



Tridion®

Intelligent content platform



Tridion

An intelligent content platform that enables companies to activate content for employees, partners and customers, by optimizing content processes at scale

Activate content

The cost of creating content is huge. However, according to research¹, 60 to 80% of content sits unused. Across the full ecosystem – employees, partners and customers – people struggle to gain access to the right, approved version of the content they need. Duplication, archaic processes, isolated repositories, poor content distribution and lack of governance contribute to content sitting idle.

It's time for a change. Make your content work harder for your business, activate it!

Enjoy content that can be trusted, is easy to find and retrieve, and that reaches employees, partners and local markets faster across multiple channels. Activate your content to improve customer acquisition, conversion and retention to drive Customer Lifetime Value (CLV).

Optimize processes

The notion of a supply chain is well established in manufacturing industries, but what about content production?

Many companies build their content in an ad hoc manner, without established workflows and best-practices, and supported by a mishmash of disjointed systems. It's not sustainable if you want to cope with ever-growing content volumes.

A centralized intelligent content platform lies at the heart of content process optimization. It brings governance, improved collaboration, increased quality, drives automation and content reuse, lowers the cost of translation and ensures unambiguous access to a 'single source of truth'.

¹ Content Marketing Institute and Sirius Decisions

Tridion – Where ‘Intelligent Content’ meets ‘Intelligent Platform’

When companies want to get maximum value from their content, then both the content and the platform need to be intelligent.

Intelligent Content

We define ‘intelligent content’ as content that is

- Structured
- Stored in components
- Reusable
- Format-free
- Enriched with metadata

You can think of such ‘intelligent content’ as atomic content elements that describe themselves in a way that is readable and usable by both humans and AI (artificial intelligence) services.

Intelligent Platform

An intelligent platform has semantic AI capabilities, so a platform that has

- Multilingual taxonomy management
- Automated Smart Tagging for content
- Corpus analysis
- Search suggestions
- Dynamic faceted search

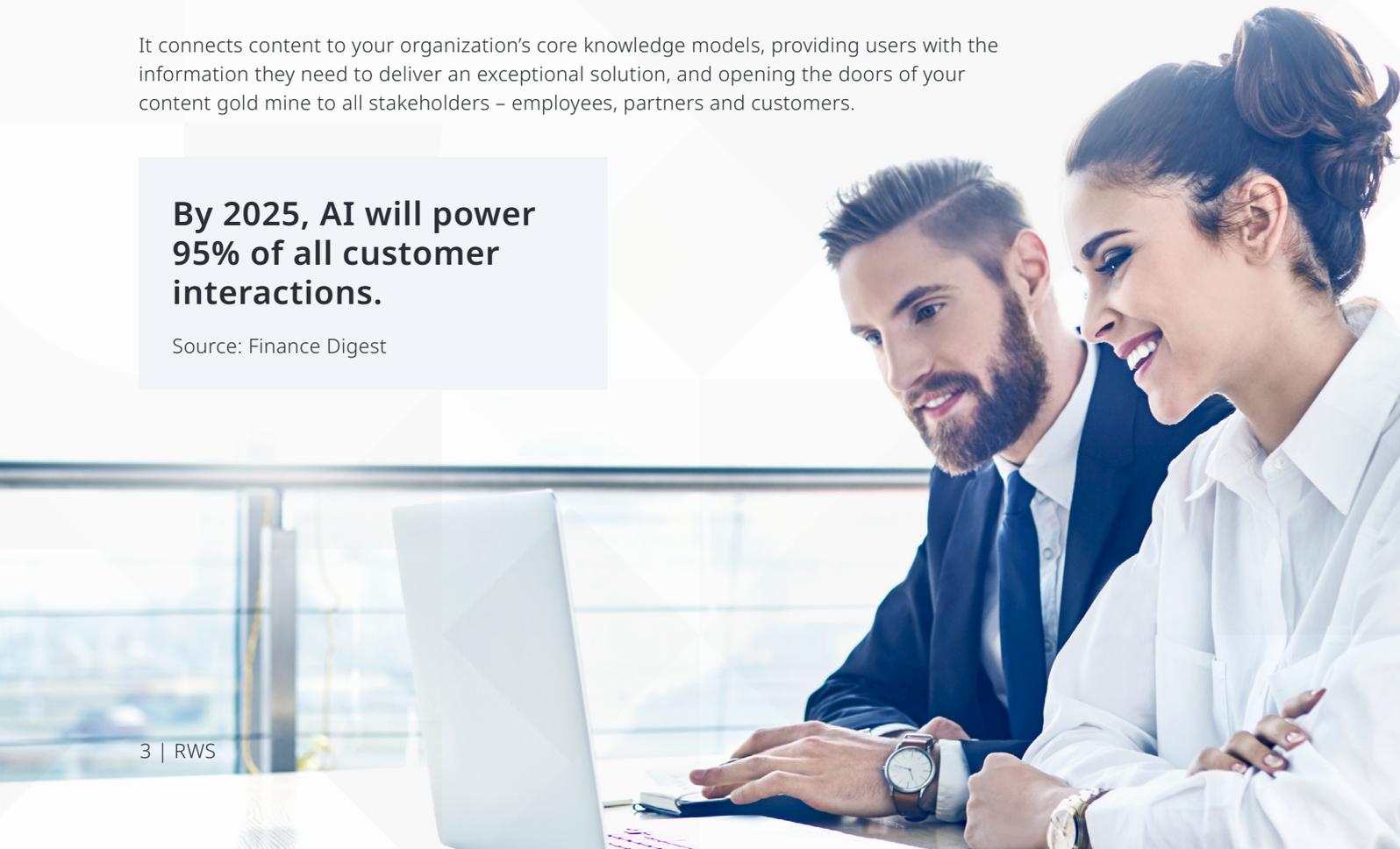
Semantic AI works with ‘concepts’ to simulate human-like thinking and behaviour. It matches intent to content, providing content recommendations to boost employee productivity and help customers reach their goals faster.

Tridion combines intelligent content with semantic AI capabilities.

It connects content to your organization’s core knowledge models, providing users with the information they need to deliver an exceptional solution, and opening the doors of your content gold mine to all stakeholders – employees, partners and customers.

By 2025, AI will power 95% of all customer interactions.

Source: Finance Digest



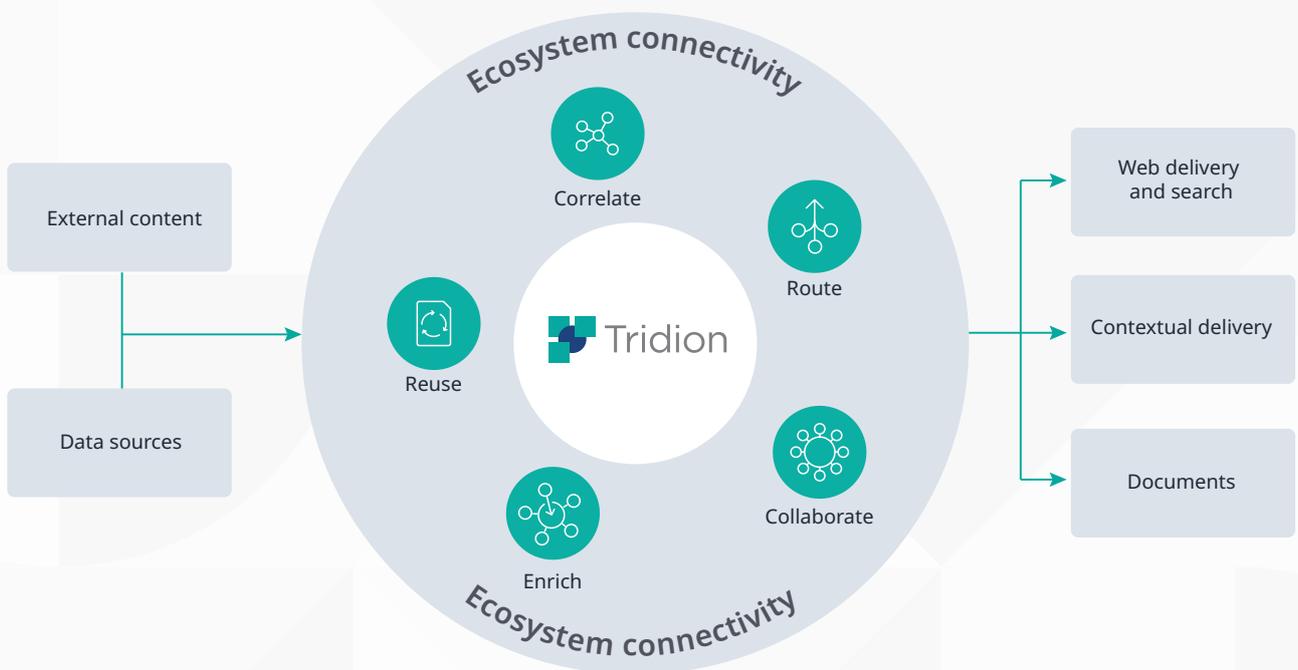
Tridion – Built for organizations that realize the strategic value of content

Tridion is an intelligent content platform, built for global organizations that know content is a critical business asset.

It enables you to manage content across your entire content supply chain – create, translate, deliver – for both internal and external stakeholders. As a result, you regain control over processes and keep the ever-growing volume of content manageable.

Tridion provides the scalability organizations need for global deployment, with an architecture that supports:

- Content management at scale
- Easy collaboration
- The desired level of governance
- Embedded translation features
- High levels of business agility
- Flexible omnichannel delivery



A foundation for digital transformation

Digital transformation is about embedding digital into the organization and making it normal practice, rather than an ongoing challenge.

Content is a key pillar of a successful digital strategy. It supports the customer life cycle throughout. No matter if customers speak to one of your employees, your partner channel, or engage with you directly through a digital channel, your content should always be clear and consistent.

Tridion enables activation of content on any channel. It gives rise to content process optimization, leading to huge operational gains and improved business performance.

Executives say the top benefits of digital transformation are improved operational efficiency (40%), faster time to market (36%) and the ability to meet customer expectations (35%).

Source: PTC

Tridion is the platform of choice for the world's largest brands. It creates a trustworthy 'single source of truth' across four key use cases that we call:

1. **Enterprise Knowledge Hub**
2. **Digital Experience Hub**
3. **Global Website Management**
4. **Technical Communication**



Enterprise Knowledge Hub



Who is it for?

Information management professionals in knowledge-driven enterprises who manage large volumes of business critical information.

Successful businesses rely on engaged, well-informed employees.

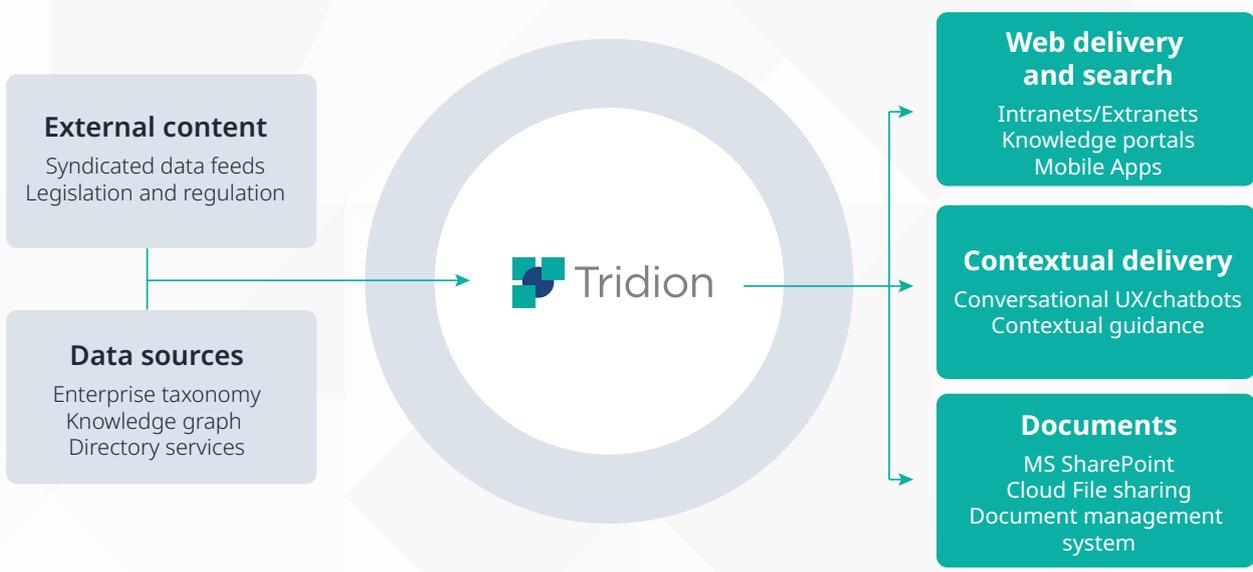
Sadly, in many organizations, employees are working with outdated tools that rarely match their experience of technology in their personal lives. Archaic systems, data silos, manual copy and paste, poor search and repetitive tasks make up a depressingly large portion of their day jobs. And poor information governance leads to content that cannot be found or trusted by employees, further fueling their frustration.

Tridion solves these problems when deployed as your Enterprise Knowledge Hub for in-depth business critical information.

It enables employees such as knowledge workers and subject matter experts (SMEs) to:

- Contribute their knowledge through an easy-to-use, MS Word-like interface.
- Store information centrally in a modular, reusable format.
- Collaborate with co-workers so information gets reviewed, updated and formally approved.
- Expose exactly the right information to employees and partners – both inside and outside your organization – quickly and reliably, on any device.
- Mix their own information with content syndicated by third-party providers.

To enable next generation intranets, conversational user interfaces and chatbots for self-service, an Enterprise Knowledge Hub is your foundational stepping stone.



Digital Experience Hub



Who is it for?

Marketing teams of global brands with large volumes of disparately managed content and fast turnaround times

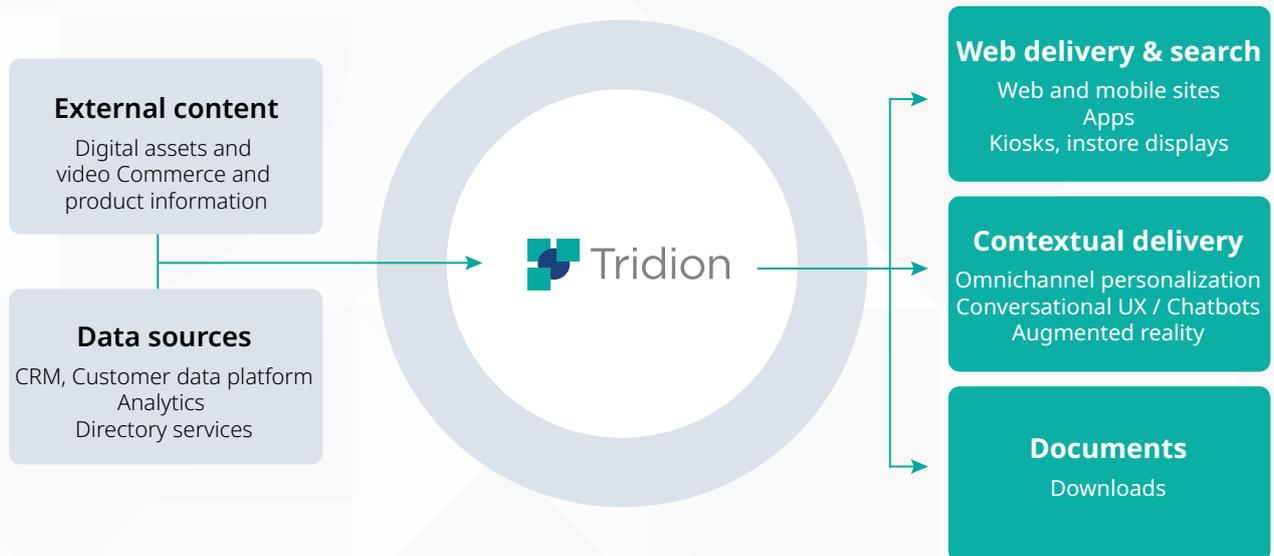
Agile marketing teams centralize access to content.

To create engaging digital experiences, marketing teams use a wide variety of content repositories: DAM for images and video, PIM or commerce platforms for product details, email or marketing automation systems and so on. On top of that, it's quite likely that your organization deploys multiple in-house or agency-managed content management systems (CMS).

These disparate content sources generate a lot of overheads and with content duplication, FTP uploads and downloads with agencies, manual handoffs, spreadsheet management, and other process inefficiencies, together they take the agility out of your marketing team.

Tridion enables you to set up a centralized Digital Experience Hub that allows your marketing team to:

- Aggregate content from disparate repositories to build a 'single source of truth'.
- Ensure information consistency by managing content variations in a controlled way.
- Tailor the content to the recipient, facilitated by integration with CRM or CDP systems.
- Activate the content on any digital touchpoint through headless content delivery.
- Improve the overall omnichannel customer experience.



Global Website Management



Who is it for?

Digital marketing teams that manage web and mobile sites across many brands and markets

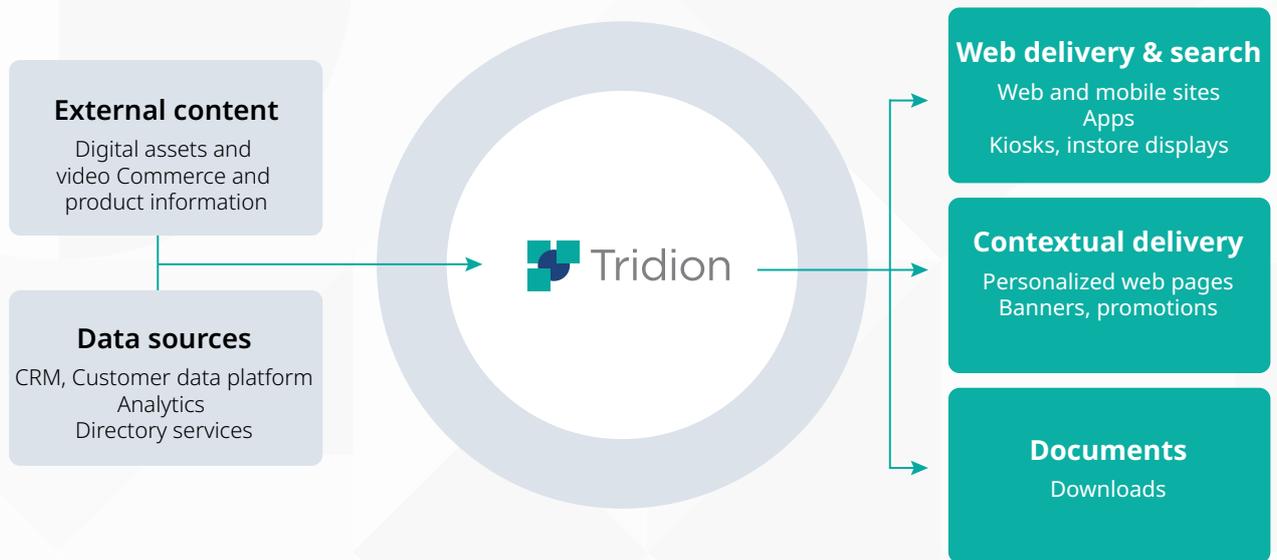
Digital marketers can realize the short window of opportunity on their website.

Your brand equity is built on everything from your logo to your tagline, from your messages to the products or services themselves. Despite this, it is your website that most people will turn to first if they want to learn more about you – and first impressions count. You only have a few seconds to make a positive impact, or potentially lose a prospect forever...

It isn't easy. All markets are different. Language, cultural nuance, local buying preferences and preferred channel of access all play a huge role in building effective go-to-market strategies.

Tridion for Global Website Management addresses these needs for global brands. It helps you to:

- Centralize all your web and mobile sites onto a single platform.
- Ensure global brand and message consistency on any device.
- Plug into your larger digital marketing ecosystem with prebuilt connectors and integrations.
- Leverage built-in translation and allow in-market variations to ensure local relevance.
- Deliver engaging, personal experiences worldwide to drive conversions.



Technical Communication



Who is it for?

R&D, Product and Service teams that create and manage product and service documentation at scale

TechComm teams have a real opportunity to change the perception of being just a cost center.

Product information and documentation directly contribute to customer satisfaction. However, delivering accurate product information, after-sales and self-service content to customers, field service and support teams is a significant challenge, especially as the number of products, variations, markets and languages grow.

Tridion for Technical Communication has been built to meet these challenges head-on. It manages all required content easily, yet rigorously, and enables single source publishing across a wide variety of formats and channels. In particular, it addresses the need to:

- Create structured, modular content to increase reuse and lower cost of maintenance.
- Collaborate with Subject Matter Experts (SMEs) on in-depth product information.
- Manage content in multiple languages for all your markets.
- Expedite launches by eliminating expensive desktop publishing (DTP) processes.
- Publish anywhere: traditional PDF, service portals, embedded in machines, IoT devices, conversational interfaces and more.



Tridion components

Tridion is made up of a number of system components that work perfectly together, and that can be licensed and deployed separately across on-premises, hybrid and cloud system environments to meet your specific needs.

Tridion Sites

Provides web content management – connecting people, processes and information across teams, brands and markets to deliver impactful online experiences globally.

Tridion Delivery

Activates your content on any online or offline channel and device – regardless of content type or storage location – using headless publishing capabilities and API-based content provisioning across the globe.

Tridion Docs

Provides management of intelligent content by subject matter experts (SMEs) and technical authors to address a wide range of knowledge and in-depth information situations.

Tridion Accelerators

Simplifies deployment of our technology and rapidly unlocks enterprise information stored in other business critical systems through a range of content and data connectors.



3 pillars of Tridion



Content

Accelerate global content management and delivery across a wide spectrum of content types to drive quality, consistency, brand control, content reuse and automation for multiple target audiences.



Collaboration

Work securely and effectively across teams, departments and geographic boundaries to strengthen your global brand and process control to achieve greater in-market relevance.



Intelligence

Apply Linguistic AI and automation to expedite content processing, understanding and generation, and build a foundation of 'intelligent content' that enables personalized content and targeted delivery.

With Tridion, you can cost-efficiently ingest, create, translate and deliver a wide spectrum of content types – from highly structured regulatory content to engaging marketing content – in a way that enables AI-driven automation of labor intensive tasks, reviewed and optimized by humans.

This enables all stakeholders to quickly and effectively find the information they need and act on it.

With Tridion you improve your employee efficiency, partner contribution and customer satisfaction, generating increased loyalty and customer lifetime value (CLV) and delivering operational gains and improved business performance.

Find out more

rws.com/tridion

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: www.rws.com

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