RWS

Tridion®

Enterprise Knowledge Hub

Who is it for?
Information management professionals in knowledge-driven enterprises who manage large volumes of business-critical information.

Enterprise information:
Adaptive. Contextual. Discoverable.

Why read this brochure?

Successful businesses thrive on engaged, well-informed employees. However, in many organizations employees are working with outdated tools that rarely match their personal experience of technology outside of work. Archaic systems, data silos, manual copy and paste, poor search and repetitive tasks make up a large and unwelcome part of their working day. Further fueling dissatisfaction is poor information governance – leading to information that cannot be found or trusted.

By centralizing enterprise information, facilitating collaboration, automating workflows and structuring content, you can digitally transform your business – with improved productivity, better employee, partner and customer experiences, and get your business AI-ready.

The issue – no 'single source of truth'

People continue to operate in silos in organizations – be it by region, department or team. This makes it hard for employees to be sure that the information they've found is correct.

Lack of trust in information is the biggest issue that arises in the absence of a single, authoritative source of truth. Inaccurate information negatively impacts employees, customers, partners and prospects.

What matters – aggregation and collaboration

Breaking down silos isn't the answer. We need to work with silos and establish trust in information. To achieve that, organizations must tightly integrate creation, collaboration, approval and publishing of information, even if it is sourced from multiple systems.

By establishing a knowledge hub, you re-establish trust – essential for both streamlining today's operations and getting ready for future use cases.

The solution – an Enterprise Knowledge Hub

A knowledge hub not only forms a 'single source of truth' for organizational knowledge, it is also the foundation of next-generation intranets, conversational user interfaces, and virtual agents for self-service.

It enables businesses to run more efficiently, but also to gain insights into consumption habits, consumer behavior, and other patterns that organizations can identify and capitalize on to achieve higher revenues.

> **A 'single source of truth' for business-critical information prevents lost productivity, improves the customer experience, and reduces legal liabilities.**

Enterprise information challenges

Search

70%

of employees can't find
the information they need.

The challenge

Untagged or inconsistently
tagged content. Inability to
search across repositories
and content.

Security

65%

of CIOs are tasked
with transforming and
modernizing governance.

The challenge

Lack of secure storage and
permission management,
authorization and approvals.

Accuracy

30%

of employees struggle with
missing content, inaccuracy
and manual actions.

The challenge

File duplication, version
control issues, search result
overload and information
inaccuracies.

Source: IDC Technology Spotlight (2019) The Future
of Knowledge Management: Agile, Governed and
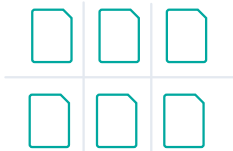AI-Ready Componentized Content Services

Tridion

The benefits of a Component Content Management System (CCMS)

Tridion helps you to create, collaborate, translate and deliver short-form structured information. As a component content management system (CCMS), it manages content based on discrete topics – components – rather than on a document or file level.
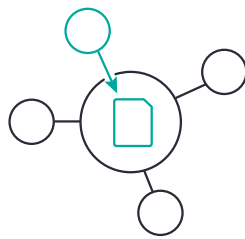
Adopting a component-based approach breaks away from the document paradigm and opens up new opportunities to use and deliver your information, including micro-content, chatbots and IoT applications.
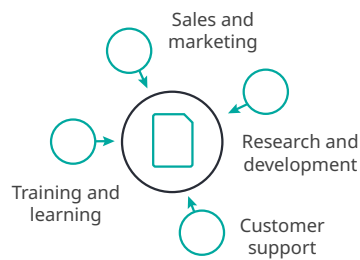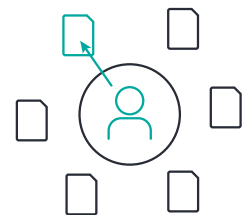
Authoring
Modular content

Shared
Stored centrally

Collaboration
Sales and marketing
Research and development
Training and learning
Customer support

Accessible to all departments

Assembly
Formatted to customer needs

Tridion as an Enterprise Knowledge Hub

Tridion helps enterprises manage and deliver business-critical information – rules, policies, procedures, product information and more – at scale and in multiple languages.

Establishing an Enterprise Knowledge Hub

Unlike the document-based content management or file systems that are often used to manage corporate knowledge, Tridion provides a centralized, intelligent knowledge hub that manages content in a new way across content creation, review, translation and delivery.

This secure, digital-first approach to content bridges organizational silos, enables input from across the organization and allows ubiquitous access to your information. All content is tagged, enabling cross-document search and dynamic assembly that maximizes content reuse.

Inside and outside your organization

Collaborate securely and seamlessly with your clients and peers. Content for your partners is kept in one place and they are only given the content and access rights they need. Governance and tracking integrates granular security details into enterprise information management.
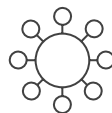
AI-readiness

Enable AI and cognitive services for better business insights and transform the way your organization works with data and content. Metadata enriched structured content enables contextual delivery to the user every time.

Business critical information
'Single source of truth'
for information reuse
and govenance

Collaboration
Knowledge hubs for intranet
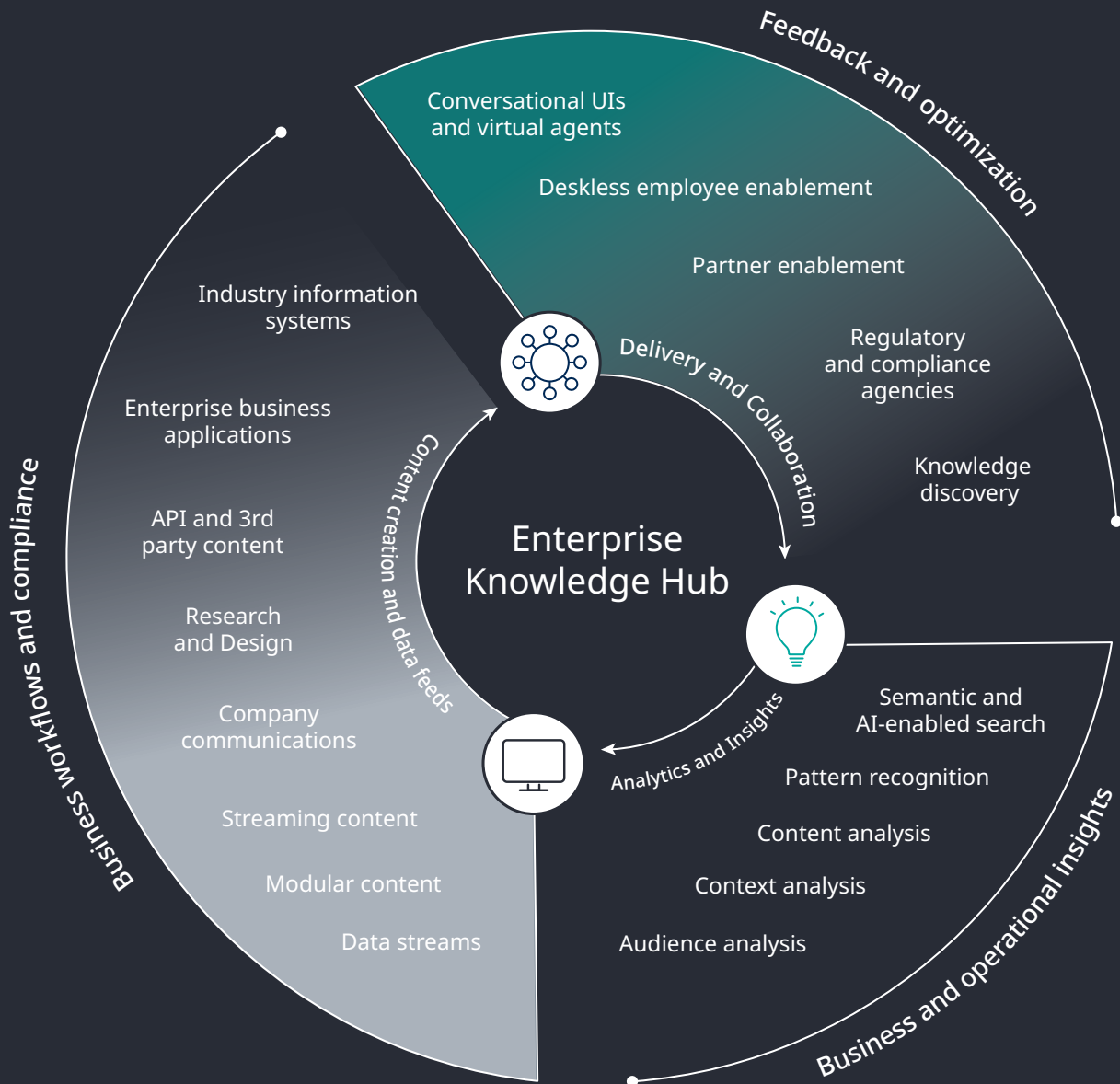and extranet collaboration

Analytics
Data-driven business insights
and information discovery

- Centralize knowledge management
- Match content to specific personas and needs
- Deliver single-source content in any format to any device

- Support regulatory compliance
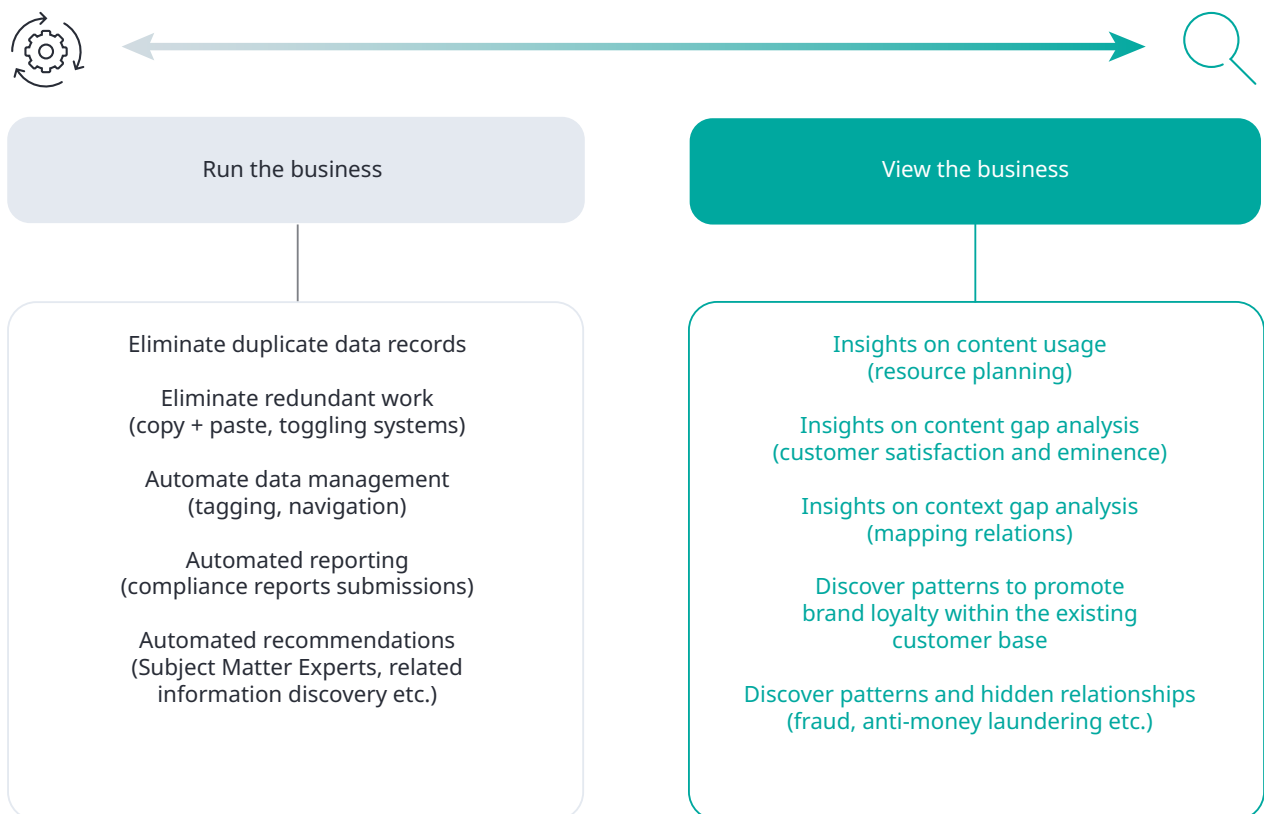- Manage and deliver content in multiple languages

Establish a connected enterprise

Conversational UIs and virtual agents

Deskless employee enablement

Partner enablement

Regulatory and compliance agencies

Knowledge discovery

Feedback and optimization

Industry information systems

Enterprise business applications

API and 3rd party content

Research and Design

Company communications

Streaming content

Modular content

Data streams

Business workflows and compliance

Content creation and data feeds

Delivery and Collaboration

Enterprise Knowledge Hub

Analytics and Insights

Semantic and AI-enabled search

Pattern recognition

Content analysis

Context analysis

Audience analysis

Business and operational insights

Improve productivity and gain insights

An Enterprise Knowledge Hub improves productivity by streamlining operations and boosting the efficiency of employees. Also, by uncovering insights, it can reveal fresh opportunities that the business can capitalize on.

Scenarios and benefits

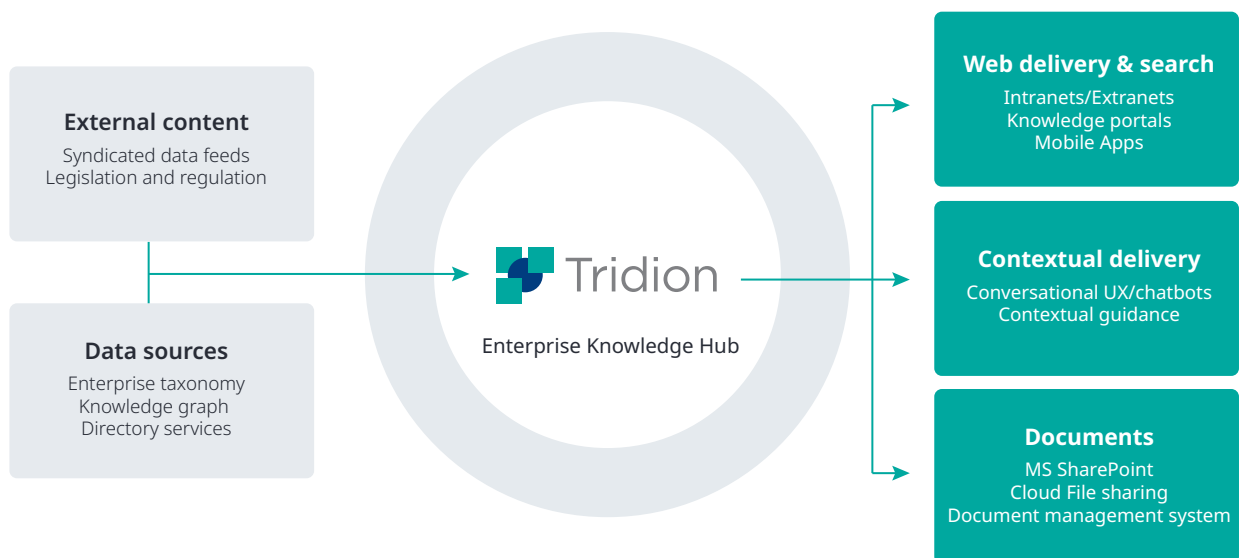| Run the business	View the business
Eliminate duplicate data records	Insights on content usage (resource planning)
Eliminate redundant work (copy + paste, toggling systems)	Insights on content gap analysis (customer satisfaction and eminence)
Automate data management (tagging, navigation)	Insights on context gap analysis (mapping relations)
Automated reporting (compliance reports submissions)	Discover patterns to promote brand loyalty within the existing customer base
Automated recommendations (Subject Matter Experts, related information discovery etc.)	Discover patterns and hidden relationships (fraud, anti-money laundering etc.)

An Enterprise Knowledge Hub can be used to power multiple enterprise use cases – including intranets, extranets and customer support platforms. With an intranet powered by an Enterprise Knowledge Hub, employees are able to work with information in a timely, relevant and actionable manner. It enables everyone to work in the same manner, regardless of whether they are inside or outside the organization, without workflows being obstructed.

Intranet of the Future – enable employees, partners and innovation

With a modern, specialized intranet, organizations can supply relevant contextual information, personalized to an employee's profile and needs in the moment. It helps provide the employee with actionable information on any digital touch point without manual rework – with a single source of truth, organizational information can be relied on, accelerating productivity and growth.

Such intranets enable organizations to achieve enhanced employee experiences, far beyond basic company communications and voting buttons. It allows organizations to connect with multiple data streams, business applications and workflow systems, and provide output to diverse information consumption channels (such as websites, applications, micro-apps, conversational UI, intelligent agents, AR/VR or a voice interface), with built-in feedback mechanisms to improve operations and information quality over time.

With Tridion you can significantly enhance employee engagement – whether in the office, on the go, or working on the frontline.
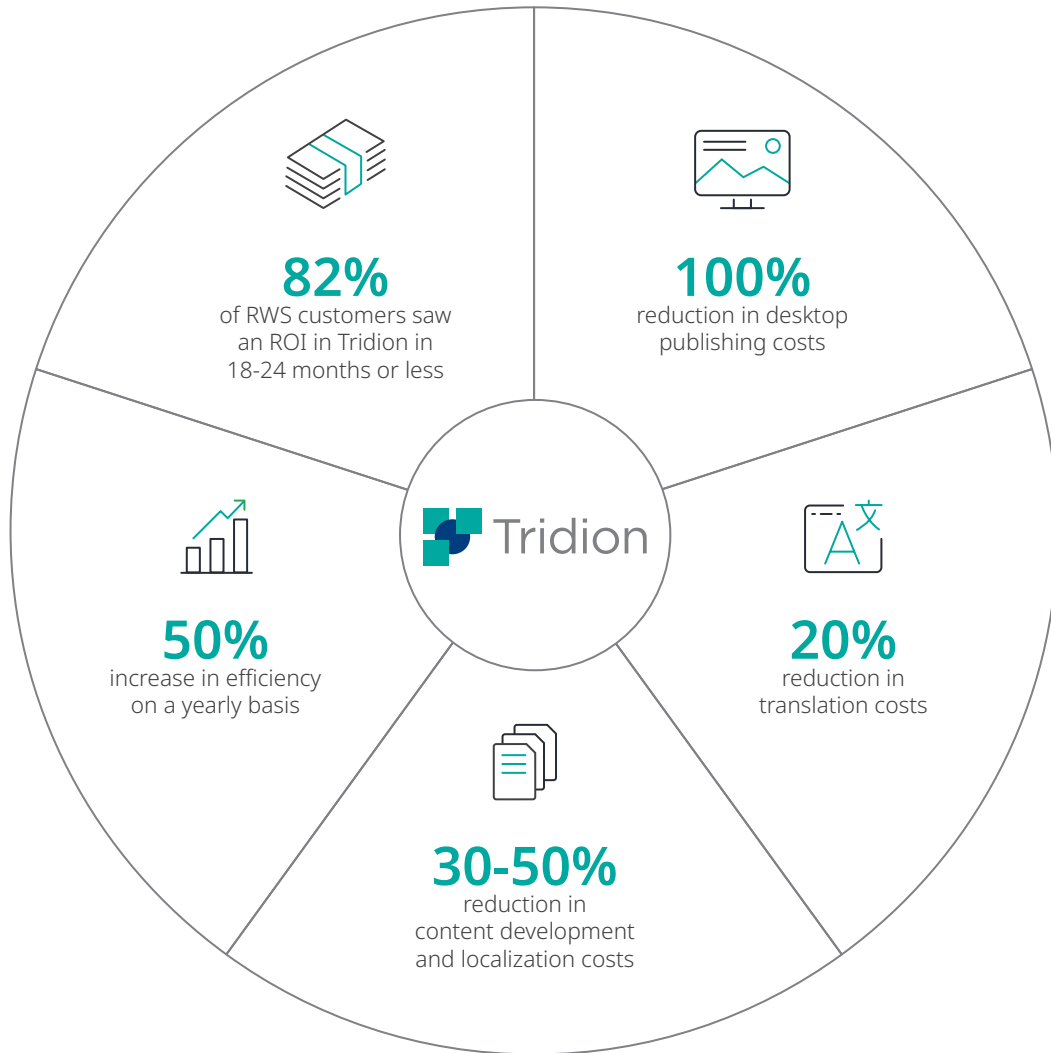
External content
Syndicated data feeds
Legislation and regulation

Data sources
Enterprise taxonomy
Knowledge graph
Directory services

Tridion
Enterprise Knowledge Hub

Web delivery & search
Intranets/Extranets
Knowledge portals
Mobile Apps

Contextual delivery
Conversational UX/chatbots
Contextual guidance

Documents
MS SharePoint
Cloud File sharing
Document management system

Mature and proven technology

Tridion's customers span many sectors – financial services, life sciences,legal, business services, consulting, automotive, manufacturing and high-tech. They all benefit from streamlined sales cycles, improved customer satisfaction, and faster time to market through centralized access to information.

- An Enterprise Knowledge Hub

- Makes content easier to find

- Provides greater control over quickly changing content

- Increases consistency through reuse and structure

- Reduces the overall cost of operations through automation and centralization

- Provides the basis for AI-driven automation

Tridion

82%
of RWS customers saw
an ROI in Tridion in
18-24 months or less

100%
reduction in desktop
publishing costs

50%
increase in efficiency
on a yearly basis

20%
reduction in
translation costs

30-50%
reduction in
content development
and localization costs

Find out more, visit

rws.com/tridion

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