

# Content Factory

## Solution Brief

### H I G H L I G H T S



- Complete content production lifecycle
- Intelligent personalized content
- Adjustable catalog trees
- Variable content structure
- Multimedia support and full item descriptions
- Multistage control and content quality verification
- Content review and authorization process
- Intelligent export mechanism
- Variety of output formats

#### DESCRIPTION:

This document shortly discusses the benefits of using the IT4profit Content Factory, a package of integrated applications designed to support the complete content production lifecycle. It describes the place in the Content Management industry Content Factory occupies and presents the Content Factory architecture and its approach to efficiently handling content management processes.

PRESENTING  
THE IT4PROFIT'S  
CONTENT  
MANAGEMENT  
SOLUTIONS

Whether your company is large or small, you have to be competitive enough in order to survive. Marketplace pressures today drive companies to simultaneously reduce both costs and time to market, while improving product quality and capability. Every firm struggles to reengineer itself, its products, its production and distribution processes to meet these requirements. As a result, the successful business of tomorrow will be fundamentally different from the business leaders of today. While organizations once aimed simply to put content on a website, they now recognize that content is an asset that must be leveraged across the organization. Organizations need to ensure that content is current, consistent, and personalized.

That is why content management is still a white-hot topic. Without properly conceived content management strategy, an organization can bend under the pressure of ever-increasing volume and variety of content, number of content contributors and the exploding demands for more advanced content production functionality.

Driven by market demands to realize the goal of delivering accurate, targeted content in a scalable, cost-effective fashion, organizations are turning to a new class of enterprise content management solutions. These solutions boost productivity by enabling content experts to design and create content, then automatically manage the complete content lifecycle, including reviews, approvals, and delivery through a business's multiple internal and external web sites, portals, and other channels including CD-ROMs and other applications.

MARKET  
DEMANDS

Market demands have stirred up content management solutions to extend to the point where they are now, the point where organizations have finally realized the value of content, if properly implemented, would propel their businesses further than their premature moves to simply put content on their Web sites. As markets proliferated, became more personalized, more targeted to draw every potential customer, so the web solutions did in an effort to prop the markets with new sophisticated applications. With that, markets have stated new requirements that must be met in order to push organizations' businesses even further. The same happened with Content management solutions which have had to change in order to meet changing requirements for highly personalized content for different audiences and purposes, current and consistent, easily managed and reproduced. Among the pressures the IT4profit Content Factory has been developed to manage are the following:

A PERSONALIZED  
CONTENT  
DELIVERY

Maintaining at least some level of personalization has always been a challenge because the content creation process has never ever targeted any particular consumer of the content information. When there was more than one consumer of content, it unexpectedly turned out that the content information even logically and strictly structured, seemed to not fit two different consumers. Roughly speaking, to realize the goal of delivering accurate, specifically targeted content in a scalable fashion the once structured and aggregated content have had to undergo significant versioning. This involved multiple revisions of information, rework and reuse of data within a production cycle. That inevitably led to human factor involved, mislead in the information feeds and threads, or simply other projects derailed, left uncompleted or rendered useless. Organizations have had to manually redo content—often at an enormous cost in reprinting and manpower. Flexible content structures able to redo themselves painless is one of the key requirements to modern enterprise content management solutions.

NO DISTINCT  
CONTENT  
STANDARDS,  
INCONSISTENCY  
IN INFORMATION  
FORMATS

Content justifies its value if only it fits the demands of the consumers, which are known as not being unvaried across all industries. Even more, the requirements to the content may vary within a single organization. That is why, each product content solution has had to conform to some standards that would be leveraged across some industry. However, content management solutions have never ensured a unified standard of information to present, nor even minimal regulations have been produced. The most full information on a product has been always the only resource of the content to deliver to the consumer. However, that desired level of importance and value of information has never been somehow defined by anybody closely related to the content management. Moreover, the depth of information to present varied to a great degree based on the distinction between consumer business itself and expectations for the value the rightly managed content was going to deliver. Thus, the range of information suitable for various consumers used to vary significantly. No standards meant multiple versions existed and when multiple versions existed, it was hard to decide which of them is correct or originated first with a reliable source of information. The lack of standards required each content creator to find the ways in trying to reconcile each new version of the content model with one that followed to eliminate the informational disproportions between them.

WHY CONTENT  
MANAGEMENT  
WITH IT4PROFIT  
CONTENT  
FACTORY?

IT4profit complete package of content management solutions is a solution proposing completely different approach to content creation. Unlike traditional applications it provides global environment for creating content from content origination, to assembling through delicate control, up to the production and distribution of content to different channels, including WEB sites, portals, marketplaces, print or other media for dissemination across industries.

Moreover it includes all advantages of the ASP model that are propositioned by IT4profit. Because of that and because at the most basic level Content Factory system provides universal access to content and related features through the WEB and browser interface, this allows to build striking company international WEB presence, including sophisticated content, stock-taking and inventory management systems without the need to continue building the future on the out-of-date applications.

This proposal differs from other solutions in one main way: It incorporates definitely New Content Creation framework elements that allow great flexibility. Because Content Factory integrates on the IT4profit ASP model, it is the best way to scale up a business and to accommodate it fully on the IT4profit platform. This proposed solution is more extensible; creating a new environment for content creation that will meet current needs and will be highly adaptable to future requirements.

Propositioning a complete integrated environment Content Factory ensures that the content produced by it will fit the requirements of organizations that search to acquire valuable content and want it to fit neatly into their native environments, formats, catalogs or viewing engines.

In addition, it does not intend to set any publicly welcomed and accepted standards, but has been developed to fit any consumer who believes his perception of information content standards is the only one of its kind. Content Factory sets standards for information content in just every new case involving content creation.

THE VALUE  
OF IT4PROFIT  
ENTERPRISE  
CONTENT  
MANAGEMENT

The IT4profit "Content Factory" is the next-generation enterprise content management solution to help organizations, content consumers maximize the value of their content assets by providing an integrated, personalized and open approach to the creation, deployment, delivery, and management of content. This new enterprise content management solution is dramatically improving the productivity of content creators and the effectiveness of content through dynamic and personalized content delivery.

Other content management tools within Content Factory include Consumer requests processing, Adjustable category trees, Templates and Content control issues that ensure integrity of the whole Content Factory proposal.

MANAGEMENT  
OF CONSUMER  
REQUESTS  
FOR CONTENT  
CREATION

The essence of the Content Factory is to give the consumer of content a mechanism to align his unstructured database of products lists with vendors' native product information. Because one and the same product in the pricelists of different vendors may be represented in different categories under different names, illegally encoded or even missing the names of original manufacturers, a great number of the products in the consumer database may be left hovering unidentified. As a result there are no ways to correct this, other than to request the right content for a mixed consumer list of products.

Content Factory is then working directly on the existing consumer product lists to find out which of the products is the manufacturer's original one and whether it is correctly represented, i.e. featuring all of the content fields that fully describe the product.

**Adjustable category trees.**

Content Factory ensures a broaden vision on the consumer business and consumer extra requirements. The Content Factory functions allow a high level of personalization to tailor the presentation of content to a specific group or individual based on characteristics of that group or individual. Content informational model can be easily built for every new consumer to come, instead of recreating and reusing the unified model every new time.

Delivering product information to the consumer of content in the required format whether for the distribution of content across the Web as a straight HTML or XML, or for internal purposes is not enough when it comes to integrating content into the organization cataloguing native system or selling content further out. Products need to be strictly categorized that requires each product relate to its own category and inherit the content fields specific only within this category. Because it is difficult to repurpose once classified content to address varied different user requirements, such as respond to immediate changes in corporate branding, Content Factory uses the «Adjustable category trees» mechanism.

«Adjustable category trees» provide a method of reconstructing content many times from metadata that is stored in the IT4profit database. The mechanism determines itself how to present content to each category of consumer regardless of who consumers of the content will be. It picks up the consumer content structure and rebuilds entirely the category tree automatically so, that the whole product classification and categorization is redone a new if required. This eliminates the need to redo and repurpose the content many times manually. It lets you redraw your catalog structure in just several hours and totally rebuild the catalog to fit new requirements.

### **Templates and attributes management**

Templating in Content Factory is an effective content management system that provides the ability to not only develop on the pre-defined templates, but also manage the templates themselves as content. Templates in essence are bunches of data containing content fields required to fully describe a product, and logically and completely present it on the WEB. This allows authorized members of an organization to create content using pre-established templates developed by Content Factory or assign new templates by mixing and shuffling content fields within them. By developing new templates or reusing the static ones, the content contributor controls the content value of information, its presentation and designate attribute areas that can be reused by search mechanisms.

In addition to the benefit of providing a complete presentation of a product, templating offers the ability to reuse templates to create multiple products. Based on the Information inheritance model which allows to apply parent – relate dependencies, whereby a content field value associated to a category can be inherited by all relate products of that category. Armed this way with product templates, a non-technical end user can update or create templates. Templates also decouples the content creator from involvement in the repetitive tasks for development of every new product in catalog.

### **Search mechanisms**

Content Factory allows to build and use a powerful search facility coupled with templates functions so that consumers can quickly find exactly the product and specification you are interested in. Search functions will work on the combination of attributes or groups of attributes. The range of criteria for the search to work on can extend on the whole number of attributes or can be limited to just a few key attributes describing the product. This flexible model allows to build an extremely powerful search facility working on specified words and arbitrary characters and product reference numbers.

### **Export mechanism**

The speed with which a company keeps up with pacing change in its pacing environment is a challenge. Yet the pace of change, the many directions from which it comes, and the diversity of content make web change management difficult without an automated system.

Export mechanism is an automated system which ensures the content is uniquely structured and delivered in the requested format. It best works in situations where there is a need for timeliness of content, need to reduce rework, to quickly add changes to catalog structure and reproduce content in a new, changed way. It is a self-learning mechanism that allows to determine interactively the exact amount of information needed to preserve in the output file format. It then provides the automated analysis to determine the right content and tags the whole content structure, links and category trees according to the consumer requirements. The system automatically tags and structures the content so it can later be browsed for search or leveraged in different ways without recreating information. Export Engine prepares content for deployment for distribution to output channel in different formats.

### **Review and approval processes**

Content Factory supports reporting of content status throughout the whole content production cycle. Reporting also provides information such as content change status and deployment history. The status reporting system simplifies the contributors' work processes by allowing them to respond to workflow requests (such as "Control," "Done," "In progress").

Also critical to collaboration are workflow and approval processes. Content Factory offers control and provides workflows that allow content review, approval and deployment to eliminate disconnects or extra steps. Content creation process with Content Factory does not allow to keep "no-name" or unauthorized content information. This ensures that only authorized users are allowed to view content and/or make changes.

### **Contact us**

Our Content Factory is open for cooperation with distributors, resellers, integrators, online shops, b2b and b2c projects that need the quality product content. To get more information, please contact us at [cc@it4profit.com](mailto:cc@it4profit.com)