



# **UNDERSTANDING CONTENT SERVICES FOR THE ENTERPRISE**

**Viewpointe**

# **CONTENT IS THE LIFELOOD** of any successful business in today's competitive environment.

Without a solid strategy and solution for managing that content, your business can be quickly left behind.





# WHAT ARE CONTENT SERVICES?

Accessing, indexing, evaluating, prioritizing and protecting content to best leverage it in order to drive higher customer satisfaction and growth through existing and new revenue streams.



# **One of the most significant challenges facing the enterprise**

is that content is no longer limited to only static printed collateral or online documents, but includes evolving sources such as social media streams.

# THE VOLUME OF CONTENT FLOWING IN AND OUT OF ENTERPRISES IS **ENORMOUS.**

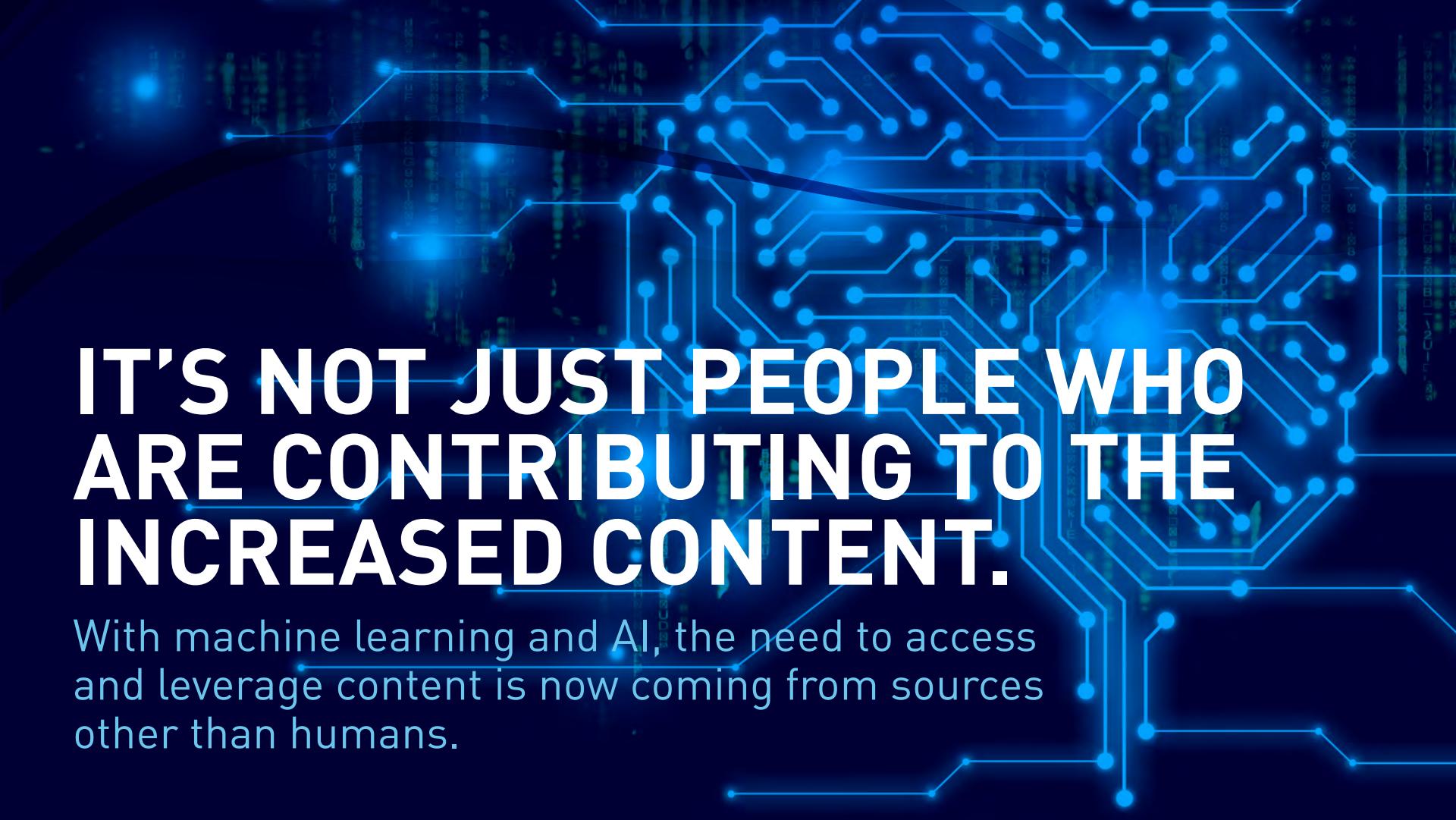
With technology advances, capacity is not an issue. Managing rising content volumes requires a clear vision for how content is **organized, secured and accessed** to maximize value.



# MORE PEOPLE ARE INVOLVED IN CREATING, GATHERING AND MANAGING CONTENT.

Storage and IT infrastructures are extending into more parts of the organization.





# IT'S NOT JUST PEOPLE WHO ARE CONTRIBUTING TO THE INCREASED CONTENT.

With machine learning and AI, the need to access and leverage content is now coming from sources other than humans.

# **DIFFERENT KINDS OF ENTERPRISE CONTENT**

**often require varying approaches.**

Storing and accessing content to provide a complete 360-degree customer view is necessary for delivering the best customer service.



# THE TRUE VALUE OF CONTENT

often comes from its ability to drive  
new business.

1244,44

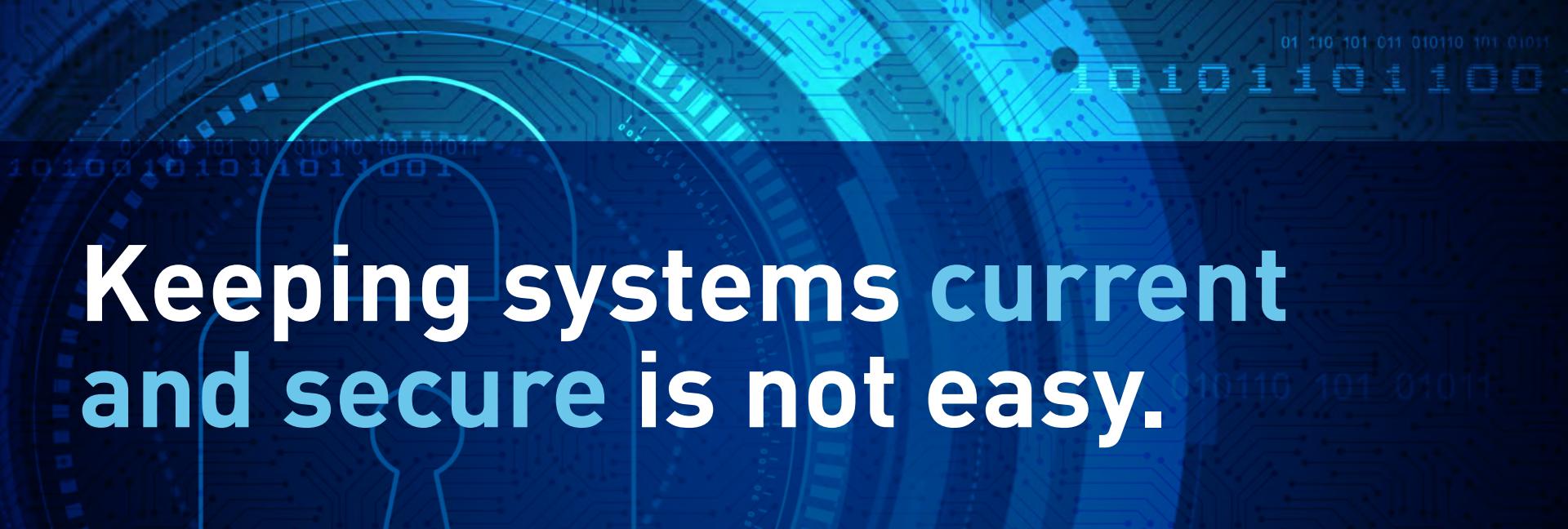
30 %

35 %



# **Knowing where customers have invested in the past**

or what questions they have asked will help direct future interactions. Content can also help make an enterprise more efficient, meet legal or regulatory obligations and reduce the need to re-enter or re-create important information.

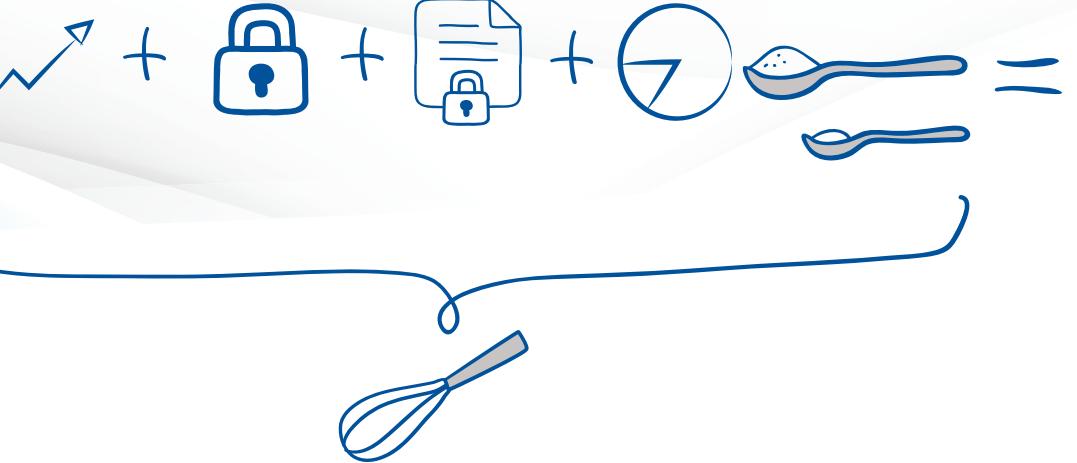


# Keeping systems current and secure is not easy.

Relying on a service approach where the security and maintenance is built-in means that the worry of updates, patches and recovery is handled by a trusted partner organization that has the required expertise.

# HOW DO YOU DETERMINE THE NEED FOR IMPROVED CONTENT MANAGEMENT SERVICES?





# RECIPE FOR SUCCESS:

A business must make sense of its enterprise content and use it to drive growth, reduce risk and protect sensitive content.



**A GOOD CONTENT SERVICES PROGRAM** is fully connected into an enterprise's other systems and should be transparent to the end user.

Content that is created, stored  
and consumed must be served  
**to the right audience,  
at the right time,  
with the right level of security.**





**Choose the right service provider  
with expertise in Content Services,**  
and set your business on the path  
to success.



**Learn more** about how Viewpointe can help you  
create a **private, purpose-built, proven solution.**

**[viewpointe.com/our-services](http://viewpointe.com/our-services)**