UNDERSTANDING CONTENT SERVICES FOR THE ENTERPRISE
CONTENT IS THE LIFEBLOOD 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.
With machine learning and AI, the need to access and leverage content is now coming from sources other than humans.
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.
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?

- Opportunities for Consolidation
- Business Goals and Drivers
- IT Investments
- Areas the Company is Failing or Falling Behind Competition
- Obstacles to Improved Content Utilization
- Major Event (Ex. Audit or a Security Breach)
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