

# What is the Goal of Content Services?

Written by Peter Feighner 512.695.9649 or [peter@feighnergroup.com](mailto:peter@feighnergroup.com)

What is the Goal of Content Services?

## Contents: What is the Goal of Content Services?

- **Profit Contribution and Employee Productivity**
- **End users and End-to-End Content Management**
- **Key Business Objectives**
- **Challenges and Opportunities**
- **Current State: Silos of Productivity**
- **Future Opportunity: The Fully Integrated Enterprise**

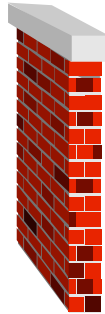
Written by Peter Feighner 512.695.9649 or [peter@feighnergroup.com](mailto:peter@feighnergroup.com)

What is the Goal of Content Services?

# What is the Goal of Content Services?

## Profit Contribution

“ \_\_\_\_\_  
Provide operational efficiencies and competitive advantage that deliver business value to your customers and partners.  
\_\_\_\_\_ ”



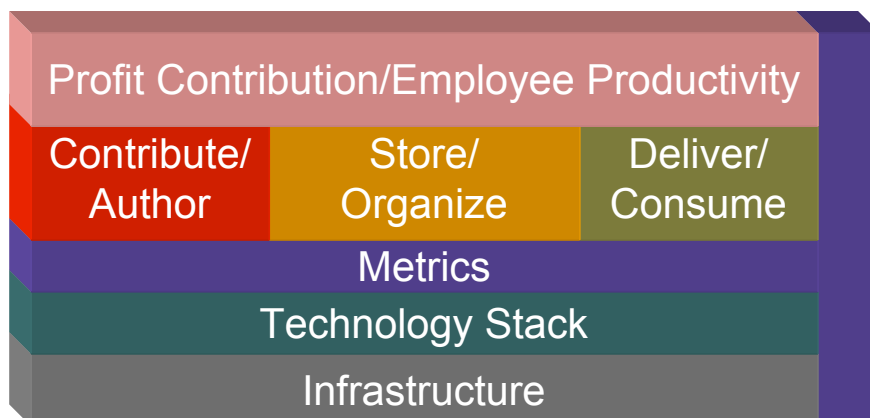
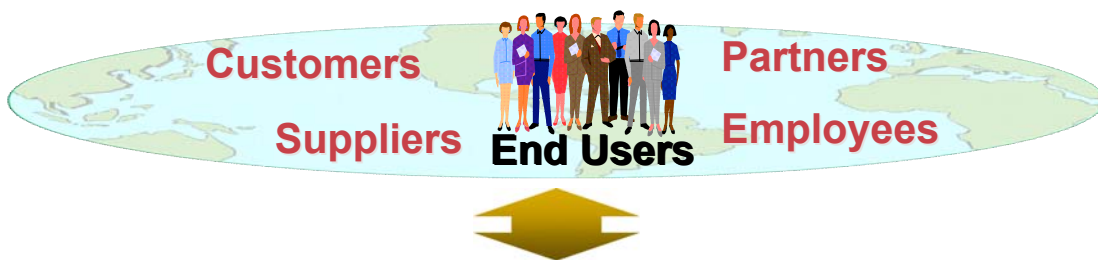
## Employee Productivity

“ \_\_\_\_\_  
Provide knowledge sharing and collaboration services that deliver business value to employees, partners and suppliers.  
\_\_\_\_\_ ”

Written by Peter Feighner 512.695.9649 or peter@feighnergroup.com

What is the Goal of Content Services?

# What is the Goal of Content Services?



Written by Peter Feighner 512.695.9649 or peter@feighnergroup.com

What is the Goal of Content Services?

# What is the Goal of Content Services?

## Key Business Objectives

Objective	Description
Deliver/Consume	Reliably deliver the right content to the right person at the right time
Store/Organize	Maintain, mature integrity, security and intelligence of assets over time
Contribute/Author	Deliver flexible authoring tools to knowledge workers
ROI/Business Value	Measure, mature the system and the assets it manages

Written by Peter Feighner 512.695.9649 or peter@feighnergroup.com

What is the Goal of Content Services?

# What is the Goal of Content Services?

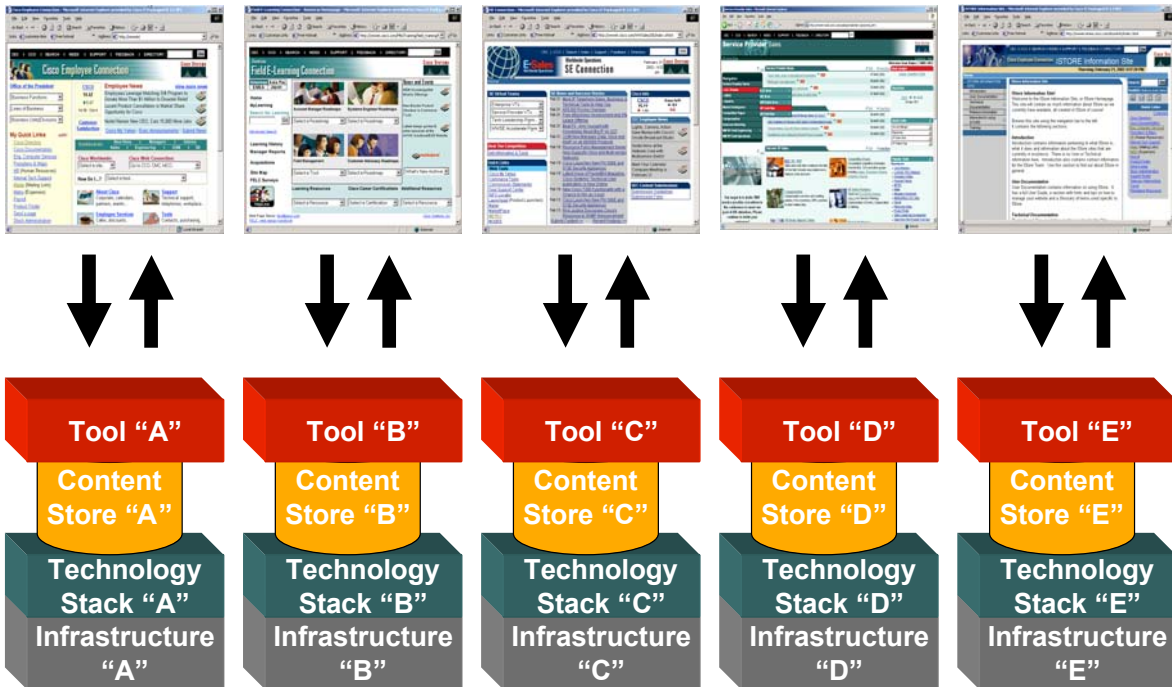
## Challenges and Opportunities

Today	Future
"It's on the web, but I can't find it"	"I can find and use it on the web"
More content, less business value	More content, more business value
Inconsistent, rigid user experience	Consistent, flexible user experience
Lots of capability, not integrated	Lots of capability, fully integrated
Old/Redundant content, little reuse	Fresh/Unique content, high reuse
High operations cost (In-house)	Lower operations costs (outsource)
Fragmented, incompatible solutions	End-to-end, standardized solutions
Region, function based solutions	Global, enterprise class solutions
Inconsistent workflow processes	Consistent workflow processes
Some personalized, static views	Highly personalized, dynamic views

Written by Peter Feighner 512.695.9649 or peter@feighnergroup.com

What is the Goal of Content Services?

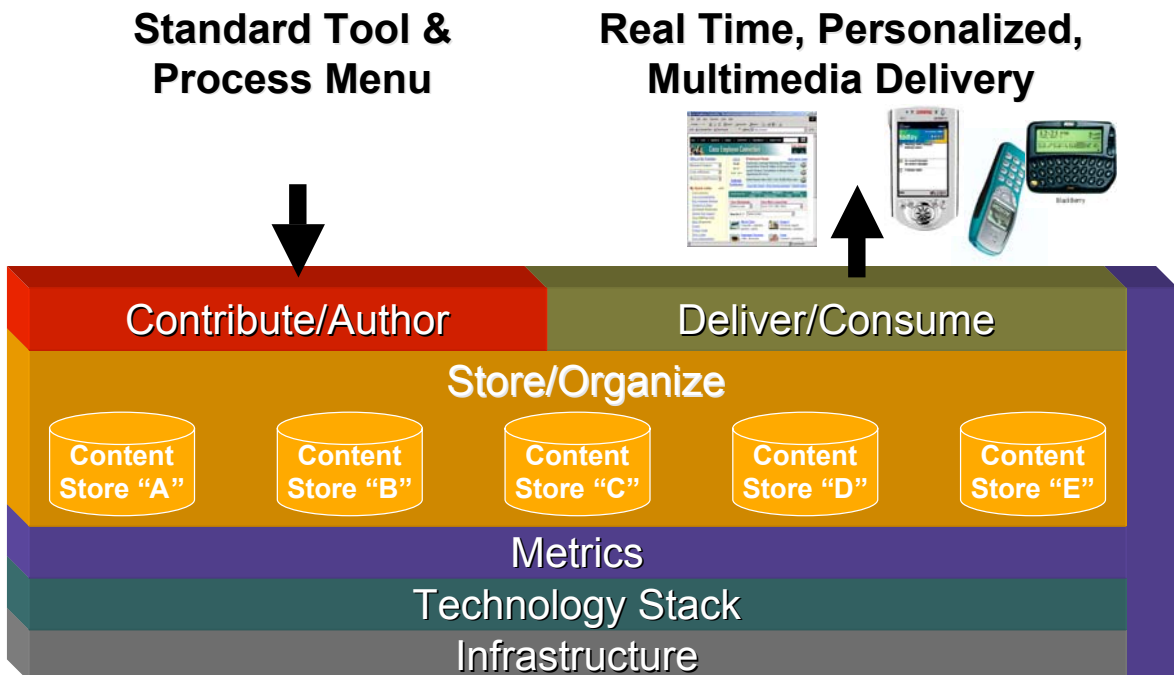
# Current: Many tools/Many stores/Many UI's



Written by Peter Feighner 512.695.9649 or peter@feighnergroup.com

What is the Goal of Content Services?

# Future: Standard Tools, Flexible Delivery



Written by Peter Feighner 512.695.9649 or peter@feighnergroup.com

What is the Goal of Content Services?