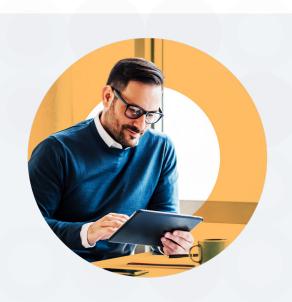# Overcoming 5 challenges with structured content authoring

Simplify and streamline how authors, expert contributors, reviewers and other content stakeholders create accurate content and keep it up to date.

Why does it matter?

With limited resources and pressure to produce complex content more quickly, many industries are struggling to meet increasingly strict standards and regulatory requirements.

5 key challenges

Working with unstructured content in regular word-processing applications has many issues, including:

1 Cumbersome co-authoring and reviewing processes

2 Low reusability of content locked in documents

3 Tedious and inaccurate content duplication

4 Unreliable audit trails

5 Disjointed collaboration with external stakeholders

5 fixes in one solution

With structured content authoring (SCA) your content creation teams can:

1 Collaborate through a stable, intuitive online concurrent authoring and reviewing tool – with no special training

2 Create content as components that are reusable in multiple outputs without duplication

3 Eliminate the inefficiencies and potential errors of copy/paste or retyping of content

4 Reliably capture every edit and comment made – including who made it and when

5 Work with external stakeholders as smoothly as you collaborate internally

Results

Implementing SCA with a solution from Tridion or Fonto gives you:

30-50% reduction
in content development and localization costs[1]

Avg. 32% reuse
of content after 5 years[2]

100% reliable
audit trails

50% increase
in efficiency on a yearly basis[1]

1 Source: Tridion client data

2 Crimson Consulting Group, "Quantifying the Benefits and High ROI of Tridion Docs", 2015

Transform content creation with structured content authoring from Tridion or Fonto

Learn more

RWS Tridion