BluePrinting® – Manage multiple sites, brands and languages

Tridion®

Tridion Sites' foundational technology, BluePrinting, simplifies the way you manage content

Today, global organizations need to manage a great breadth of content online for different brands, across a wide array of sites and platforms and in multiple languages.

With BluePrinting, you map your organization's information architecture into a content hierarchy which in turn enables you to maximize content reuse and synchronize web elements across channels.

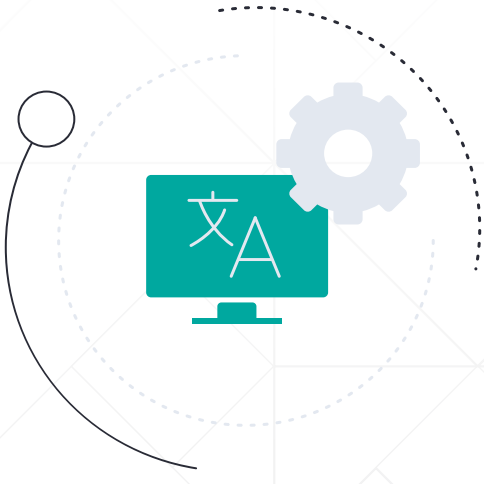
Tridion Sites and its BluePrinting technology enable you to:

- **Centralize control and reuse.** Create foundational corporate content, design, functionality, structure and pages that can be reused and translated across online channels. Ensure content governance through integrated workflow capabilities.
- **Ensure brand and message consistency.** Manage visual brand elements and look and feel centrally and synchronize shared content across direct and indirect channels.
- **Reach worldwide markets.** Manage localized and translated content through integrated translation management and translation reuse, achieving channel coordination across websites, apps and any digital channel.
- **Create impact.** Adapt source content to address the specific needs of a particular profile or market, combining the best of centrally managed content with channel-, location- or market-specific content.

Benefits of BluePrinting

"Organizations can support on average 1.7X as much content without increasing the size of the content team. Centralization and standardization reduces team size and enables content publishers and web developers to realize 42% efficiency by Year 3. The BluePrinting® functionality, templates, modular components, and integration with language technology reduces the effort associated with creating new sites, managing content changes, and localizing content."

– Forrester (2018)
The Total Economic Impact™ of Tridion DX Content Management and Language Technology & Services



Core concepts

Content inheritance

A content inheritance model is the basis of BluePrinting. It includes "Parent" publications and "Child" publications.

A publication groups together the different elements that make up the experience for a specific channel: brand images, templated layouts, content, workflows, translated content, a security model and content organization. Content may include text, translations, images, multimedia and brand elements.

Child publications inherit content from one or more parent publications. In a nutshell, this means that multiple websites and channels can inherit and reuse navigation, structure, functionality, design, content and translations.

Unique to BluePrinting – and unlike competitive solutions that copy/clone content – the relationship to parent content is always maintained, which means content updates in parent publications continue to be synchronized to child publications, enabling long-term content quality and consistency.

Componentized content

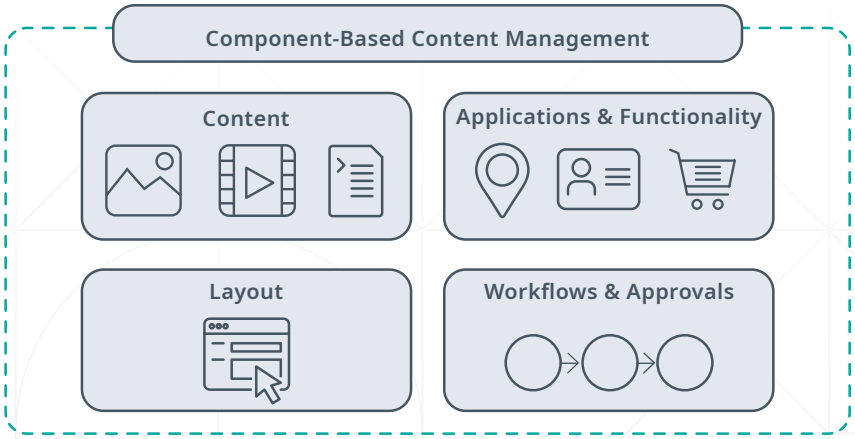
Unlike a page-based model, BluePrinting separates content, layout, code and targeting information as individual building blocks ("components"). These components can be combined, reused and published.

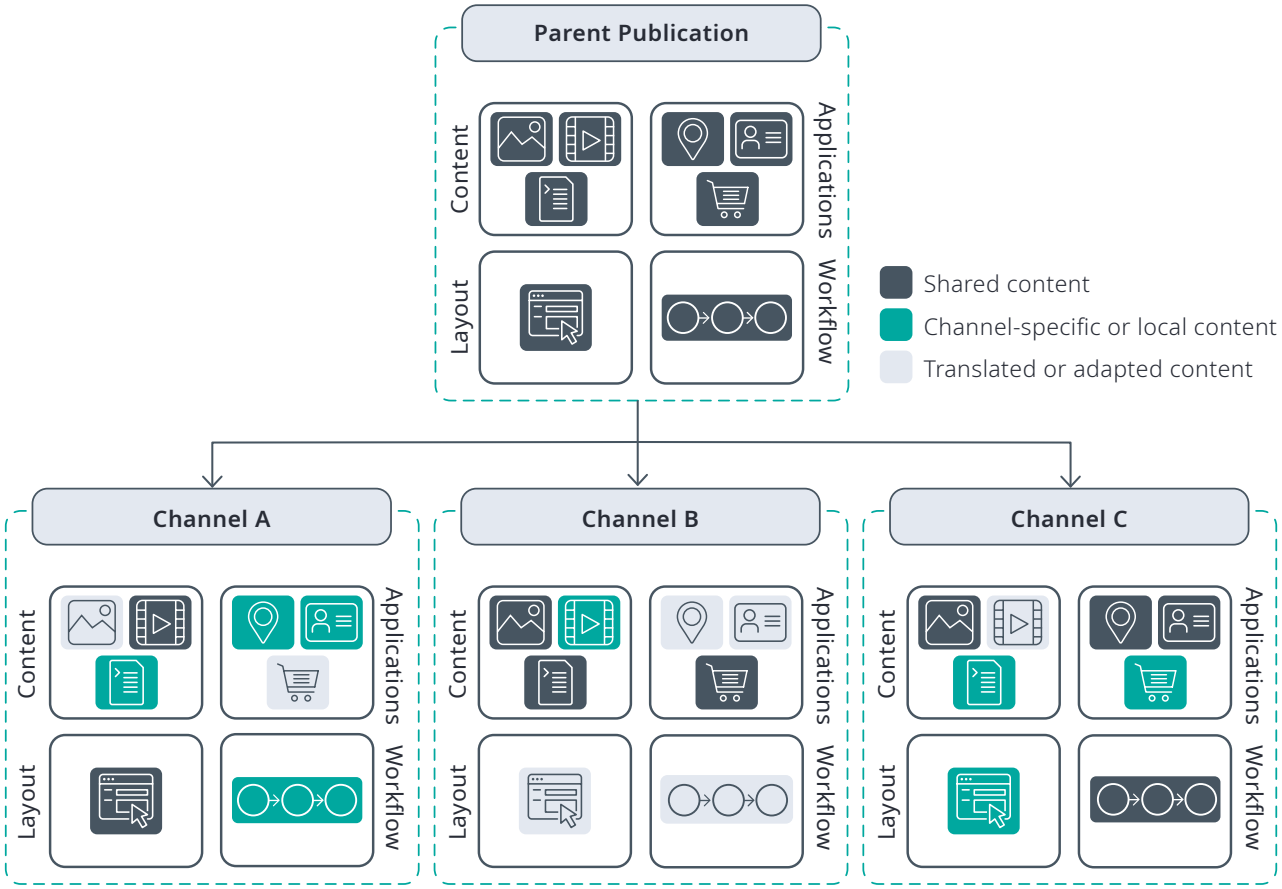
Tridion Sites saves content as format-independent XML, which enables you to easily adapt formatting for different devices and channels using templates that define what and how content is rendered.

Adaptive BluePrinting

A BluePrint may have to change for various reasons, like a company reorganization, because of mergers and acquisitions or because of a different go to market model.

Adaptive BluePrinting lets you move content in the content hierarchy to reflect the new desired organizational structure. This flexibility allows you to deal with change while still enjoying all the benefits of a reliable, system-wide information architecture.




Parent Publication
Content
Applications
Layout
Workflow
Shared content
Channel-specific or local content
Translated or adapted content
Channel A
Channel B
Channel C

A BluePrint

For any Tridion Sites implementation, the BluePrint is the relationship between parent and child publications.

In a BluePrint, inheritance is top-down. The eventual published customer touchpoints and channels can be any combination of shared/reused elements, channel or market-specific content, or adapted and localized/translated content tailored to your organization's objectives, governance and business model.

You can tailor workflows, as well as roles and access rights to your organizational structure, providing you with control over corporate content and giving local content contributors the agility they need to add or update content when they need it.

You can tailor your BluePrint to support your broader business objectives:

- Rolling out and maintaining multilingual websites
- Publishing to multiple channels
- Managing multiple brands for different stakeholder audiences
- Launching new functionality
- Providing website functionality for different organizations like partners or branches
- Rolling out campaign or microsites

To learn more, visit

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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