

# SO MUCH WASTE, SO LITTLE STRATEGY

## THE REALITY OF ENTERPRISE CUSTOMER CONTENT



# AGENDA



**ENTERPRISE  
CONTENT**

**SILOS**

**THE  
PROBLEM**

**SOLUTIONS**

**THE DREAM**

**THE  
CHALLENGE**

# enterprise customer content

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Information that enables people to do their jobs:

- Product
- Technical
- Learning
- Support



## *My position*

We need a **comprehensive** solution for enterprise customer content.

# What are the challenges?

- Culture
- Departmental focus
- Content silos





**Us**

**Them**

# The organizational problem



reports to

CTO

CLO

COO

# “Don't ship your org chart.”

Website organization should focus on user experience, not corporate structure





**Pretty much everyone:  
<ships their org chart>**



# WEBSITE RESULT

docs.example.com

**tech comm**

learning.example.com

**learning**

kb.example.com

**support**



# WHY DO WE HAVE CONTENT SILOS?

Content silos  
reflect corporate  
structure

Software is sold  
for specific content  
types

Change is slow





# LEGITIMATE DIFFERENCES

- Purpose
- Volume
- Longevity
- Audience

# Knowledge base

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## *Purpose*

**Solve a technical problem**

## *Volume*

**Many articles (often 1000s or more)**

## *Longevity*

**Varies. Some temporary, some permanent**

## *Audience*

**Technical support staff, maybe end users**

# Learning content

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*Purpose*

**Performance support**

*Volume*

**Medium**

*Longevity*

**Medium**

*Audience*

**New users**

# Technical/product

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*Purpose*

**Use product successfully**

*Volume*

**High**

*Longevity*

**High**

*Audience*

**End users**

# Marketing

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*Purpose*

**Get people to buy product**

*Volume*

**Low**

*Longevity*

**Low**

*Audience*

**Prospective buyers**



# Enabling content

- Targeted at end users
- Help them use the product
- Avoid product liability
- Increase customer satisfaction
- Provide information for buyers doing research
- Often required (compliance)

question											
audio											
text											
video											
animation											
image											

# Components

How do I...

What is...

Term  
Definition

Assessment

Assemble  
components  
into content  
objects



# Use content objects to build deliverables

Components

TECHNICAL/PRODUCT	LEARNING	KNOWLEDGE BASE
Convey product knowledge How do I... What is... Reference Term/definition Troubleshooting	Improve performance Lesson Assessment Scenario Objective Term/definition How do I... What is...	Solve specific problems Question/answer Troubleshooting

## TECHNICAL/PRODUCT

Convey product knowledge

How do I...

What is...

Reference

Term/definition

Troubleshooting

## LEARNING

Improve performance

Lesson

Assessment

Scenario

Objective

Term/definition

How do I...

What is...

## KNOWLEDGE BASE

Solve specific problems

Question/answer

Troubleshooting

## TECHNICAL/PRODUCT

Convey product knowledge

How do I...

What is...

Reference

Term/definition

Troubleshooting

## LEARNING

Improve performance

Lesson

Assessment

Scenario

Objective

Term/definition

How do I...

What is...

## KNOWLEDGE BASE

Solve specific problems

Question/answer

Troubleshooting

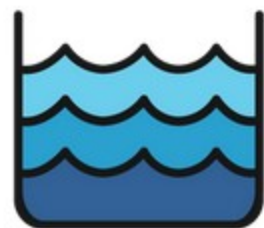
The image features a vertical strip on the left side showing a golden relief carving of an ancient Egyptian figure, likely a deity or pharaoh, seated on a throne. The figure is surrounded by numerous hieroglyphs and symbols. The background of the slide is a dark blue gradient.

# STORAGE OPTIONS

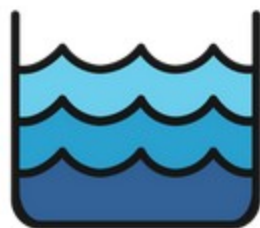
- One enterprise repository
- Multiple connected repos
- Multiple *isolated* repos
- Source control
- Files on a server
- Files on a local hard drive

# Multiple isolated repositories

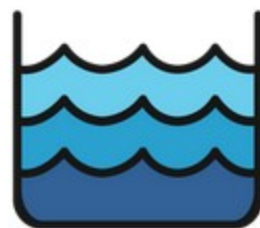
technical



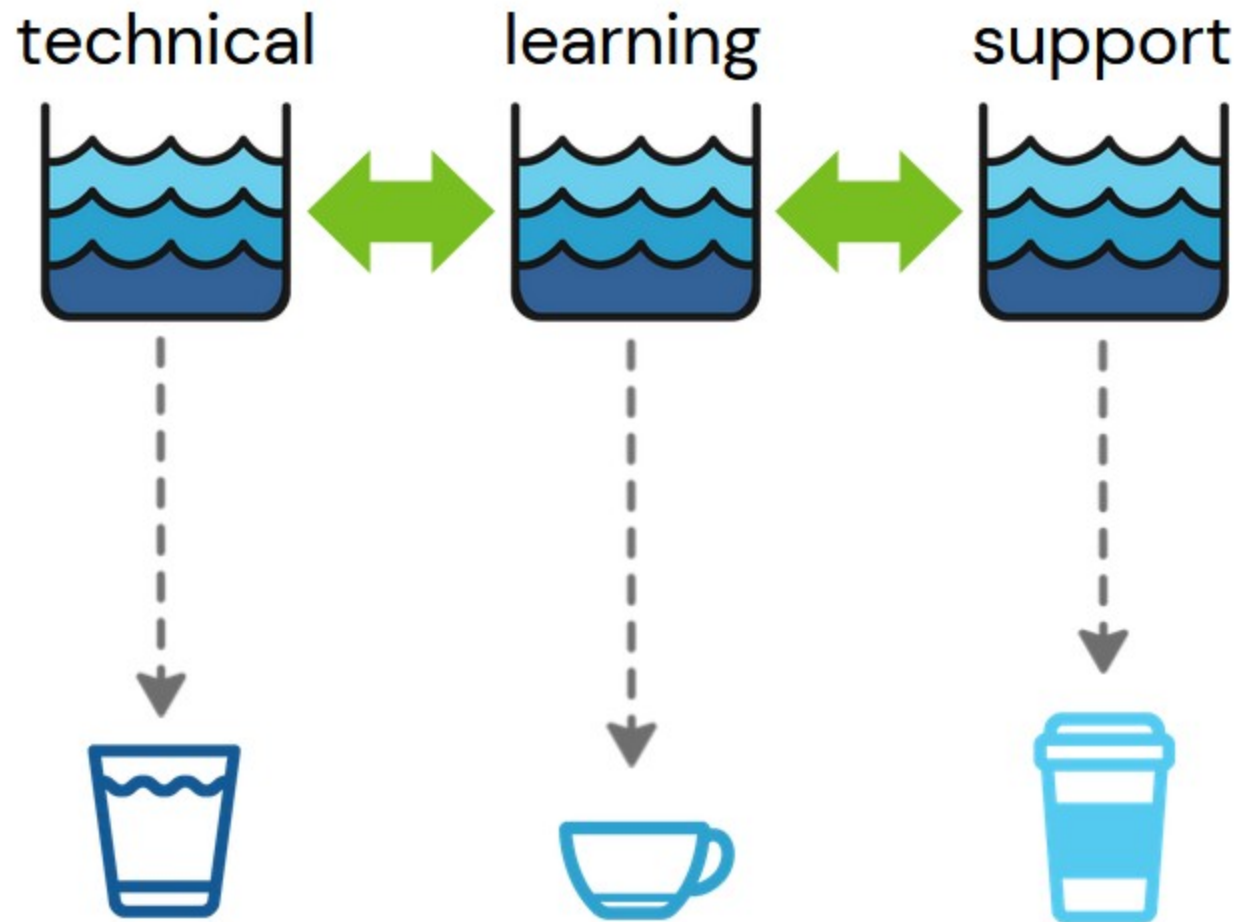
learning



support

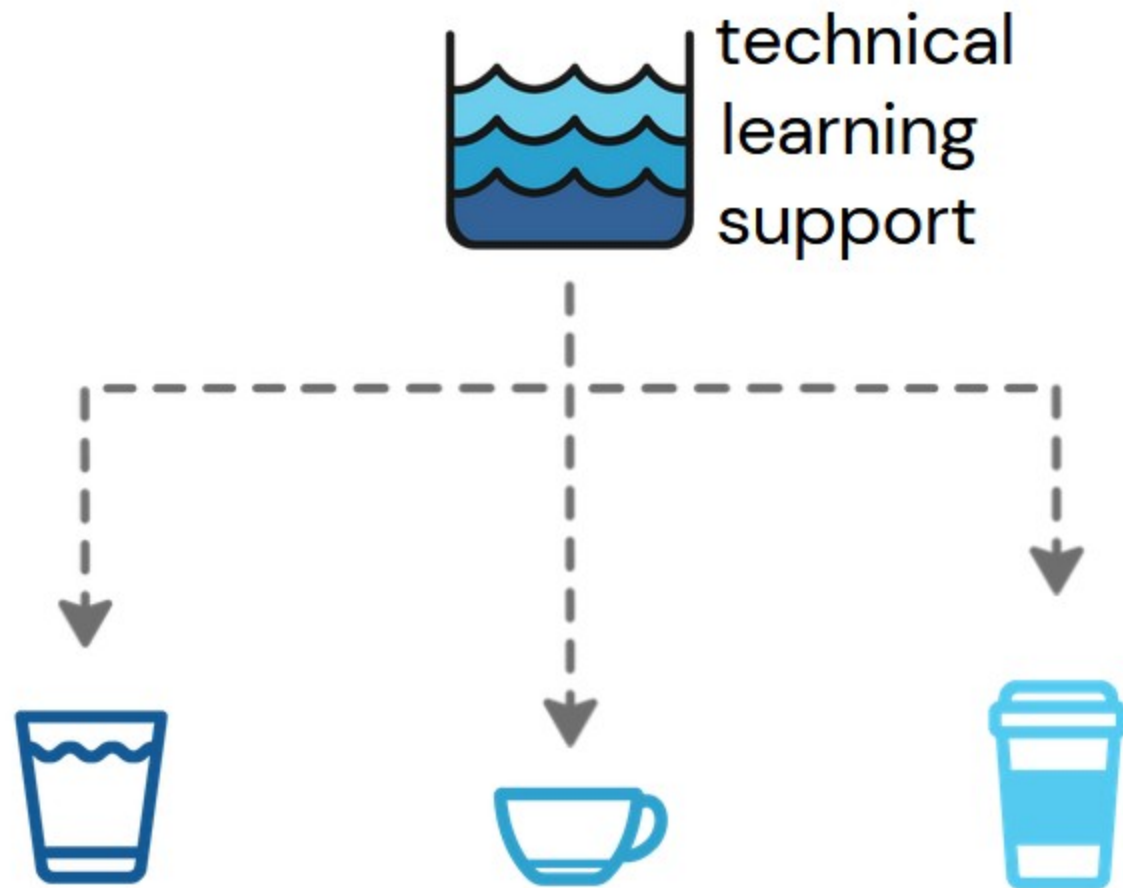


# Multiple connected repositories





# One enterprise repository

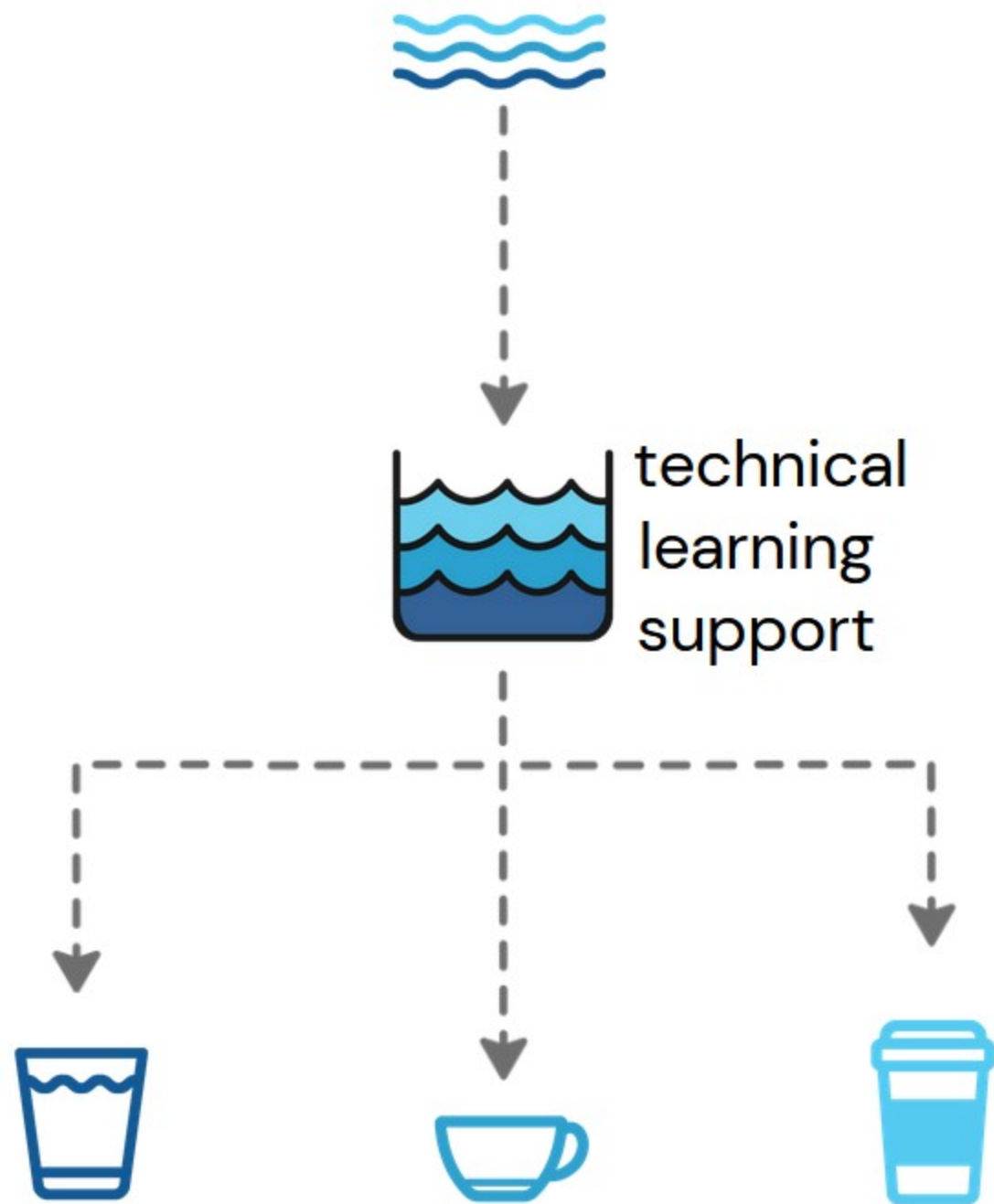




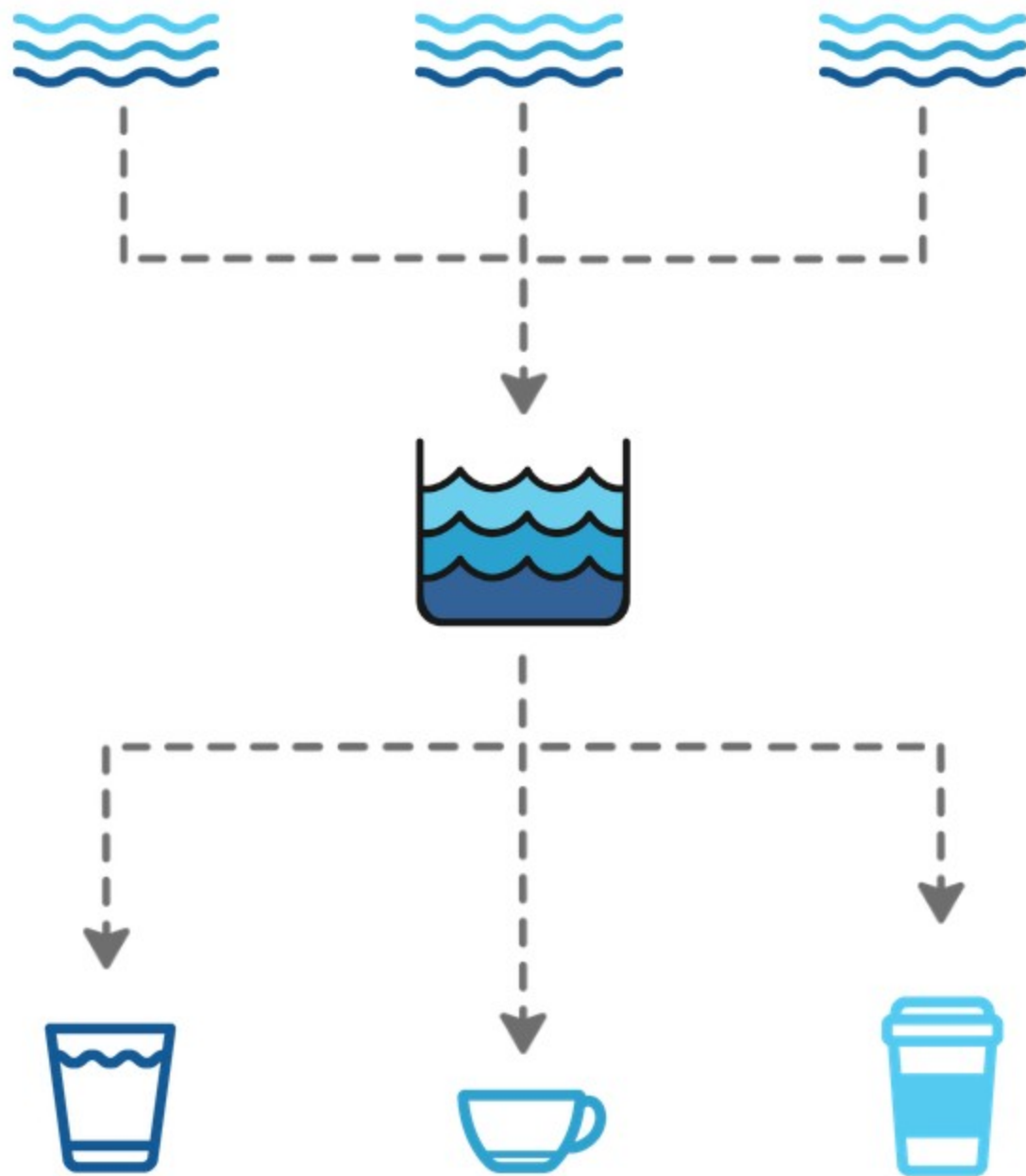
# AUTHORING TOOLS

- One for the enterprise
- One for each content type  
(learning, tech comm, support)
- Multiple tools in weird  
combinations across different  
departments

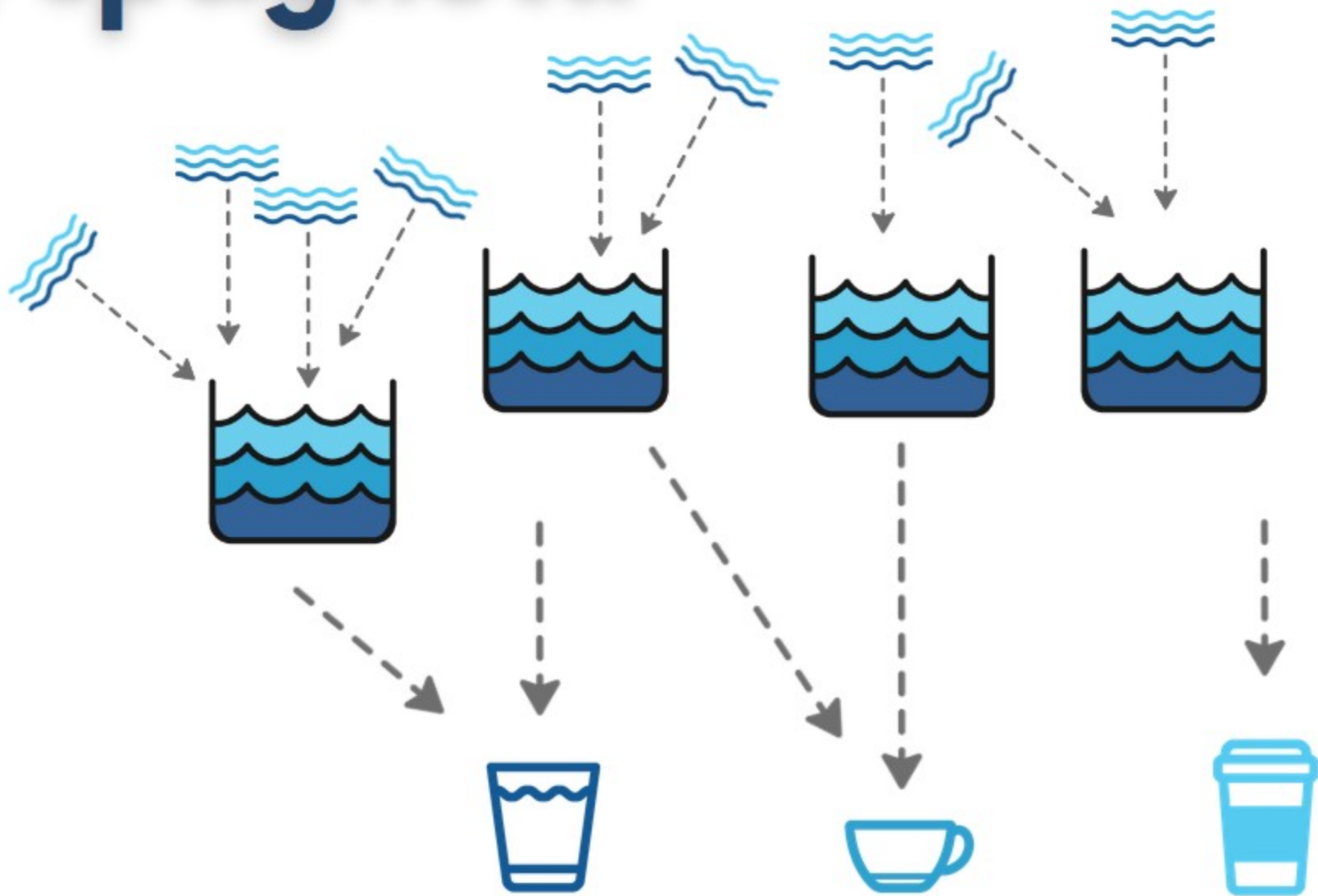
**One  
repository,  
one tool**



**One  
repository,  
multiple tools**

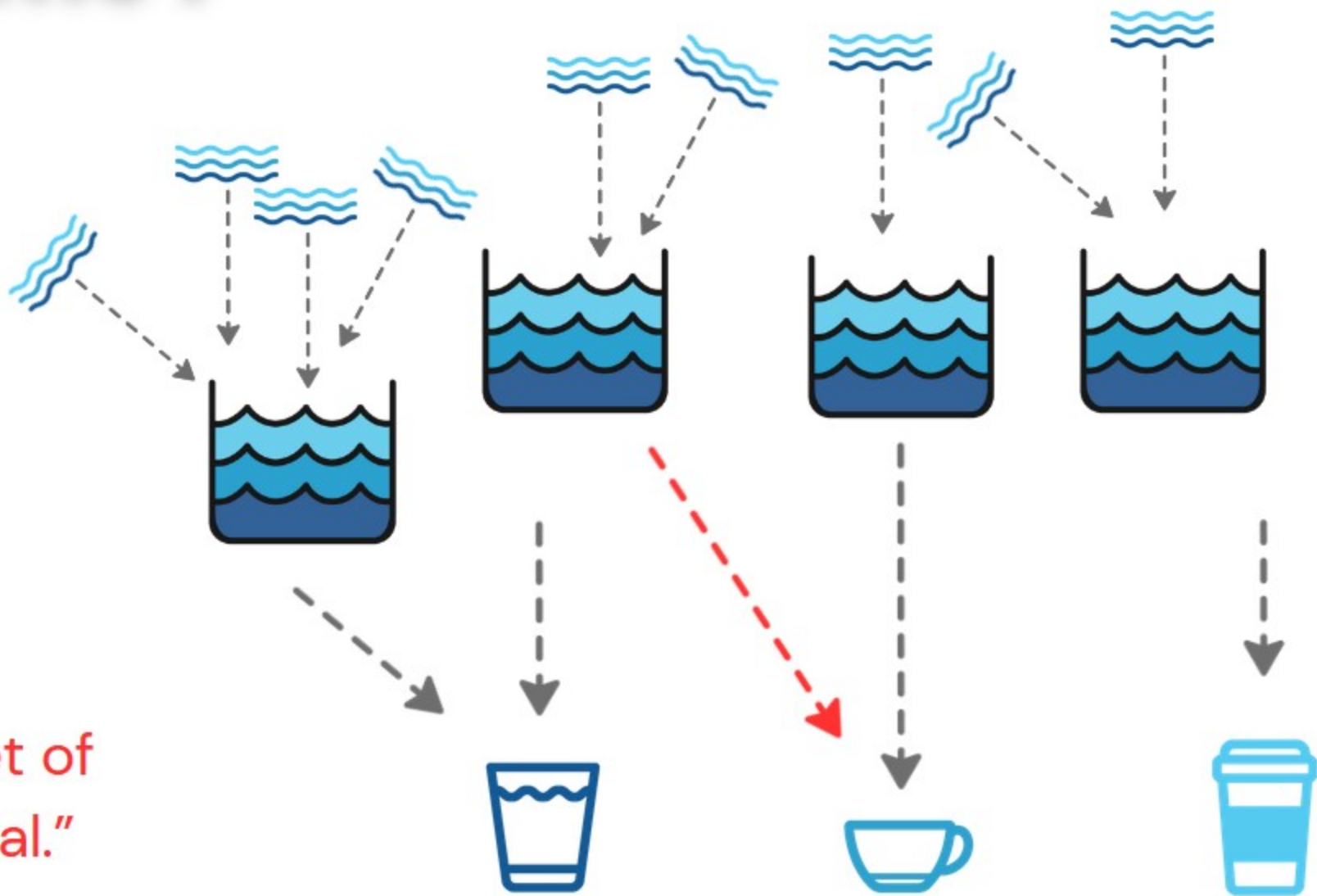


# Oh look, spaghetti



This is my life.

# What's this?



“We have this one set of content that’s...special.”



# DESIGN

- Unified design system and *enterprise* publishing pipelines
- Unified design system and *departmental* publishing pipelines
- Departments control their own designs and publishing
- No design standards

# CONSISTENT UX ACROSS MULTIPLE PIPELINES



**Fragile  
and expensive**







# CUSTOMER EXPERIENCE

- Consistent user experience
- Search
- Taxonomy
- Terminology

**YOU CAN'T CONTROL YOUR  
CUSTOMERS**



# YOU CAN'T CONTROL AI



# AI EXPOSES YOUR TECHNICAL DEBT






# GOVERNANCE

- Enterprise standards
- Departmental standards
- What's a standard?

# Content ops scorecard

	Storage	Authoring	Design	CX	Governance
Fragmented					
Consistent					
Connected					

# My demands

- Content delivery
- Authoring
- Storage



# Content delivery



- Federated search
- Consistent UX
- No delivery silos

*Status: Possible  
but can be expensive*



# Authoring

- Optimized for authors
- Terminology
- Taxonomy

*Status: Possible but leads to silos*



# Storage

- *All content in a single location*
- *Shared access*
- *Shared publishing*

*Status: Possible but leads to compromises on authoring*



# The impossible dream

Unified authoring

Unified publishing

Focus on CX

Good authoring experience

Eliminate the silos

Every piece of  
content has a home





# AUTHORS

Connect with  
other groups

Don't copy and paste

Reduce duplication

Build efficient  
publishing pipelines

# DEVELOPERS

Build for multiple content types

Cross-connect systems

