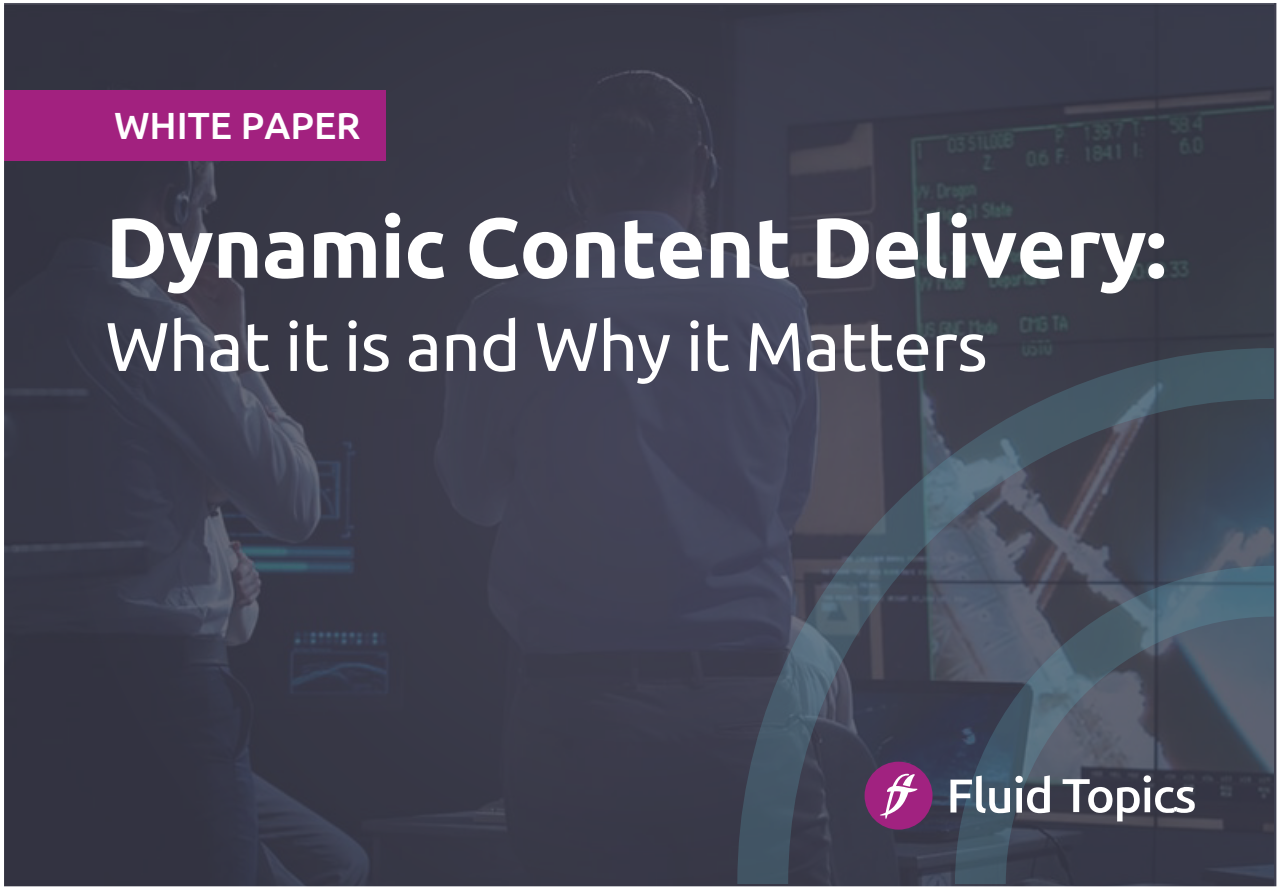

WHITE PAPER
Dynamic Content Delivery:
What it is and Why it Matters
Fluid Topics

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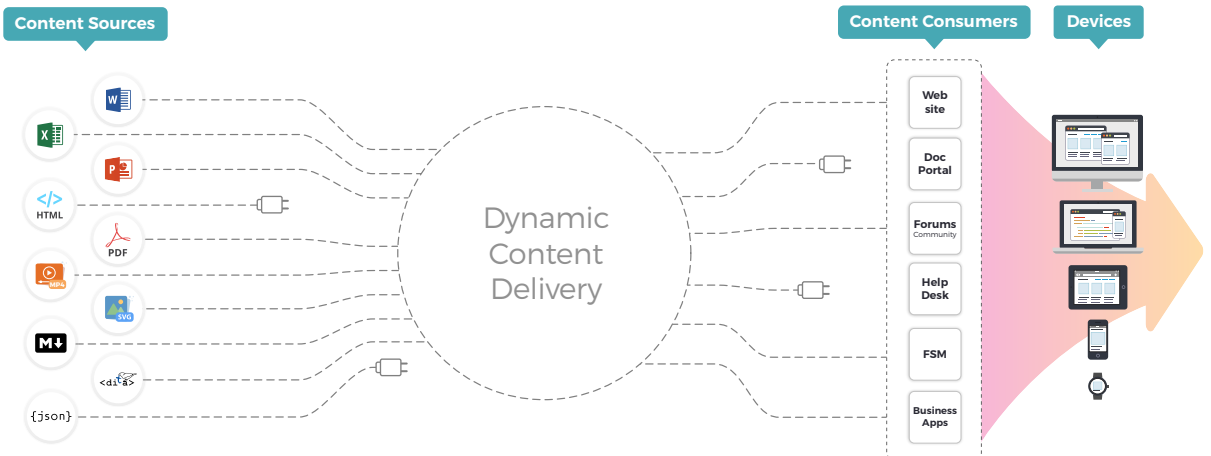
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INTRODUCTION

For all the dynamic shifts in digital business, there is one area that has been slow to embrace change: **technical content**. Printed and ring-bound manuals have given way to static PDF files that essentially mimic the same rigid structure. As a result, users still find themselves sifting through thousands of pages or dozens of PDF manuals, all with limited search and browsing capabilities—a frustrating experience that falls short of today's digital expectations. On top of that, many organizations still face the challenge of managing loads of content that needs to be shared across multiple channels throughout the company. This is where ***dynamic content delivery***, or ***dynamic publishing*** comes in. In this white paper, we'll explore the principles and benefits of dynamic content delivery, delve into the new role that Generative AI (GenAI) now plays, and outline the must-have elements for organizations aiming to adopt these transformative capabilities.

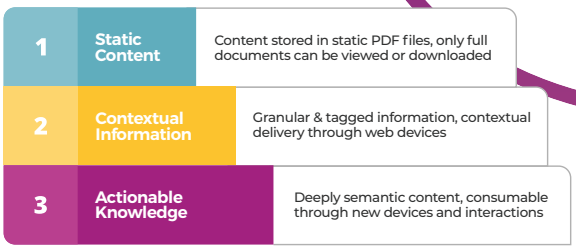


DEFINITIONS

- **Static publishing**, a concept we've been familiar with since the dawn of printing, involves pre-generated, one-size-fits-all, always the same content. It's like having the same manual for every product, regardless of its customizations or specific configurations. The content is the same whether you view it on a phone, laptop, or big screen TV. Newer tech, like AR goggles and heads-up displays, are not designed to present static content like this. It's time to move static documentation to the back room, where it belongs—alongside the old fax machine.

- **Dynamic publishing**, on the other hand, creates personalized, customized and on-the-fly documentation. It provides content that is more ***Findable***, more ***Readable***, more ***Shareable***, and more ***Interactive***. This is made possible by the marriage of custom-engineered technology to documentation that is finely tuned and organized with consistent metadata. Together, these enable your apps and workflows to **provide a better user experience and deliver product information that's tailored to each situation and channel.**

Content Maturity Level



Maturity supported by each delivery channel

Level	Printed	Portal	In-app/IoT	VR/AR	Chatbot
Static Content	✓	✓			
Contextual Information		✓	✓		
Actionable Knowledge		✓	✓	✓	✓

Findability



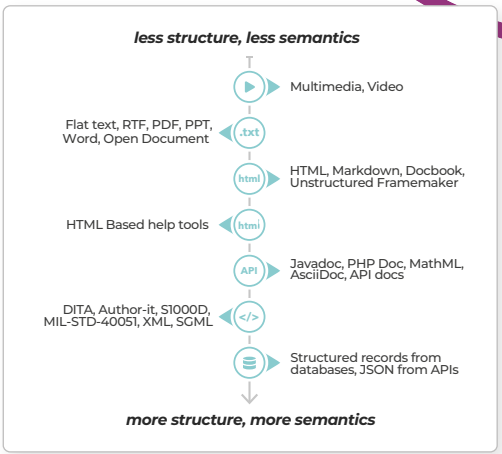
FINDABILITY

AND CONTENT DIVERSITY

Studies* show that 81% of customers prefer to solve problems on their own. You can help them do this by offering a portal that combines a powerful search engine with topic-based documentation. Over the past 30 years, enterprises have relied on typesetters, word processors, and technical writers using a variety of devices and software tools. The purpose of all these efforts is to organize and deliver knowledge to their customers, technicians, and users—who aren't concerned with whether that knowledge is stored in a Word document, a spare parts catalog, a knowledge base, a wiki, or a DITA topic database.

What truly matters is how quickly and easily users can access relevant information, regardless of its source—be it from customer support, marketing, or even legal departments. In regulated industries, even information initially intended for compliance purposes might be needed by technicians. Which silo the knowledge comes from doesn't matter, as long as it is delivered fast, secure, and in compliance with security constraints. As a result, your portal and search engine should seamlessly integrate and process content from multiple sources and formats, enriching it and presenting it in a clear, consistent, and user-friendly way.

Most common technical content formats



Watch the video about Content Diversity

* Harvard Business Review

FINDABILITY

AND LARGE MANUALS

The experience of using your documentation portal has to be at the level your customers are used to—relevant as Google, engaging as Facebook, collaborative as Slack, and as fast as them all. Or they will abandon it just as quickly as someone switching channels during a boring TV show. **Structuring and tagging your documentation at a fine-grained level** (e.g. product, version number) **gives your search more handles to find exactly what you want**. Without this granularity, searching typically leads to large, general documents, with the biggest ones always dominating the results. And you always get the same answer: Read the… you know… manual. That's the very definition of poor customer support—no help at all.

By chunking and finely tagging your content, you eliminate the limitations of a large manual. This enables your search engine to index at the component level and dynamically deliver precisely what your user needs. Why should a human pore over an index when a great search engine is so much faster at it?

Dynamic delivery relies heavily on fine-grained content, whether it is created that way with a modern component-based approach, or derived from large manuals that need to be automatically analyzed and broken into smaller, more manageable sections.

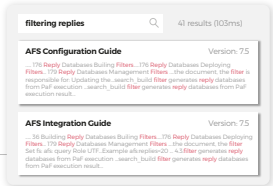
From the lab

We have experimented the impact of PDF publishing on findability:

- Our own tech doc, generated as PDF (= 117 documents) without applying context-structured knowledge.
- Let's run 2 different representative queries:

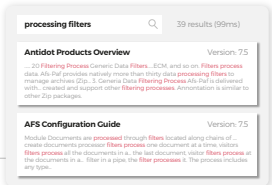
filtering replies

Filter: ☑ version 7.5
Results: 41 docs
(35% of the corpus)



processing filters

Filter: ☑ version 7.5
Results: 39 docs
(33% of the corpus)



Findings: for both queries
1) same number of results,
2) same documents.

Analysis: the books are not the issue, but the fact that they are indexed as one single element.

Reason: large books tend to contain all keywords and will always be part of the result list.

Action: keep the book as a means to organize content, but change the indexing strategy.

FINDABILITY

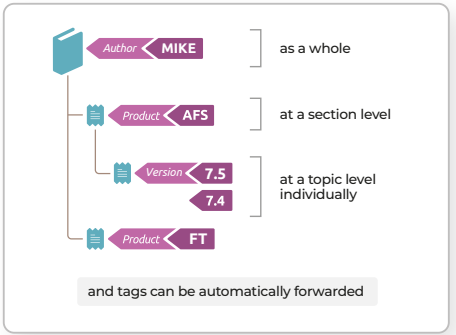
AND METADATA

Metadata play a critical role in dynamic delivery. It is the mechanism that filters and targets content matching a situation. Whether pre-existing or added through AI, it is essential. Metadata is information about your data, invisible tags describing your visible text. Any document can have metadata, and almost all do: creation date, author, number of pages... An unstructured document (such as Word) will have metadata at the document level.
A structured document made of components (such as DITA) can have document-level metadata, but also at the topic level or below. It simply has many more places for putting tags, so it can be described in finer detail. This ability grants structured documentation superpowers: it permits content reuse, lowers the cost of localization, and supports alternative options of information architecture including dynamic delivery.

Documents (unstruct content) are tagged as a whole



Component based documents can be tagged



Metadata how-to

The mass of product information is growing explosively because of short renewal cycles, customizations, and a multilingual user base. The idea of applying metadata to every single topic in this gigantic corpus seems overwhelming. Fortunately, **metadata can be inherited**, which makes the task manageable. Descriptive tags can be inserted at the document and chapter levels; these are inherited by the topics below. This way, you get the advantages of topic-level tagging without the intimidating prospect of applying metadata to every topic individually.
Topics can also be tagged automatically, using machine-learning based algorithms. The AI can generate a model from existing tagged content and apply it to other content, even from different silos.

FINDABILITY

AND CONTENT SOURCES

Your search engine should have X-ray vision, able to see through organizational silos. While silos often get a bad reputation, source diversity is both natural and inevitable. Silos exist because different tools and processes support the various functions within your company, and documentation should reflect the unique histories and traditions of each profession. Nobody expects engineers to talk like lawyers or salespeople. However, if silos are transparent and flexible, the organization can fully leverage the benefits of collaboration.

Dynamic delivery has the power to bypass their rigid constraints by reading and combining content from any source. It generates searchable metadata that indicate the origin of information, without limiting access to it. Furthermore, aligning this metadata not only enhances search for the end user but also promotes greater synergies across the enterprise, encouraging collaboration and making knowledge sharing more efficient throughout the organization.



A World of search

Not all your users speak English. Structured documentation provides measurable advantages in translating and localizing documentation, enabling your enterprise to reach a global audience. But it is not enough to translate your information. What if your delivery platform is not good enough to cope with these languages? Your search capabilities in French, German, Japanese, or Chinese should be as good as in English. Multilingual search should be a critical element of your delivery strategy. Your search engine needs to be tuned to use as many languages as your customers need.

FINDABILITY

AND SEARCH TECHNOLOGY

Findability depends on a custom-engineered and tuned search engine. We have all been spoiled by great web search—anything less than that is failure. But what, exactly, makes a search engine great?

It is highly relevant by adapting the indexing strategy to the structure of each document.

It is personal because it learns from your behavior and adapts to your search patterns.

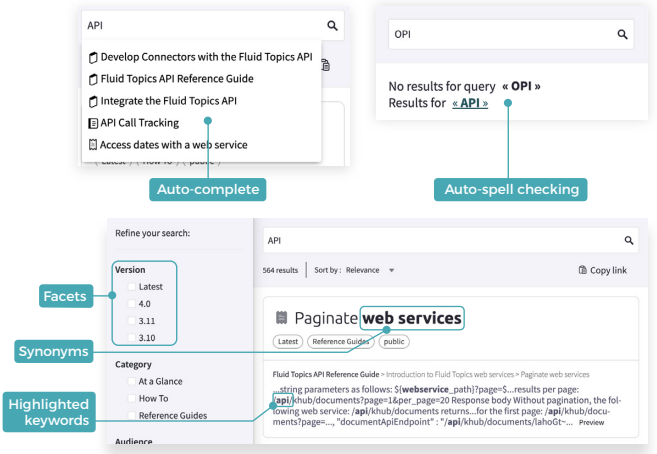
It has linguistic abilities—it knows grammar. It has semantic skills—it knows synonyms. It understands approximation—it is typo-tolerant.

It allows users to narrow down their search using filters, and even better, it applies some filters silently, taking context into account.

It is fast and does all this in milliseconds—after all, if your search is slow, users will be turned off and will end up grumbling on social networks or, frustrated, in your phone queue.

It is self-explanatory by generating abstracts of results that highlight the keywords of the search, or their synonyms.

Fine tuned search engine features



AI-powered search

AI-powered search has further elevated findability by enhancing these capabilities. Next-generation search engines can now generate smarter, more context-aware results. They can understand deeper meanings behind queries, even predicting what the user might be looking for based on past interactions. This makes findability not only faster and more accurate but also more adaptable, delivering personalized results with an unprecedented level of precision. By continuously learning from user inputs and behaviors, AI ensures that search engines become more intuitive and efficient over time, meeting the ever-evolving needs of users.

Readability & Accessibility



READABILITY & ACCESSIBILITY

AND CONTEXTUAL INFORMATION

Readability is the ease of absorbing information. Less extraneous information along with good findability lead to greater readability. Find too much that isn't directly pertinent to the task, and readability plummets. After all, TL;DR*...

With static documentation, you have to find the manual on the shelf, flip to the index, find your topic, locate the page, and check if it, in fact, answers your question... Then, because the manual refers to a range of products rather than your specific instance, you have to sift through alternate instructions to find your specific model. This is too much work—poor readability and a high risk of error.

Maybe it's an end-user frustrated with their new HDTV, but it could also be a field technician calibrating high-tech equipment—error is not just annoying and expensive, it's dangerous. The user is searching in order to accomplish a task. **With dynamic content delivery, their search will lead to a virtual document, created on the fly, adapted to their individual characteristics, tailored to the task**.

* Too Long, Didn't Read

Navigating the Future of Field Service

Imagine a technician needing to follow a complex maintenance task, but the procedure spans 40 pages filled with intricate details. One way to streamline this is through progressive disclosure, where content is dynamically shown or hidden using folding-expanding blocks. However, this method places a significant burden on technical writers, as they must carefully apply semantic markups to ensure the UI knows when and what content to reveal. Additionally, writers must craft the material so that any combination of visible or hidden content remains coherent and meaningful. This method also falls short in cases where information is spread across multiple chapters or documents, making it impractical in some situations.

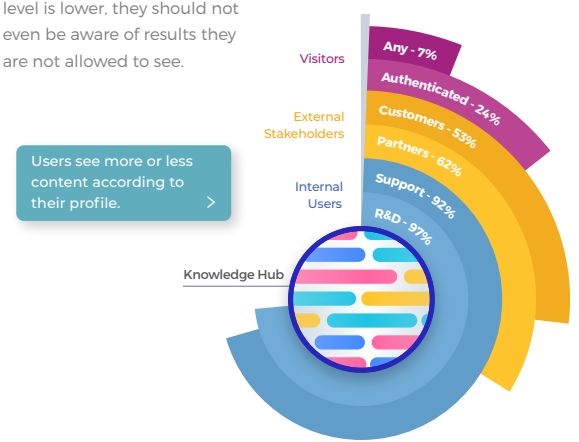
This is where Large Language Models (LLMs) offer a powerful solution. LLMs excel at summarizing large volumes of information, allowing you to feed them content that isn't specifically formatted for summarization and request a concise, contextually relevant answer—whether it's a ten-line brief, a one-page overview, or a three-page summary. This capability greatly simplifies the user experience by delivering only the essential information needed, without the complexity of managing content visibility.

READABILITY & ACCESSIBILITY

AND ACCESS CONTROLS

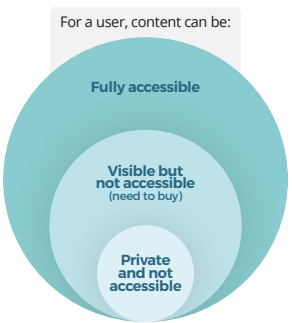
At the very least, your search engine must enforce the company's **security policy**—is the user in upper management or R&D, permitted to see everything? Or are they technicians, or end-users? If their security level is lower, they should not even be aware of results they are not allowed to see.

Even the type-ahead suggestions should apply security rules. After all, if you know Area 51 exists, it can't be all that secret...



Perhaps you have some results that anyone can get, but an enhanced set of results for customers with a certain **subscription**—this is their **entitlement**; think of different levels of customer care, or premium features.
In this case, unlike with security, you want them to be aware that there are more available results, to encourage them to subscribe for more options or switch to a more featured product. You want to tempt them to buy more.

You may want to offer them a variety of **preferences**. Are they a beginner, advanced, or expert? Do they want a wizard to guide them? All of these could be accessible to every user, at their option, at no additional expense.
Along with strong security, tailored access is a benefit only dynamic delivery can provide.



READABILITY & ACCESSIBILITY

AND DELIVERY CHANNELS

Adapt to Devices

Since we all use different devices with different kinds of output, **readability also means customizing the documentation to the readers' specific device.**

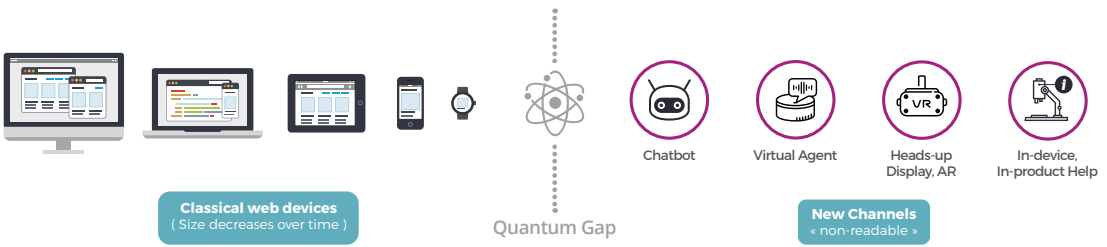
Large screen? Show me all the steps at once, with detailed diagrams, so I can get an idea of the scope of the entire task. Small screen? Show me one step at a time. No screen? Talk to me. With cutting-edge devices such as AR glasses, VR goggles, or chatbots, dynamic delivery presents exciting possibilities. Static simply can't keep up. Try sending a fax to your smartwatch…

The modern enterprise copier/printer is a good example of specifically adapted documentation. When you need to change the toner or fix a paper jam, the printer's built-in display shows you a legible step-by-step diagram. This is a high level of readability—just what you need, no more, and well-adapted to the little screen.

Therefore, the information needs to be fluid and flexible, able to reshape itself to fit into any device. This is the exact opposite of static and pre-rendered documents.

Non-Human Readers

Finally, a fascinating user we are just getting to know: the non-human. What if the entity searching is another piece of software, such as a software agent? What if it is a printer or an MRI machine or a chatbot? The Internet of Things gives us a brand-new universe of non-human entities searching for information. They need results tailored to their ability to read and process. In fact, readability is a greater concern for them than for a human searcher, because they are not as smart, and need results tailored precisely to their design.



Engagement



ENGAGEMENT

AND STRUCTURED DOCUMENTATION

When we think of "sharing," we immediately think of platforms like Facebook or Instagram. So why shouldn't sharing product information be just as easy as posting a picture of your Sunday brunch?

With dynamic content delivery, virtual documents are generated on the fly, but that doesn't mean we should lose the ability to bookmark and comment on individual topics, just like we used to with traditional paper-based books. Component-based documentation has already shown its return on investment at the authoring level by boosting productivity, enabling content reuse, and reducing translation costs. But this is only a small part of the much greater ROI that dynamic publishing offers at the delivery level.

When your documentation is structured in small chunks, you are ready to deliver custom product information to your documentation portal, your helpdesk system and mobile apps.

An advanced dynamic delivery solution maintains the structure of the documentation and offers users the ability to interact with content at a granular yet consistent level:

- Users can directly access content at the component level, whether it's a task, section, or chapter.
- Bookmarks can be created, allowing users to jump straight to the relevant content with a single click.
- Content change alerts are targeted and precise, preventing users from being overwhelmed by notifications every time a minor update is made.
- Users can create their own manuals by reusing existing content, just as technical writers do, eliminating issues like content duplication and the problems associated with copy-pasting.
- Analytics on accessed and read content are more accurate, as activity is traced at a more detailed level, closely reflecting actual content consumption.
- As dynamic delivery enhances your current system, it also paves the way for cutting-edge innovations like augmented reality, chatbots, and intelligent software agents. Structured documentation lays the groundwork for a future full of possibilities, one that we can only begin to imagine but must be prepared for.

ENGAGEMENT

AND PERSONAL BOOKS

A personal book is a tailored, annotated collection of live links to dynamic information.

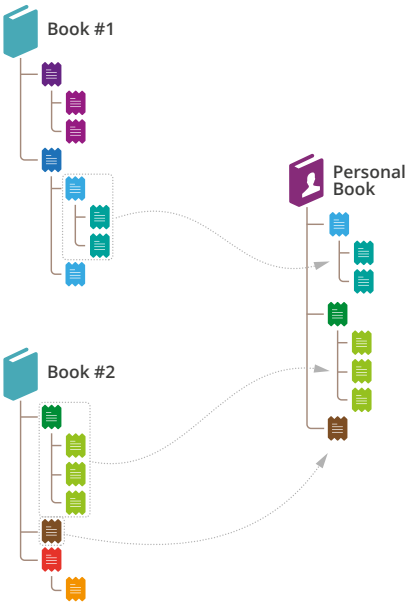
Imagine going beyond simply reading pre-written stories (like manuals) and being able to create a personalized book by repurposing existing content with just a few clicks.

From a search result list, or when reading a book, **select the topics or sections that best address your needs.** You can add comments or even write a few paragraphs to provide context and additional details. All of this is done without copying and pasting, avoiding content duplication and desynchronization. **When the source information is updated, your personal book automatically stays current—always live and up-to-date.**

Sharing your personal book with colleagues and partners should be simple. For example, supervisors of field technicians can dynamically generate task orders, add specific job details (such as necessary tools, spare parts, or safety precautions), and send it to their technicians' mobile devices. The technician can then check off completed tasks and sign the document once finished. This personal book can also be saved for legal, regulatory, or business purposes.

And why not print it out, three-hole punch it, bind it, and hand it to the technician as a physical book for a specific job? In certain situations, paper is the most practical option. Technicians can check off tasks and sign with a pen once the job is complete.

Low-tech solutions are not to be overlooked, especially when power or connectivity issues arise. A physical book on a shelf provides reassurance, and in some cases, regulators may even require it. There may be valid reasons to freeze the dynamic, personalized content of the book, rendering it static as a record for future reference.



Analytics



ANALYTICS

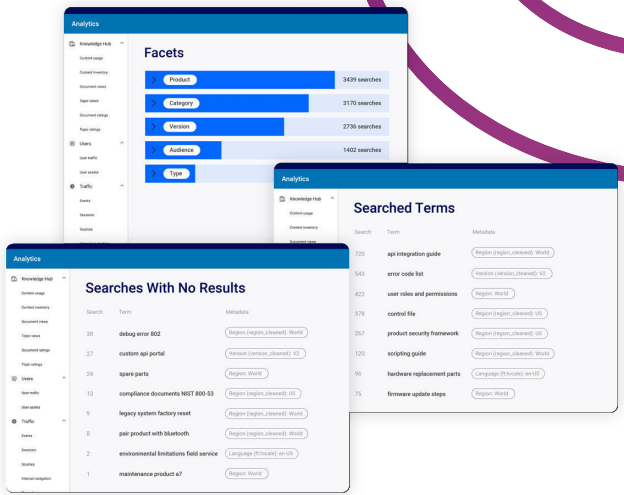
AND CONTENT METRICS

If you could interview your customers every time they had an issue, you'd gain valuable insights into how your product performs in real-world scenarios. While that's not feasible, imagine being able to observe what they're reading—this could tell you a lot about their experience. But that's impossible... right?

With dynamic content delivery, **you can track your customers' interactions in real time.** Since your documentation is finely parsed, you can see exactly which topics their searches yield. With a search engine tailored to your product information, you receive detailed insights about what's on your user's screen, what they've previewed, and what they've opened. You know exactly what they're reading.

This is a significant improvement over static documentation. With static content, you only know that a book has been shipped, a PDF downloaded, or a webpage clicked, but you have no idea if the document was actually read or which specific section or topic was engaged.

By tracking which parts of the documentation are being searched for, viewed, and how long they're being read, it would be like conducting an ongoing interview with your customers. **You can identify trends in their searches, uncover potential product issues, or determine if an update is needed.**



8 Knowledge Management Metrics to Track for Business Success

Read the article

Dynamic Delivery



DYNAMIC DELIVERY

AND YOUR COMPANY'S STRATEGIC GOALS

A business relationship is ultimately a human relationship. But in large-scale enterprises with diverse users, employees, and stakeholders, this fundamental truth can be lost. Personal, honest communication at a global scale is simply impossible with the static tools we have used since the 1990s: downloadable PDFs.

The goal of dynamic publishing is simple: to create unparalleled intimacy with your users and drive greater customer success. With dynamic delivery, you can communicate through a variety of documentation formats, regardless of source, and track exactly what your customers are looking for, reading, and engaging with in real-time. This shift from static to dynamic is as revolutionary as the transition from Morse code to the telephone—offering a quantum leap in bandwidth and connection.

The dynamic publishing mechanism creates a virtuous cycle— your ability to communicate fluently with users leads them to use your products more effectively, which in turn drives greater adoption. On the flip side, dynamic portals provide an unprecedented level of insight through detailed, intuitive analytics, allowing you to listen to your stakeholders in ways never before possible. This deeper understanding fosters empathy, enabling you to deliver more of what they truly need.

We are experiencing a series of communication revolutions, driven by new technologies that engage all the senses—AR, VR, chatbots, wearables, and faster, smarter connected devices. These innovations, alongside the capabilities of Generative AI, are transforming how businesses interact with their users. Your customers are already fully immersed in these technologies, constantly exploring new ways to communicate, and they expect the same from you. Static tools, like downloadable PDFs, can no longer keep up with the pace of change. If you don't adapt quickly, your customers will turn to others who can meet their needs. Dynamic publishing decouples the information from the delivery technology, future-proofing your communications. **Dynamic publishing adapts readily to new delivery mechanisms, whether it is screens, watches, or goggles, or something we can't yet imagine.**

Finally, dynamic communication creates powerful relationships, and great relationships drive success. When businesses can respond with empathy, adapt quickly, and deliver content in a way that resonates with customers, everyone thrives.

DYNAMIC DELIVERY

AND YOUR COMPANY'S STRATEGIC GOALS

While users and customers may be the ultimate beneficiaries of your move to dynamic content delivery, there are clearly staff and teams which will experience the benefits of the solution internally. Three broad stakeholders are set to create value with dynamic publishing: technical documentation experts, customer support teams, and field service departments.

Here's how dynamic content delivery supports each stakeholder and the typical outcomes that its adoption delivers.

Stakeholders	Challenges	Solution/Use Cases	Value created for the users
Technical Documentation	• A complex ecosystem with various information silos resulting in manual and lengthy content integration and rework • Variety of digital channels to feed simultaneously • Keeping up with the fast pace of product delivery	• Unify all content into a central knowledge hub that acts as a single access point • Feed all channels automatically and consistently with appropriate content without any reformatting • Deliver documentation in sync with the product launches and updates	• **30-100% reduction in publishing costs** • **From weeks to hours in the delivery process** • **100% content accuracy and consistency across touchpoints**
Customer Support	• Pressure to reduce support costs • Product and support information disseminated across different silos • Repetitive questions	• Provide a self-service portal • Create a centralized knowledge hub accessible from helpdesk tools • Deliver context-sensitive help right within your product	• **30-75% case deflection** • **Decrease search time by 60%**
Field Service	• Difficulty in accessing documentation in the field • Onboarding and continuous enablement needs • Variety of products, configurations, and procedures to handle increased frequency of new product releases	• Provide fully mobile product documentation available offline • Access to personalized training courses based on your profile • Access to current in-context technical information	• **Reduced time-to-fix** • **Increased uptime** • **Faster employee and partner enablement**

DYNAMIC DELIVERY

CONCLUSION

Dynamic publishing and knowledge delivery enable an evolution from a static scenario—the provider tossing their documentation over a wall to the user—to having a detailed one-on-one conversation. The process by which an optimized search engine gathers any relevant and available content throughout the enterprise silos, customized to the user and means of delivery, approaches the ideal of having an **expert by your side**, guiding you, all the while respecting your time and your level of expertise.

Dynamic documentation delivery is a tool which enables the organization to maximize its use of data, reduce the cost of documentation, and empower its technical writers to address their users' greatest needs—to **deliver insight** instead of merely documentation.
Your customers expect speed, engagement, and effortless collaboration. Your devices border on the miraculous, delivering heightened reality, speaking directly to you, and providing contextual data on demand.

The following appendix will guide you in choosing the solution that best suits your needs.

Revolutionizing Dynamic Delivery with GenAI

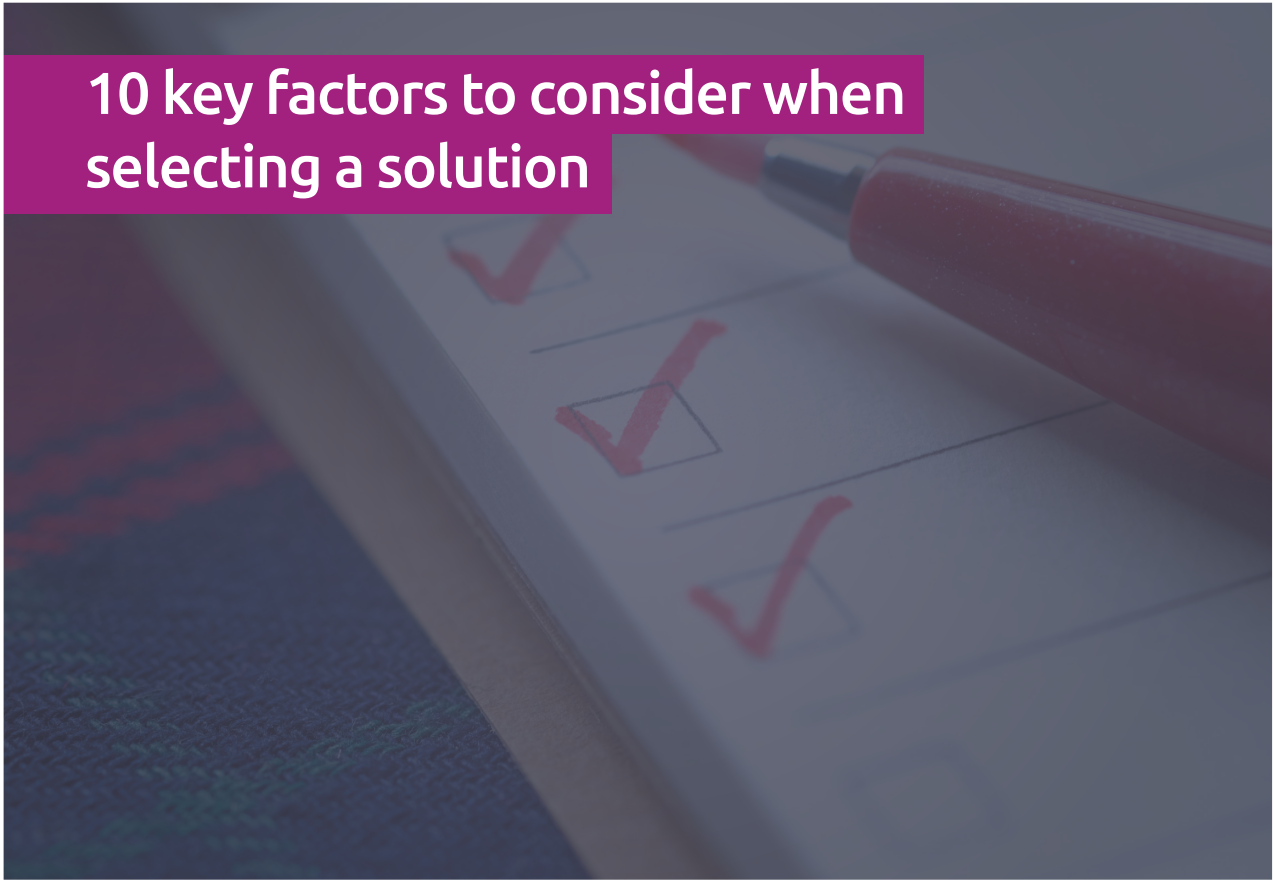
The rapid evolution of Generative AI (GenAI) solutions is transforming the business landscape, bringing new tools and applications that create long-term value across industries. This shift places knowledge teams at the forefront, challenging them to anticipate trends and lead their organizations toward GenAI-powered content operations. From delivering personalized, contextualized product knowledge to empowering customer support teams with faster, more relevant responses, GenAI opens up a world of new possibilities for dynamic delivery.

The eBook, The Top 7 Generative AI Challenges and How to Handle Them provides a comprehensive guide for businesses, exploring the benefits, complexities, and practical strategies for successfully integrating GenAI into content workflows.



Get the Guide →

10 key factors to consider when selecting a solution



DYNAMIC DELIVERY

10 KEY FACTORS TO CONSIDER WHEN SELECTING A SOLUTION

1 Integration with any content sources and tools

The reality is that today's product content is authored by many people in many departments using different tools. While documentation teams favor an **authoring tool** or a **CCMS**, developers like to write in Markdown and marketers draft Word documents or create brochures in Photoshop. **Find a content delivery tool that has ready-to-use integrations and can easily connect to your existing writing systems.** Your team will therefore be able to publish their product and technical documentation seamlessly as often as needed and won't have to worry about content unification and lengthy formatting.

2 Content enrichment capabilities

Not all content is born alike. Therefore, to deliver consistent information, particularly in a multisource environment, **you need tools to clean, align, and enrich the content**—particularly the metadata. Because building content processing workflows can be complex, make sure that the solution you select offers the necessary functions and can be extended.

3 AI-powered search engine

This is the most important aspect of a delivery solution. Unlike traditional search functions that rely solely on keyword matching, **a next-generation search engine leverages advanced technologies like natural language processing and machine learning to deliver more relevant, accurate, and intuitive results.** This means that users can search using conversational language or complex queries, and the system will understand intent and context, rather than simply retrieving documents with matching terms. Such an engine can provide predictive suggestions, refine search results based on user behavior, and learn over time to better serve user needs. This not only enhances user experience by making information more accessible but also boosts productivity, as users spend less time searching and more time applying insights.

DYNAMIC DELIVERY

10 KEY FACTORS TO CONSIDER WHEN SELECTING A SOLUTION

4 Efficient reading

Once the user has found the info, how easy is it to read, to navigate inside the document (particularly large books), to follow internal and external links, to retrace your steps…? Is multimedia content rendered correctly, do large images and vector graphics have zoomability? Can you tune the look and feel of the content to match your branding?

5 Interactivity

Bookmarks, Alerts, Rating, Annotations, Feedback, Personal Books… features that allow you users to customize your content are essential. Pick the ones you want; too many bells and whistles may clutter up your UX. Define what makes sense in your situation and to your users.

6 Native mobile experience

Without the right technology, typical users who work in the field are hampered by inefficiencies. They need an easy-to-use solution that gives them reliable product information readable on any device.

Your solution should take all documentation formats into account: **text, 2D, 3D, multimedia, and more**.

Whether it's a **laptop, a tablet, a smartphone, or AR-VR goggles**, your CDP should render these formats perfectly to the technicians' own devices for clearer instructions and consistently applied procedures.

7 Deep analytics and reporting

Tracking users' behavior while searching and reading is a unique opportunity to learn about them, their problems, and your products. But for that, analytics needs to be tailored specifically, not by regular web analytics tools. Check the capabilities of the solution, how it tracks and logs, what metrics it provides by default, if it's extensible, and how the derived insight can enhance your customer support strategy (data visualization, personalization, predictive, etc.).

DYNAMIC DELIVERY

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8 Open and turnkey

You don't want a bare framework and have to spend months developing something that will need to be revamped anyway in 18 months because everything is evolving so rapidly. Therefore, make sure that the solution you choose is:
Turnkey: it provides you with 90% of your needs in matter of days or weeks. It comes pre-tuned, ready for your brand.
Open: it offers connectors, add-ons, modules, APIs, etc. It can be extended and it talks to other products so that it can be integrated into your IT landscape
Evolving: it has a vision and a roadmap, with the ability to follow the trends and needs. AR, VR, virtual agents, predictive… you'll be prepared

9 Security

Should be by design at the core of the solution (not as an added layer that can be bypassed). It should be everywhere, from search suggestions, to facets displayed, to results and documents accessed, enforced through each web service and every interface. SSO integration with support of multiple simultaneous backends must be ready out of the box. The solution should also provide mechanisms for mapping user profiles to content metadata. It's also essential that you choose a reliable solution that has received the **ISO 27001 certification** or the **SOC 2 certification**.

AMTIVO ISO 27001 Certified Information Security Management

10 Compliance

Regulations are putting more and more pressure on every industry. Which ones apply to you? Do you have users in Europe? Then you must comply with GDPR for data privacy. Or with Privacy Shield for US users. What about WCAG for accessibility? The list is not going to get any shorter, so it pays to be prepared.

Bonus: Generative AI Capabilities

No list of key factors would be complete without considering the capabilities of generative AI. The most advanced solutions come with built-in features to accelerate the deployment of AI-driven projects. From summarizing documents to creating product knowledge quizzes, translating code across languages, or identifying maintenance tools required for specific procedures, these solutions offer a range of tools that empower users and streamline tasks.

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About Fluid Topics

Fluid Topics' AI-powered Content Delivery Platform is a software solution that collects and unifies all types of documentation, no matter the initial source and format. It then feeds the relevant content to any digital channel, device, and application, including Fluid Topics' native customizable customer portal, in context with the users' needs and environment.

Fluid Topics

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