RWS

Tridion®

Global Website Management

Who is it for?
Digital marketing teams that manage web
and mobile sites across many brands and markets

Deliver locally nuanced web experiences on a global scale

Why read this brochure?

To truly engage global audiences it's never been more important to accommodate personal preferences when communicating with customers and prospects. However, you will need to factor in the three key characteristics of language, channel and device before you even consider other types of personalization.

Managing the sheer amount of content and their dependencies to cater for brand, language, channel and device variations is unarguably a daunting task and the result is all-too-often inconsistent information and fragmented customer journeys.

Discover a new approach to global web content management. One that deals with the complexities on your behalf, so you can focus on what matters most – your message.

The issue – enforcing your content operating model

Various ways exist to manage web content – ranging from a centralized approach at one end of the spectrum, through to a fully decentralized approach, where local markets completely own their digital experience.

It really depends on your business model what works best for you. But all approaches have one thing in common: you want your brand and message to be consistent and avoid outdated or incorrect information being published. This is where many brands struggle – they lack the right underpinning technology to enforce correct adoption of their content operating model.

What matters – the right tools to drive consistency

With so much content to be managed across teams and geographies, you need a better way to ensure nothing falls between the cracks.

It's crucial to adopt a systematic approach to managing master content, and variations for brands, local markets and channels.

Being able to assess the impact of web updates and to notify brand teams, in-country marketers and other stakeholders, helps close the loop.

The solution – global website management

Tridion was designed for large enterprises that deal with global web properties that must be consistently branded and kept in sync, while allowing in-country marketers to deploy effective local go-to-market approaches.

With Tridion you can phase out agency-managed websites or locally spun-up content management systems, and provide your digital marketers with a corporately managed central platform that has built-in localization capabilities to regain control over your brand.

As a result you will experience improved web KPIs and faster time to market.

Central brand and messaging control, combined with in-country flexibility, gives you a sustainable operating model.

Tridion for Global Website Management

Your customers and prospects are more critical than ever and can be extremely unforgiving when it comes to a poor digital experience

Our solution helps your organization deal with the complexities of increasing content volumes and will help you stay on top of quality and consistency without increasing headcount.

BluePrinting®

At the launch of a website your content may be perfectly organized, but problems often accumulate over time.

We can solve these problems because Tridion is the only solution in the market that offers BluePrinting®. This unique concept manages dependencies between content for you on an ongoing basis.

When master content gets updated, you want to make sure that dependent content such as translations, or derivatives for certain brands, markets or channels, are updated too. This is where other content management systems fall short.

Not Tridion. Every piece of content is managed as an individual item (we call them components). They can be reused (inherited), or variations can be created such as translations. Tridion will always keep track of these variations and can tell you at any time what the impact is of changing an item.
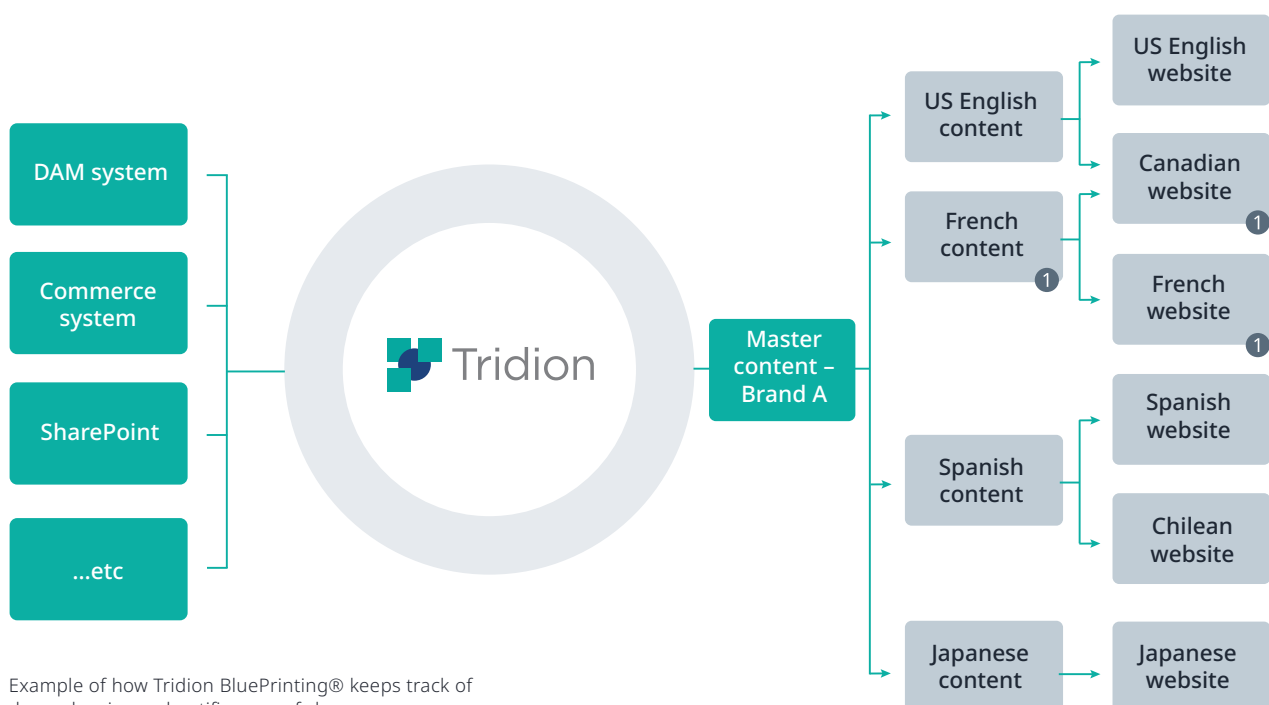
For any type of content

BluePrinting® works for any type of content in the system – even when that content is coming from externally connected systems such as images from your digital asset management system (DAM), or products from your PIM or commerce environment.

Building a global web presence is easy.

Building a high-quality and consistent experience that is easy to manage, relevant, consistent and that conforms with legal and regulatory standards on an ongoing basis is a whole lot harder.

With Tridion you can do it. We help you achieve your business objectives while reducing your liabilities.

Example of how Tridion BluePrinting® keeps track of dependencies and notifies you of changes

Differentiated experiences, operations and technology

With Tridion you can fundamentally change the way you manage content across your enterprise – resulting in optimized digital experiences, reduced operational effort and cost, and a future-proof technology stack.

Global experiences

Tridion can manage not only your content, but also design, layout and business logic for your global websites. It ensures these elements are used consistently for a unified global brand image.

Optimized content delivery to desktop, mobile, kiosk, watch and other devices are fully supported to ensure that you deliver content however your customers want it.

Operational excellence

Tridion provides a centralized web content management environment that enables even the most globally dispersed teams to collaborate and build the digital experiences that create business value.

A task-oriented user interface hides unnecessary features and drives up productivity among your employees.

Future-proof technology

Tridion Sites' open API and connectors give you the flexibility you need to integrate with your enterprise technology stack so that you can connect to your CRM, DAM, Commerce or any other system that is part of your digital ecosystem.

Tridion's decoupled architecture and REST- based microservices provide a highly secure and modular setup so you can deploy system elements in different on-premise and cloud-based environments, and scale your environment as needed, based on today's and future needs.

Find out more, visit

rws.com/tridion