

## Where is the Business Value in Content Services?

Sample business benefits and performance metrics at each layer of the content services stack for both expanding customer ROI and demonstrating product and professional service effectiveness.

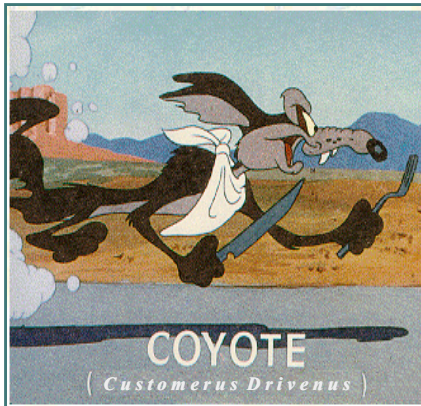
Written by Peter Feighner 512.695.9649 or peter@feighnergroupp.com

## Contents: Where is the Business Value?

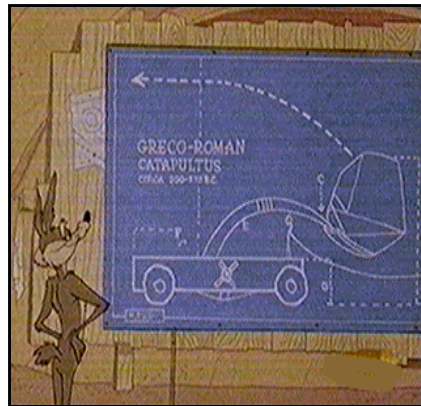
- **Profit Contribution:** Speed up your core business, deliver new services to your customers
- **Employee Productivity:** Deliver consistent processes, enable collaboration across your organization
- **Delivering and Consuming:** Deliver consistent, accurate and relevant content to your end users
- **Storing and Organizing:** Maintain managed and integrated assets that are in tune with your business
- **Contributing and Authoring:** Maximize adoption by offering standard tools to your users
- **Technology Stack:** Optimize capability, buy vs. build
- **Infrastructure:** Minimize your H/W and support costs

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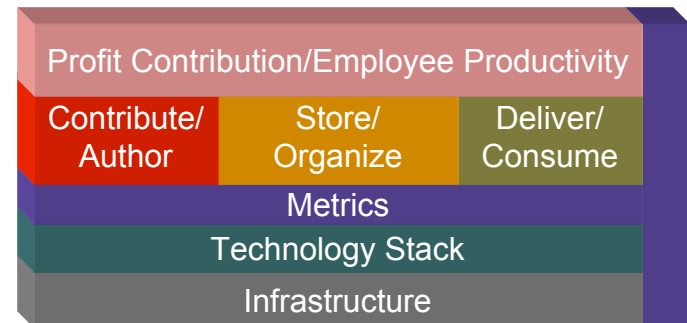
**Profit Contribution**



**Employee Productivity**

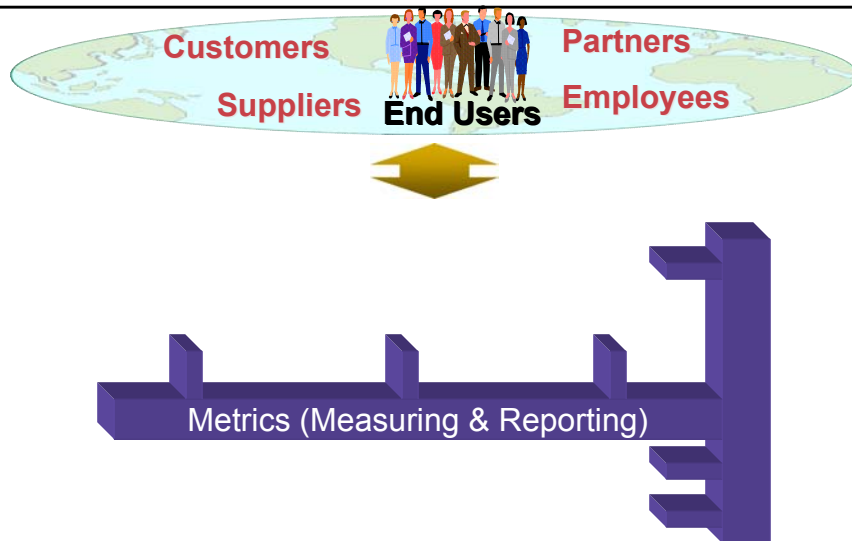
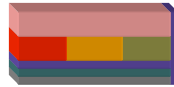
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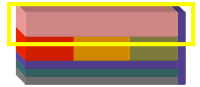
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## Where is the Business Value?



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## Where is the Business Value?



### Profit Contribution

- Operational Efficiency: Speed up your core business
- Competitive Advantage: Create new services, lower customer support costs
- Decrease travel, meeting costs
- Optimize communications, training & publishing expenses
- Improve decision making, Online property management

What to Measure
▪ Time-to-market
▪ Initial Product Quality
▪ Online Sales (%)
▪ Online Support (%)
▪ Customer Satisfaction
▪ Call/Support Volume
▪ Service Delivery Cost

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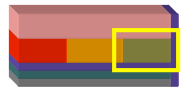
### Employee Productivity

- Consistent processes to add, approve, and view
- Ensure self service tools are usable and relevant
- Collaboration: Access to domain experts, align employees with strategy
- Employee retention and job satisfaction
- Faster new hire ramp up, mergers & acquisitions

What to Measure
▪ #, Usage of Processes
▪ End-to-End Latency
▪ Employee Retention
▪ Support Case Volume
▪ Tool Feature Requests
▪ Training Participation
▪ Integration Score Card
▪ Usability (Global)

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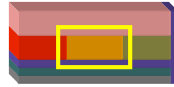
### Delivering & Consuming

- Deliver accurate, relevant and consistent content
- Deliver information anytime/anywhere (Virtual Worker)
- Provide targeted (role based) deployment
- Deliver content quickly and efficiently (network)

What to Measure
▪ #, Type of Web Hits
▪ Top 10%, Bottom 20%
▪ Top Referrer
▪ Top Navigation Paths
▪ Top Searches
▪ Delivery Latency
▪ Audience
▪ Campaign Response

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# Where is the Business Value?



## Storing & Organizing

- Maintain/grow 'managed' assets that contain relevant business information
- Increase maturity of assets in managed stores
  - Age, managed/unmanaged, description (metadata)
  - Consider email a repository

What to Measure
▪ # of assets
▪ Type of assets
▪ # of Stores
▪ Maturity of assets
▪ Reuse of assets

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# Where is the Business Value?



## Contribution & Authoring

- Maximize adoption and usage of contribution tools
  - #, description of Users to managed/unmanaged stores
- Minimize redundant content, maximize reuse

What to Measure
▪ Adoption Rate
▪ Frequency of Use
▪ Tool/Function Usage

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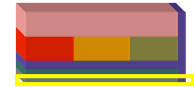
## Technology Stack

- Integrate related development efforts
- Property management
- Minimize technology administration/support
- Decrease cost/time to web enable existing apps
- Maximize use of vendor supported tools
- Optimize professional service expenditure

What to Measure
▪ # of Tools, Instances
▪ # of Projects
▪ Capability
▪ License/Maintenance
▪ Buy vs. Build Ratio

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# Where is the Business Value?



## Infrastructure

- Operational Excellence: Reliability/Performance
- Optimize H/W and storage investment
- Minimize support & operations costs
- Showcase Infrastructure Technology (ex: CDN)
- Future Scalability

What to Measure
▪ Up Time (Reliability)
▪ Performance (Latency)
▪ CPU Utilization
▪ Storage Capacity
▪ H/W, Support Costs

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