RWS

Tridion®

Your Digital Experience Hub

Who is it for?
Marketing teams of global brands with large volumes of disparately managed content and fast turnaround times

Increase customer engagement with more impactful digital experiences

Why read this brochure?

Now is the time to revamp how you engage with your customers online. By turning each digital touchpoint into a consistent showcase for your brand, and each interaction into an opportunity to engage and offer value, you will improve the customer experience and gain customer loyalty.

Move to a customer-centric communication model, underpinned by the right technology, to channel your brand experience consistently and dynamically – anywhere, anytime.

The issue – fragmentation of your brand

Information is managed within silos – by marketing, sales, customer support, service, delivery, operations and product development – all independently creating, translating and delivering their own content. The result is a fragmented digital experience that impacts your brand and exposes you to liabilities when the wrong information gets published.

What matters – every interaction counts

You want to deliver content on your customers' terms – creating impactful personal digital experiences that turn them into repeat customers and loyal advocates of your brand. Each piece of communication should help you get there. At the same time you want to eliminate the risk of destroying a carefully built brand with a bad customer experience, or inconsistent information being served up.

The solution – a Digital Experience Hub

Tridion addresses these challenges for you through the concept of a 'single source of truth' for your digital experiences. With Tridion, you can deliver content on your customers' terms. You create impactful personal digital experiences on a global scale, increasing customer lifetime value (CLV), while driving internal efficiency, reducing risk and improving time to market.

An integrated content platform is essential to providing an effective digital experience that is easy to manage and risk-free.

Tridion as a Digital Experience Hub

Tridion activates your enterprise content to improve customer acquisition, conversion and retention across the full customer journey.
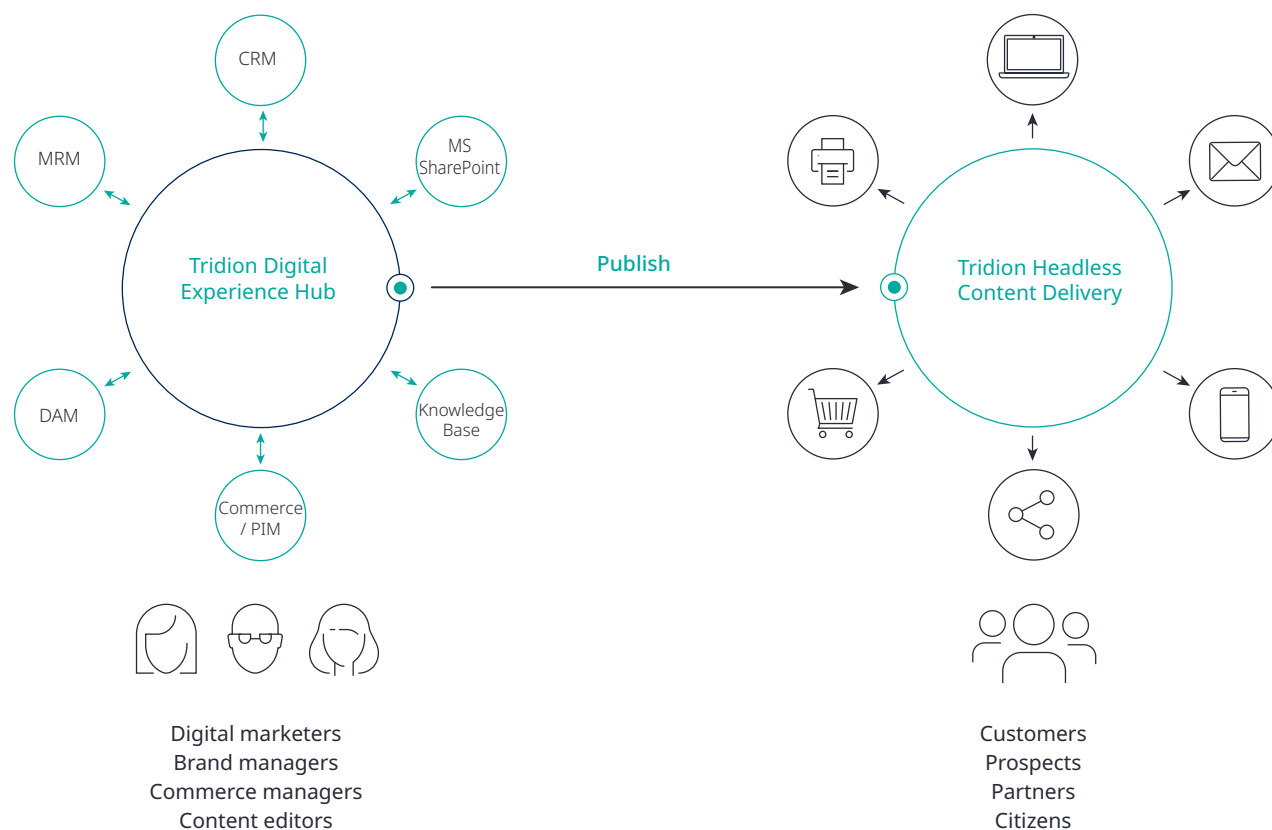
Our solution revolves around the concept of a 'single source of truth' for your digital experiences.

We all know that information resides in multiple systems scattered across departments, and that is unlikely to change anytime soon. However, with Tridion you can bring structure into this dispersed marketing technology landscape by connecting the various systems into one big virtual repository.

Why is it 'virtual'? Because the content and data can stay where it sits today – you don't have to rip and replace systems, or create copies of information. Tridion accesses the external information in a way that is transparent to the marketer or content editor accessing it. It centralizes access to the information, acting as a hub in your digital ecosystem.

It then enables you to combine content and data into relevant, personal communications for your audiences. As part of this process, you can easily translate content to ensure local relevance for each market.

Finally, Tridion orchestrates the flow of content to your digital touch points – it can publish your dynamic content anywhere you want. Its RESTful APIs enable headless delivery to your ecosystem of websites, mobile sites, single-page applications (SPA), commerce sites, employee and partner portals, mobile apps, smart watches, kiosks, IoT and any other channel or device.

How Tridion transforms your business

With Tridion you can fundamentally change the way you manage content across your enterprise.

A global content supply chain

Tridion transforms content creation, translation and delivery processes into a global content supply chain.

It orchestrates the process of combining your web content with digital assets, information-rich structured content (DITA), commerce information and any other content, by acting as a central orchestration hub for content from across the wider enterprise.

Dependencies between content variations as well as translated versions are rigorously managed using Tridion's BluePrinting® technology. This ensures your content production flow builds towards a continuous, consistent and relevant customer experience in any language.

Agile content management practices

Tridion facilitates agile working practices for both marketing and IT, supporting the delivery of exceptional digital experiences.

Companies introduce agile working processes to speed up time to market. Smaller chunks of work are delivered in a continuous stream – and your tools needs to align with this. They must enable flexible work streams and support rapid changes to organizational structures. Tridion enables marketers to experiment with revised messaging or new channels to market through content reuse, easy authoring and targeted delivery of content.

For IT, Tridion provides open APIs and standard, non-proprietary technologies, that allow IT to build new digital touchpoints and applications quickly, based on commonly available technical expertise.
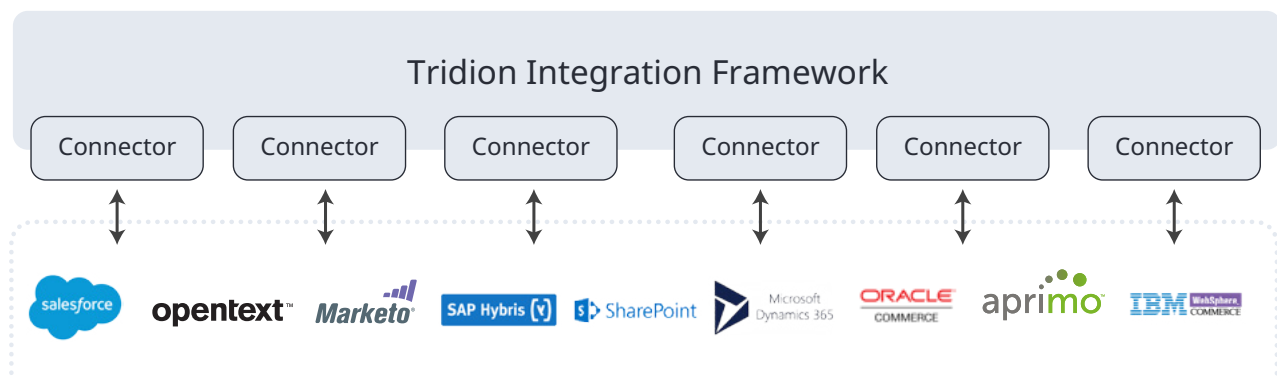
Integrations – the key to improved customer experiences

Tridion excels in interoperability, enabling it to be a true Digital Experience Hub for you. It provides extensive integration points, out-of-the-box connectors and implementation accelerators.

The Tridion integration framework is the foundational technology that makes bi-directional content and data exchange possible – turning your digital ecosystem into a coherent set of technologies.

Interoperability

To make the most from existing technology investments, Tridion integrates with your current systems and tools. It takes a best-of-breed approach and has sophisticated ways of integrating with external content and document repositories, taxonomy systems, product lifecycle management systems, customer data sources and other parts of your ecosystem, to ensure information is reused and combined in smart ways, rather than replicated.

Connectors

Connectors plug into the integration framework and establish connections to external systems. RWS provides a number of connectors to commonly used systems such as digital asset management, commerce and CRM.

Your in-house IT team, a partner, or RWS professional services, can quickly build new connectors. This way, rich media experiences, in-depth product information, commerce and sophisticated personalization all become part of the digital experience.

Accelerators

An accelerator brings together a mix of best practices, sample code, connectors and documentation to speed up deployment so you can quickly reap the benefits of Tridion. RWS offers various accelerators:

- Quickly launch responsive websites (DXA)
- Create a content-rich shopping experience (Commerce)
- Access rich media (DAM)
- Plan content and resource allocation (MRM)
- Personalize experiences and store captured leads (CRM)

Tridion

Find out more, visit

rws.com/tridion