

EBOOK SERIES

5 Big Challenges of Content Delivery and How to Tackle Them



Fluid Topics

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INTRODUCTION

In today's AI-powered world, tech companies understand that documentation is necessary for their business and expend significant time and money on its production and maintenance.

But delivering technical documentation has never been more challenging. Whether it's maintaining pace with product and feature updates, handling the different outputs of various authoring tools and systems across different content creation teams, or serving the right information wherever the consumer expects it, all too often the end-user experience is incomplete or inconsistent.

This eBook tackles some of the most common content delivery challenges and ways to overcome them.



51%

of content decision-makers feel that maintaining the speed of content updates is a real challenge.

(Source: Adobe/Forrester)

CHALLENGE 1

CONTENT SILOS

In an ideal world, companies would implement a component content management system (CCMS) and then single-source and control content authoring right from within. You would have one place for people to author content and a single source of truth for everyone to read from. Unfortunately, we don't live in an ideal world. Technical documentation experts currently face one major obstacle — **content silos**:

- **New content production tools are constantly emerging.**

Technical content being complex and rich, the formats requested for product documentation constantly evolve. Audio, video, 2D and 3D have become the norm.

- **The diversity of contributors is increasing.**

With the accelerating pace of product releases and the need for subject matter experts, partners, and wider community ecosystems to contribute to knowledge production, it has become more complicated to have a single, centralized team of writers to produce all of the technical content.

- **Mergers and acquisitions can change the game overnight.**

Even in the most stable organizations that have managed to align their stakeholders and streamline their content production, a merger or an acquisition can disrupt the best laid plans. New tools and formats suddenly add to the game and the ability to integrate them into an existing working solution is critical to smooth continuity of business.



of content decision-makers say it's challenging to integrate their content creation and management tools as they are from different vendors.

(Source: *Adobe/Forrester*)



CHALLENGE 2

KEEPING UP WITH THE FAST PACE OF PRODUCT RELEASES

Software organizations are turning to agile methods with ever-shorter release cycles, and new versions are arriving every month, week, or even day. With microservice architecture and DevOps practices, new features and bug fixes get rolled out immediately. Security enhancements must be deployed on the spot.

To some extent, vendors of hardware products experience the same transformation. Periods between product versions are shorter. Smaller production batches set the stage for improvements and variants. Furthermore, embedded software modifies product behavior and capabilities. Hardware becomes malleable thanks to massive innovations such as 3D printing, and Industry 4.0.

How can tech doc keep up with this transformation and keep pace with products as they change?



CHALLENGE 3

DELIVERING A PERSONALIZED CONTENT EXPERIENCE

The web is moving toward increasing levels of personalized content. As a result, both businesses and customers have higher expectations. They want contextually relevant, personalized content experiences.

In the last decades, organizations have invested millions of dollars in Big Data to know what information a consumer needs at any given moment. But that doesn't mean they know how to utilize this information effectively.

Indeed, companies have primarily been trying to create different content for each use case and customer (or type of customer). This has proven overly expensive and cumbersome to maintain in the long haul.

So how can we provide personalized content experiences if not by writing custom content?



CHALLENGE 4

CREATING AND MAINTAINING YOUR DOCUMENTATION PORTAL

All the documentation in the world won't be helpful if it's scattered all over and your team and users aren't able to find it. Indeed, no matter your industry or size, having the right documentation portal can be the difference between success and failure.

With that said, many companies have tried to manage their documentation on their own corporate websites to avoid the extra cost of starting from scratch and mutualizing the development. However, the sheer volume of documents and the intricacies of technical and product content makes it almost impossible to manage.

Of course, publishing part of your documentation on your corporate website, such as product datasheets or the latest release note, has its merits. But hosting your entire knowledge base on a static system means you'll miss out on key benefits and features in terms of findability, navigation, maintainability, and more.



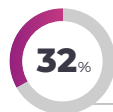
CHALLENGE 5

UNDERSTANDING CONTENT USAGE

Imagine if you could speak to your customers every time they had a problem, or you could see what they're reading, when and for how long. You would probably learn a lot. But surely that's not possible ... right?

As we become increasingly data-driven, we are inundated with countless sources of data. Most of the time, organizations rely on traditional web analytics (think Google Analytics or Adobe Analytics) which only tell part of the story.

While these may be able give you information on the number of times each URL has been loaded, how users arrived on a page or where they arrived from, they can't tell you which part of a page has been read or provide information down to a topic level. And, as they consider every page separate and cannot understand the relationships between information (similar content but different versions, language, etc.), you'll end up with lots of useless, scattered fragments of data that have no utility on their own. So what do you do?



of customers will stop doing business with a brand they love after only one negative experience.

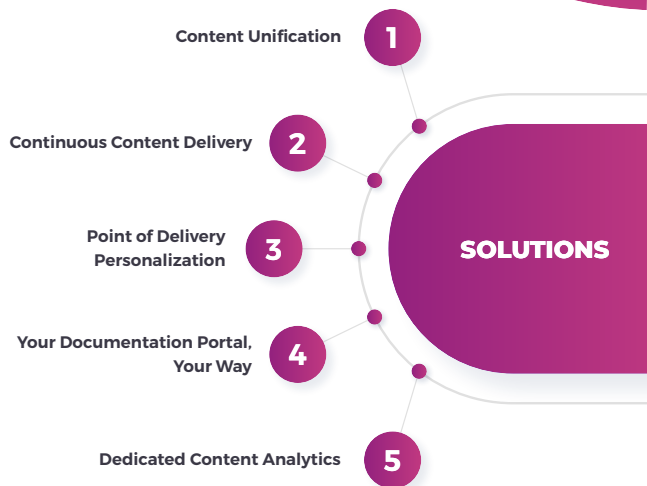
(Source: PwC)



SOLUTIONS

THE WAY FORWARD WITH A CONTENT DELIVERY PLATFORM

Now that we've explored the challenges of Content Delivery, let's dive into what you really want to know: the solutions.



SOLUTIONS

CONTENT UNIFICATION

In today's fast-paced world, product and technical content needs to be agile, multi-channel and headless. Instead of seeking to break content silos by using a single authoring tool, content delivery systems support format diversity, seamlessly integrate with a changing tool stack and deliver consistent experiences across all channels.

A Content Delivery Platform (CDP):

- **Works with the content that you already have.** A good CDP ingests structured and unstructured content alike and can process unstructured documents to make them look like topic-based content by automatically breaking them up.
- **Combines content from multiple sources and formats** and creates a single source of truth: a unified repository of enriched and normalized content. It hides the multiplicity and disparity of your tools and sources and adapts to your IT landscape, feeding all of your apps as needed.
- **Is fast to implement:** we are talking weeks usually, a few months at most.
- **Is future-proof:** content sources can be added at anytime to match your processes and your company's changes.



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CONTINUOUS CONTENT DELIVERY

Moving to Dynamic Content Delivery is an effective way to keep pace with products as they change without letting documentation become a bottleneck. This is where Content Delivery Platforms come in: you can **deliver documentation in real-time, in sync with each new product version rolled out** to production.

By collecting all tech content directly from authoring sources such as Author-IT or Paligo, transforming it for digital publishing, and delivering it seamlessly to all selected channels, Content Delivery Platforms optimize and streamline the tech doc publication process. There is no need for additional IT work or support once the integration is done.

They also allow companies to define very fine-grained access rules, including user group management settings. This way, pre-release content can be published.

“*We saved up to two weeks in the documentation delivery process and easily reached our goal of four-week release cycles*”

Lonnye Yancey-Smith,
Director of User Assistance at Hexagon
Asset Lifecycle Intelligence

Customer Testimonial

Fluid Topics | HEXAGON



INTERVIEW BY LONNYE YANCEY-SMITH

▶ Watch the Testimonial

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POINT OF DELIVERY PERSONALIZATION

So what exactly is a personalized experience? Val Swisher, CEO of Content Rules Inc. and author of the influential book *The Personalization Paradox: Why Companies Fail (and How To Succeed)* at Delivering Personalized Experiences at Scale, sums it up nicely when she says “a personalized experience is when we can deliver the right content to the right person at the right time on the right device in the language of their choice.”

As she explains, to provide personalized experiences at scale, personalization should only happen at the point of delivery, not at the point of content creation.

New technologies are up to the task. AI-powered content delivery platforms can smartly leverage granular, standardized content and taxonomies. By linking this information with what they know about a user and their profile, preferences, or behavior, they can assemble and serve the most relevant, personalized content for each user or group of users. What more could you ask for?

“*A personalized experience is when we can deliver the right content to the right person at the right time on the right device in the language of their choice.*”

Val Swisher,
CEO of Content Rules Inc.



Breaking Free From One-Size Fits All Documentation

▶ Watch the Webinar

A Webinar by Fabrice Lacroix and Val Swisher

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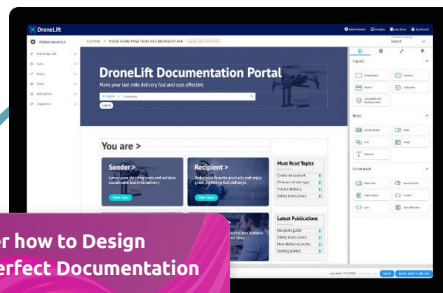
YOUR DOCUMENTATION PORTAL, YOUR WAY

Any company selling software or hardware products will need a documentation portal that will serve its users with the most up-to-date and relevant content. A Content Delivery Platform like Fluid Topics provides you with a turnkey portal that can be deployed in minutes (not months!).

Its features include:

- **Secure publishing from multiple contributors and sources:** organizations can publish all their documentation, from all authorized content producers and from different tools and systems to their central knowledge hub, with the highest security standards,
- **Authorization control:** admins can manage identities, permissions, roles and more to ensure the right content is delivered to the right user,
- **Fast, personalized search:** users get speedy access to the content that is relevant to them, their profile, and their needs without the noise of millions of documents thanks to AI-powered search capabilities,
- **Interactivity capabilities:** users can rate and bookmark their favorite content, interact with it or even send feedback to the writers,
- **Powerful analytics:** admins can see what content was viewed down to the topic level. This includes time spent, every keyword searched, facet selected, most popular searches, searches with no results, and much more.

On top of that, the most advanced Content Delivery Platforms allow you to customize the design of your portal to adapt to your organization's branding and reflect your product lines. This way you can finely target your audience for a better user experience that meets your current and future business needs.



Discover how to Design
Pixel-Perfect Documentation
Portals

▶ Watch the Video

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DEDICATED CONTENT ANALYTICS

Technical documentation teams can now harness the power of content analytics provided by a CDP. Dedicated Content Analytics track any user interaction: what users search, where they click in a document, what they open, how they navigate through a topic or guide, where they bookmark content for later review, and when that bookmarked content is revisited. These next-generation **analytics provide information down to the topic level on exactly what is searched, read, and for how long.**

Such vast amounts of data may at first appear overwhelming, but this is where Content Analytics come into play. CDPs can **leverage metadata and content structure to display contextualized and synthesized information** in easy to understand dashboards.

Once you know which specific parts of the documentation are being searched for and viewed, and for how long, it is almost like having a direct line to all your customers. Armed with this large volume of information, you can detect patterns in your users' searches and determine if your documentation or product has a problem, or needs an update.

Key metrics:

SEARCH WITH "NO RESULTS"

There is nothing more frustrating for a user, or even worse, your support team than not finding the answers they were looking for. This metric shows all the searches left unanswered and helps identify gaps in your documentation.

MOST AND LEAST READ TOPICS

This data highlights your most interesting and valuable content. It can offer clear insight into what type of content your users need and are interested in and where you should focus your efforts.

DOCUMENT AND TOPIC RATINGS

Document and topic ratings are invaluable for getting a better understanding of what's useful for your users. By understanding your ratings, you can also gauge the work that might need to be done to improve your documentation. Cross-referencing the information with most and least read topics, you can easily prioritize your content work.

TIME SPENT READING A SECTION

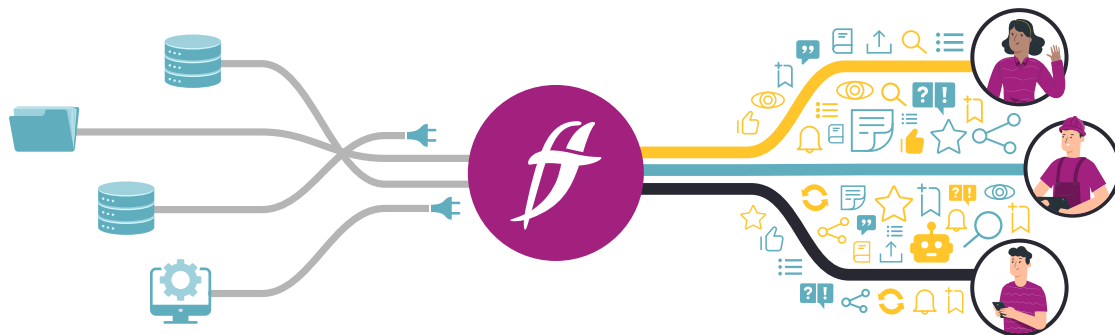
The time spent metric can identify some possible useability issues with your documentation. Either your content is irrelevant, or difficult to understand or the keywords you are using are not the right ones.

CONCLUSION

The Next Quantum Leap

The leap from static to dynamic delivery is as revolutionary as going from Morse code to the telephone—a quantum leap in bandwidth. The right Content Delivery Platform can help you overcome challenges that otherwise swamp tech doc teams, all while improving the end-user experience for a clear business win.

Fluid Topics' Content Delivery Platform **is a game-changing solution for tech doc publishing teams**, and it can prove revolutionary for many other teams as well, such as **customer support, field service and marketing**.



ABOUT FLUID TOPICS

About Fluid Topics

We believe that the technical documentation every company owns is a major reserve of business opportunity. From user enablement and product adoption to customer success, product content has the power to achieve the most critical company goals.

Unfortunately too much of this content gets trapped in systems and formats and never reaches its target. That's the problem we're solving with Fluid Topics.

Fluid Topics is an AI-powered Content Delivery Platform 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, in context with the users' needs and environment.

Contact us:

For technical questions:

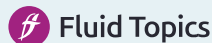
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