

Digital Duplication

Redundant Teams, Libraries, and Processes

- Companies have hundreds of thousands if not millions of content assets that are served to clients daily
- There is a growing need to reuse and share content, not only within web properties but also across mobile and email channels
- The customer experience is not optimized

News, Products, Descriptions, Links, Q&A, Charts, Forms, ToDo's, Disclosures, Video, Ratings, Infographics

Manage Your Information Like a Content Scientist

Enhancing your information architecture is key to delivering digital content effectively



Symptoms of an Information Architecture Problem

- No end-to-end process view of content authoring, publishing, and maintenance processes
- Challenges in content ownership responsibility vs. fulfillment responsibility across multiple teams
- No self service for content publishing
- Legacy content migration is a major undertaking
- The learning curve for the content organization structure is significant
- Multiple copies of web objects or documents in different locations
- Lack of standard file naming conventions and metadata
- Difficult to find information unless you already know where it is located
- Different folder hierarchies and schemas on multiple systems
- Orphaned or missing objects and documents
- No review/expiration dates for the disposition of regulated content

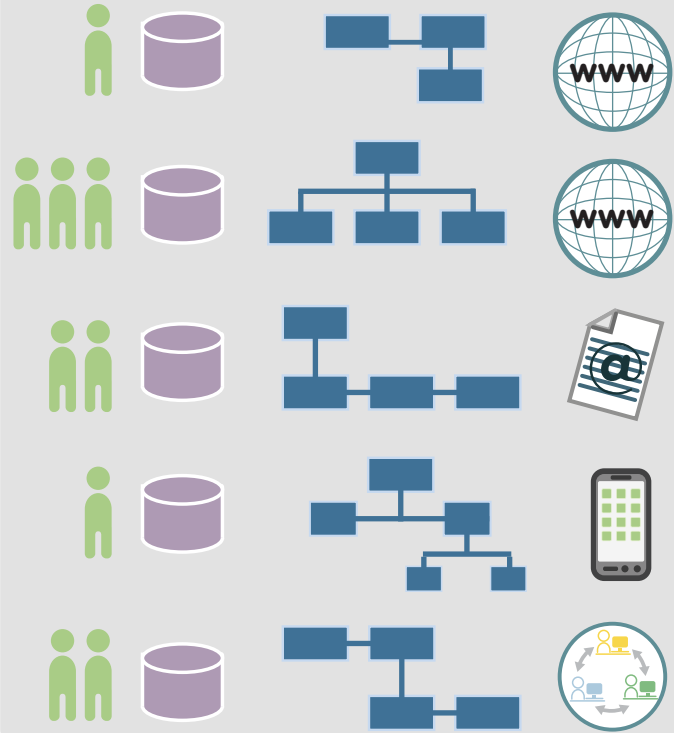
The Periodic Table of Content Elements

Ba Browse All Component	Ft Footer												
Cr Curriculum	Fq FAQ	Lc Learning Component	Re Reference	Ap App/Widget	Em Email	Sm Social Media	Wb Webinar	Ch Chart	Fm Form	Ig Infographic	Nw News	Rt Rating	Td To-do List
Ed Educational Resource	Gy Glossary	Rg Region	Sc Search	Ar Article	Im Image	To Tool	Wk Workshop	Ci Contact Information	Fn Footnotes	Lg Logo	Pd Product Descriptions	Rv Review	Tk Tasks
Er Error Message	Hd Header	Nv Navigation	Tb Tab	At Attachment	Nt Notification	Tx SMS		De Definition	Hp Help	Li Link	Qa Questions & Answers	Su Suggestions	
Fc Feature Component	In Introduction	Pg Page Title		Cb Calculator	Pd Podcast	Vd Video		Di Disclosure	Ic Icon	Me Message	Qu Questionnaire	Sv Survey	
Cc Content Collection	Ct Content Type	Gc Guide Categories	Pp Purpose	Pt Product	Sk Skill Level	Tk Task	Tp Topic						
Ac Account Type	Bl Business Line	Bn Beneficiary	Br Branch	Dv Division	Ep Employment	Id Customer (Identification)	Cs Customer Status	Ph Phase	Pr Profile	St Status			
Dp Deposit	In Invest	Cx Cross-sell	Cp Create Portfolio	Rr Reduce Risk									
Em Email	Fb Facebook	Is Instagram	Lk LinkedIn	Mb Mobile	Rs RSS	Tw Twitter	Ww Web						

Legend

- Format
- Page Element, Template, or Component
- Personalization
- Taxonomy
- Content Type
- Outcome
- Channel

Current State



GOAL STATE



Solving the Problem - Doculabs Assists Clients in Creating These Key Elements

Content classification -
What types? What parent/child relationships? How many levels deep?

Site and folder structures -
What should be the structure of the site collection? Of individual sites?

Metadata -
What fields to use? What content to attach them to? Which users need them?

Content model -
How is content organized? What is the relationships between objects?

Object and document naming -
What standards can be used across systems (and to abstract system-generated names from users)?