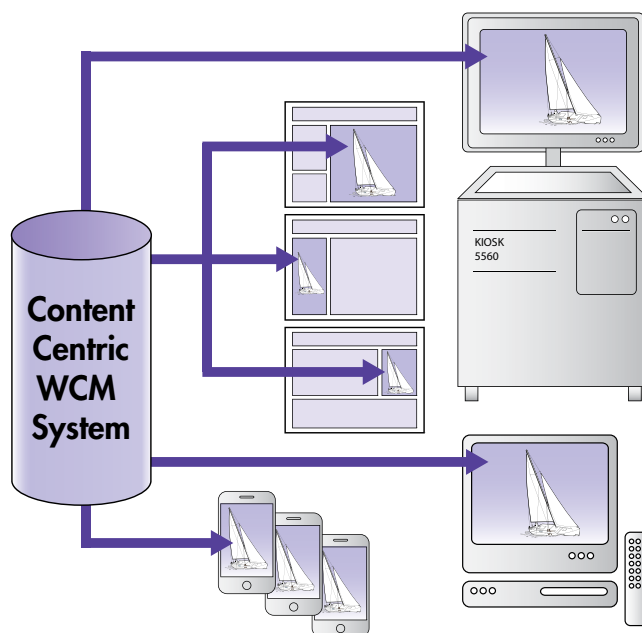
This solution enables content to be re-used and re-purposed across many different audiences. It can also be delivered across multiple mechanisms such as Web, print, software applications or new media. The content-centric approach automates the re-use and multi-channel distribution process. **As a result, messaging and brand consistency is ensured and time to market for new content is faster and easier.**

With Content Re-use and Distribution Under Control, Creativity is Your Only Limitation

With a content-centric WCM system, companies can quickly and cost-effectively leverage content in ways they never thought possible. For example, when a press release announcing a new product is written, content re-use can empower a company to maintain a single voice with a consistent and timely message no matter what the audience or presentation mechanism. To better illustrate the advantages of the content-centric system, the following re-use scenarios can occur simultaneously:

- The title of the press release is automatically presented in a "News" section of the corporate home page
- The release is published in multiple sites reaching different audiences. For example, those of subsidiaries and international sites – each one with the option of a different brand, look and feel
- The title is pushed to subscriber mobile devices
- A product paragraph from the release is pushed to a "New Products" section on a company micro-site
- The release is e-mailed to specific editors
- The release is announced via RSS
- The sales staff is notified of the release through a sales force automation system
- The release is printed and mailed to customers who request formal paper notification
- The first paragraph of the press release is published in a quarterly newsletter

In other words, with a content-centric WCM solution, the way content is used and distributed is not restricted by the way it is created. When content is created independently of its delivery, opportunities for re-use are virtually unlimited.



How to Achieve Content Re-use and Flexibility

Vignette's content-centric WCM solution distributes content in a generic, standards-based XML format. The solution also offers application programming interfaces (APIs) that facilitate integration of the content with any presentation application.

The Vignette solution further facilitates effective content re-use with separate content creation templates for any content type (such as a press release, datasheet, white paper and brochure). With these templates, content can be quickly segmented into separate sections. To enable the re-use discussed in the press release example above, the template includes separate sections for the title, first paragraph, product details and the body. In addition, the template offers a menu of available distribution channels. By selecting from this menu, the public relations manager determines where the various sections of the press release are published.

To ensure that unapproved content is never distributed, Vignette's WCM integrates workflows to drive approval processes. These workflows eliminate the need to manually obtain new approvals when content is re-used. This approach can also prevent the unauthorized publishing of content.

Get Every Last Penny out of your Managed Content Assets

When Timeliness of Data is Crucial

Let's use a financial institution case study to illustrate the importance of timeliness. With a content-centric WCM system like Vignette's, a bank can create a content type called "CD Offers" that includes a list of all available CDs along with rate information. That list can be published on the corporate Web site, as well as local branch microsites. In addition, the list can be pushed to financial planners as an RSS feed and to the personalized Web sites used by brokerages selling CDs. In addition to ensuring that CD information is always consistent, the system provides a single point of management. Each time a new CD is added or a rate is changed, modified or deleted, **the change is updated instantly on the template and across all the sites used by the different audiences.**

Brand Consistency is Essential

A content-centric approach provides significant value for any multi-site publishing scenarios where products are sold globally through many independent dealerships (such as retail or wholesale distribution.) In this example, it is critical that the manufacturer retains control over global branding messages, images and logos, but these Web sites can still reflect local conditions and languages.

A single database that stores all content and templates makes this scenario possible and more automatic. When new product images are created, they are linked to a template and distributed from this repository. As a result, branding is consistent across all Web sites even if language is not.

To address the multilingual content issue, a single piece of content is prepared, translated into the required languages and then versioned for each language. The template for each of these versions is used to select the appropriate distribution channel. In this way, distributors have the flexibility to add localized content without compromising the integrity of the manufacturer's corporate messaging.

Delivery to Many Different Devices is Critical

In many parts of the world and for many segments of the population, a Web-enabled smart phone is the primary tool for online access. Many users expect a mobile experience that gives them the same information as browsing from their desktop with the same quality and media richness seen via laptops or desktop computers. For a content-centric WCM system, a smart mobile device represents simply another way to present the data. Utilizing a mobile-optimized template allows content contributors to automate the publishing process. For example, in the hotel, resort and entertainment industries, a content-centric WCM can dramatically boost the quality of service by ensuring that guests always have ready access to dynamic event information. When visiting an amusement park, guests would certainly appreciate knowing which attractions have lines shorter than 15 minutes. By providing hand-held computers and pushing information to these devices throughout the day, this goal is achievable. At the same time, identical information is made available to entry agents on their handheld monitors. Guests staying in nearby hotels and resorts are provided similar information via interactive television sets in their rooms.

In Conclusion: Content Re-use and Multi-Audience Distribution Enhances Message Delivery and Business Operations

How any given company chooses to leverage this capability is a function of their own business goals and processes. With Vignette's content-centric WCM solution, content creation, content re-use and channel delivery options are all tailored to let your business determine the best way to get every last penny out of your content.