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# Four Approaches to Technical Content Delivery

# Contents

The Four Most Common Technical Content Delivery Use Cases.....	5
A Quick Note Regarding Technical Content.....	6
Publishing Structured Content to Multiple Channels.....	7
Structured Content for Marketers and Non-Technical Authors .....	8
Content as a Service .....	10
Curate, Combine and Publish Technical Content.....	11
Wrap Up.....	12

Technical content encompasses documentation, help, knowledge articles, and other publications. Traditionally technical content has only served a small audience and was limited in its business application to a narrow set of use cases. Times have changed.

Today technical content is vital for company growth and customer engagement. Technical content plays an increasingly important role in digital marketing, customer self-service, field service, partner support and other valuable business use cases and interactions. Your customers, partners, and employees all need access to your publications and technical documents, and they expect access to this information not only in print publications, but on the web, on mobile devices, and within the portals and applications where they work or access your services.

However, for many organizations, delivering technical content and documents is easier said than done. Technical content is often developed using complex XML authoring tools or in word processing tools like Microsoft Word. Using these approaches content is often only single purpose, useful for print publishing, or for use in Help systems, but expensive and difficult to leverage outside of those publications and tools. While formats like XML promise to provide a high level of reuse and flexibility, you still need to tools to deliver XML to each channel.

Using the traditional approach, when technical content is delivered to the web, it is often in a static format that cannot be personalized or meet the branding and design requirements of modern web experiences.

You need a technical content delivery system that can aggregate all of your technical content and deliver it to every application, from modern websites to mobile to in-application help.

There is a better way. You need a technical content delivery system that can aggregate all of your technical content and deliver it to every application, from modern websites to mobile to in-application help. This white paper discusses the four most common use cases for technical content delivery; and how a modern delivery platform like Ingeniux can unlock your XML and technical content to make it more relevant, discoverable, and available in multiple formats and presentations.

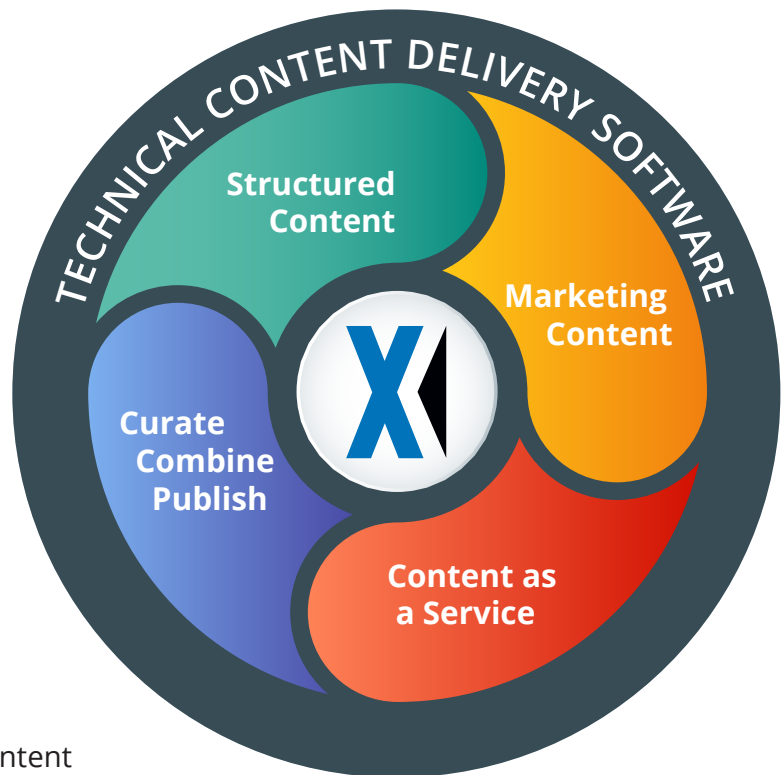
# The Four Most Common Technical Content Delivery Use Cases

As a leading provider of technical content delivery software, we've talked to a lot of companies about their business requirements for technical content; discussed the opportunities and the challenges they face finding the right approach to publishing content and enabling reuse across multiple formats and channels.

The four primary use cases which most frequently come out of these conversations are:

1. Publishing XML and structured content to multiple channels
2. Supporting marketers and non-technical authors with technical content
3. Delivering content as a service, and
4. Curating technical content for different channels.

Let's examine each of these use cases more closely.



# A Quick Note Regarding Technical Content

Technical content is typically structured. A structured content model, also known as an intelligent content model, is a way to create and manage content completely separate from how it is presented in any application or website. You store structured content in a format that both defines it using content types and relationships and describes it using metadata.

Structured content is written in a format like XML and includes a lot of descriptive metadata (information about the information). It is organized to break the content up into smaller chunks that can be repackaged for different applications and audiences.

Most organizations spend a great deal of time and effort defining a content structure. Maybe the structure is developed using a Component Content Management System (CCMS) and a format like DITA, or maybe simply working with RDF or a number of Word documents.

In some cases, technical content is not structured, but available as Word or PDF documents. In this case, the business needs a way to add structure to this content so that you can use it in a variety of ways. A CMS that can import Word or PDF files and then enable the user to add structure through the application of taxonomy and metadata ensures that the content can then be published to multiple channels and in different contexts.

# Publishing Structured Content to Multiple Channels

Once you have created your content, you want to leverage its structure to create different views of your content for different audiences and publishing channels. The problem is, you can't figure out how to publish this content using the intelligence you've built into its structure.

You need the content accessible so you can reuse it in different ways, push it out into multiple formats and channels and possibly personalize it. You might have a website and a mobile app that show different views of the content, or an application that ingests the content for a help system. You may show part of the content for one audience, and other parts for another audience. You may also want to provide search on your website based on the metadata you've built into your content.

If you use a CCMS, you likely have challenges getting it to work with web frameworks and managing the content as part of your overall web experience.

Most Web CMS platforms built to manage websites and marketing don't understand structured content. At best, they can display it but will strip out all the intelligence and structure you added to your content you originally authored it.

Ingeniux provides a web management system that can import structured content a component content management system (CCMS) or document format like Microsoft Word. Ingeniux is designed to store all the content structure and metadata, so you intelligently present your content and make information more discoverable in search and guided web experience.

When it comes time deliver the content, Ingeniux CMS offers a very flexible decoupled architecture that separates the presentation of the content from delivery, so it's easy to define multiple publishing channels – a website, a mobile app, or a web application – and deliver your content in a format optimized for each channel.

# Structured Content for Marketers and Non-Technical Authors

Regardless of your industry, technical content is one of your biggest content marketing assets. Research shows that 80% of the decision-making process takes place before making direct contact with a company. Technical content offers in-depth information on products and services that many customers use in their pre-Sales contact purchase decision process.

Many companies create technical content for marketing purposes. We see this use of technical content in marketing particularly in industries such as scientific, financial, life sciences, medical devices, and software. Research information on a new drug, a whitepaper outlining how a piece of software works in the medical sector, or new regulations applied to a financial product; these are all examples of highly technical content used to inform and persuade people to buy a product or service.

You can use highly technical content in a variety of ways – an email newsletter, website content, a print magazine or

bulletin, a datasheet, but you can also reuse components of a content item across a series of product content assets.

Although this rich content is critical to marketing, there are few ways to author and publish it using traditional content management tools. The popular XML format DITA is attractive because of the structure it offers, but DITA is often too complex for marketers and other non-technical users to understand and use. And formats like DITA are not supported in the software that marketers and non-technical authors use to create content. The other problem is that technical content is often spread across your organization: in tech docs written by information development or knowledge management, in support articles that may be part of a CRM or website, in Word documents that used by field service, etc.

What's required is the ability to pull in all the content across your company into a single location and then to have the tools to deliver that content intelligently for campaigns, websites, and new publications.



Many companies need a content management tool that enables them to create this content, applying structure through taxonomy and metadata and then combining the content in different ways to support the needs of customers.

Marketing content isn't only on the website. Much of it is published in print form such as Word, PDF, and PowerPoint, as bulletins or notices and other formats. One example is the publication of a bulletin informing customers of new biopharma products awaiting FDA approval. Another is a financial institution that creates content to use across multiple products, such as detailed regulatory information on product web pages. You also see content reuse with products that move through phases, such as a drug moving from NDA to approval to release.

Another important consideration is the ability to change content by audience. Although a doctor, nurse and drug reseller may all have access to detailed information on a drug, that content may have slight differences for the reseller than it does for

the doctor or nurse. Likewise, regulatory information on a financial product may vary by location, although the rest of the product information is the same.

At Ingeniux we understand the needs to make technical and structured content available to marketing and business teams. Ingeniux empowers marketers and other non-technical people to access technical content, and to author new content and publications that leverage information and documents across the organization. With the Ingeniux Workflow system, new technical content can go through an editorial review and compliance approval process. Approved content may be published in multiple versions to multiple locations, including transforming it into Office open XML to integrate into existing templates.

Ingeniux's approach to structured content creation and publishing is straightforward and can speed up the time to market for products because you can quickly produce the content assets that go with the product.

# Content as a Service

Content as a service has become a popular approach for authoring and publishing content to third-party applications, either owned in-house or external third parties.

Many applications have complex requirements that aren't supported by a content management system. For example, a credit card application on a bank website or a financial website that offers a mix of financial products and services. At the same time, these applications do have content requirements and the best place to author and manage that content is in a content management system.

Adding content management to your applications empowers your business and marketing teams to update in-app content easily, translate content into multiple languages, personalize the content based on business rules or audience, or enable self-service for third-party customers of your applications.

Content-as-a-Service, or simply CaaS, is a strategy for delivering CMS managed content to Web applications and other channels. With CaaS you can manage and edit your content in a CMS. When the content is ready, push it out as a resource file into an external

application, or the application can request content using an API-based web service.

This allows your marketing team and subject matter experts to get to get your content into your web and business applications, without changing the way those applications are built and managed.

You may create content that you need to share with external partners, such as sharing financial product information with resellers or drug information with pharmaceutical distributors. The content you deliver may originate in the CMS, or it may be curated from multiple systems and delivered intelligently through the CMS.

Content is distributed into traditional targets such as websites and web applications or non-traditional targets such as Word docs, embeddable help files, or PDFs for a digital asset management system.

To enable CaaS, content must be structured, and the platform that creates it must have a flexible publishing model to ensure you can easily repurpose it across multiple locations.

Content-as-a-Service delivers clear business value and is a key strategy to align marketing and IT programs. It is a very popular approach today.

# Curate, Combine and Publish Technical Content

Curation is the process of collecting content from multiple locations and making it available in a central location. There are two key elements to curation: 1) the content already exists, and you are editorially choosing the information you want to share; 2) you are creating a centralized hub where the content may be discovered and accessed.

Here's a great example of a curation strategy - a unified portal. Do you offer your customers a place where they do one-stop service and support with you? A place to submit and review tickets, take product training, read product guides, view release notes, and knowledge base articles, talk to other customers? Typically, all the content and the services you want in your portal are not managed or created in one location. You need to curate the content from across your company and to integrate a wide range of applications to provide a single point of access for customers.

This type of unified portal is one example of how you can pull together content and other data into a single location to support the needs of an audience. You could also create a unified portal for partners or employees.

In all cases, you need to bring together content from different locations, often in different formats, and make it available in a cohesive, easy find and understand manner. Maybe you need to combine multiple content assets together so they can support faceted or guided search from your asset management system, learning management system and other technical content. You might pull in legacy content from a Word doc, place it in a component and wrap metadata around it, enabling it to be included in a search with other relevant content or combine into a new piece of content to push out to another channel.

Portals are just one example of the curate, combine and publish model. The key is that you need the flexibility to mix up multiple types of content into new combinations and formats and deliver to a range of channels or devices.

Ingeniux provides the tools to easily bring in content to the CMS from multiple locations, combine it in new formats and deliver it via a wide range of devices and channels including the Web, print, mobile, embedded screens and more.

# Wrap Up

The four use cases for technical content discussed above have a few things in common. First, the technical content isn't created and consumed by technical people only. In some cases, a technical author may create the content, but non-technical users consume it for a variety of purposes. In other cases, non-technical authors create the content using a structured content creation process.

Second, you can use technical content in a wide range of scenarios from customer self-service, to marketing and more. You may use this content in different ways, using elements of it for one channel, or other elements for another channel or audience. This reuse requires the content be structured so that you can easily mix and match it in different ways.

Finally, your technical content may not be purely digital. Print-based content is still widely used in companies, from magazines to newsletters and bulletins, to other print-based formats. Whatever content management solution you use to manage your content will need to support publishing to both digital and physical channels.

If one of these use cases rings true for your company, let's talk. Ingeniux offers a unique content management solution that can support your needs for managing and delivering technical content easily, improving the productivity of your team, regardless of where they work in the organization or where they need to publish their content.

# About Ingeniux

Ingeniux is the leading provider of web content management and digital experience software. We enable organizations to orchestrate the entire customer experience from acquisition through to sales to support and service, across any device, application, or website.

We build content management software with an unparalleled focus on the content itself. The Ingeniux CMS is designed to manage and deliver modern websites, customer support portals, online communities, and other customer touchpoints.

We believe in intelligent “structured” content. We design our software to enable content reuse, enable true mobile and multi-channel content delivery, and insightful content discovery. Our unique content-as-a-service capabilities deliver content into web and mobile applications, and other key channels.

Ingeniux software is available as a fully managed software service or an on-premise application. Ingeniux delivers unparalleled service and support to customers worldwide.

To learn more, visit us at <http://www.ingeniux.com>.

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