

#TXS2020

SDL*

Tridion: the intelligent content platform

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Acceleration of trends due to COVID-19



Digital sales

Advancement in digital sales models, both B2B and B2C, require more speed and agility

Customer self service

To reduce dependency on human interactions and improve call deflection, you need richer, more in-depth, high-quality content

Employee enablement

Internal sales and support require instant access to the best information to quickly serve customers (phone, chat, etc.)

IT agility

IT struggles to cope with the speed of innovation due to rapidly changing buying behaviors

Automation & AI

Heavier reliance on digital content requires more intelligent content management with increased levels of AI driven automation

Acceleration of trends due to COVID-19



Digital sales

Calls for greater speed and agility

Customer self service

Needs richer, high-quality content

Employee enablement

Requires instant access to information

IT agility

Demands xxxxxxxx

Automation & AI

Takes content management to the next level

Acceleration – challenges and opportunities



External

Internal



Economy and growth

- Economic hit
- Business disruption and continuity
- Importance of global audiences

Consumer changes

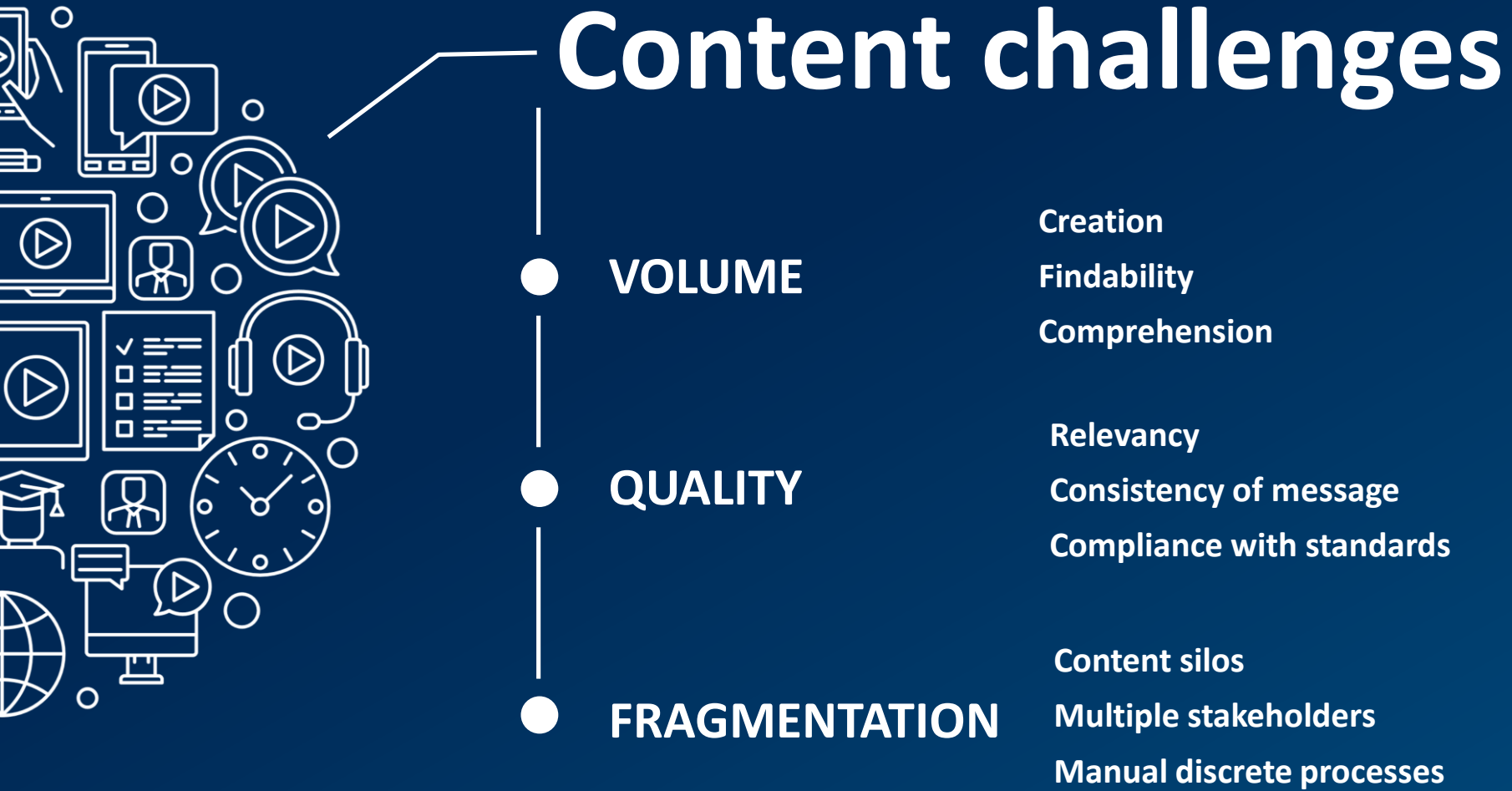
- Non-linear journeys
- Peers and influencers
- Attention spans
- Media and channel preferences
- Values and expectations

Digital transformation

- Always-on, agile processes
- Automated, intelligent workflows
- Cloud adoption
- Data-driven decisions

Digital content

- Volume, format, media
- Consistent digital experiences
- Content impact and relevance
- Content security and compliance





In your work life, what is the biggest challenge you face?

- Increasing content volumes
- Quality and consistency of information
- Fragmentation of processes and content silos



Top 3 challenges

#1 – Fragmentation (50.9%)

#2 – Quality (35.1%)

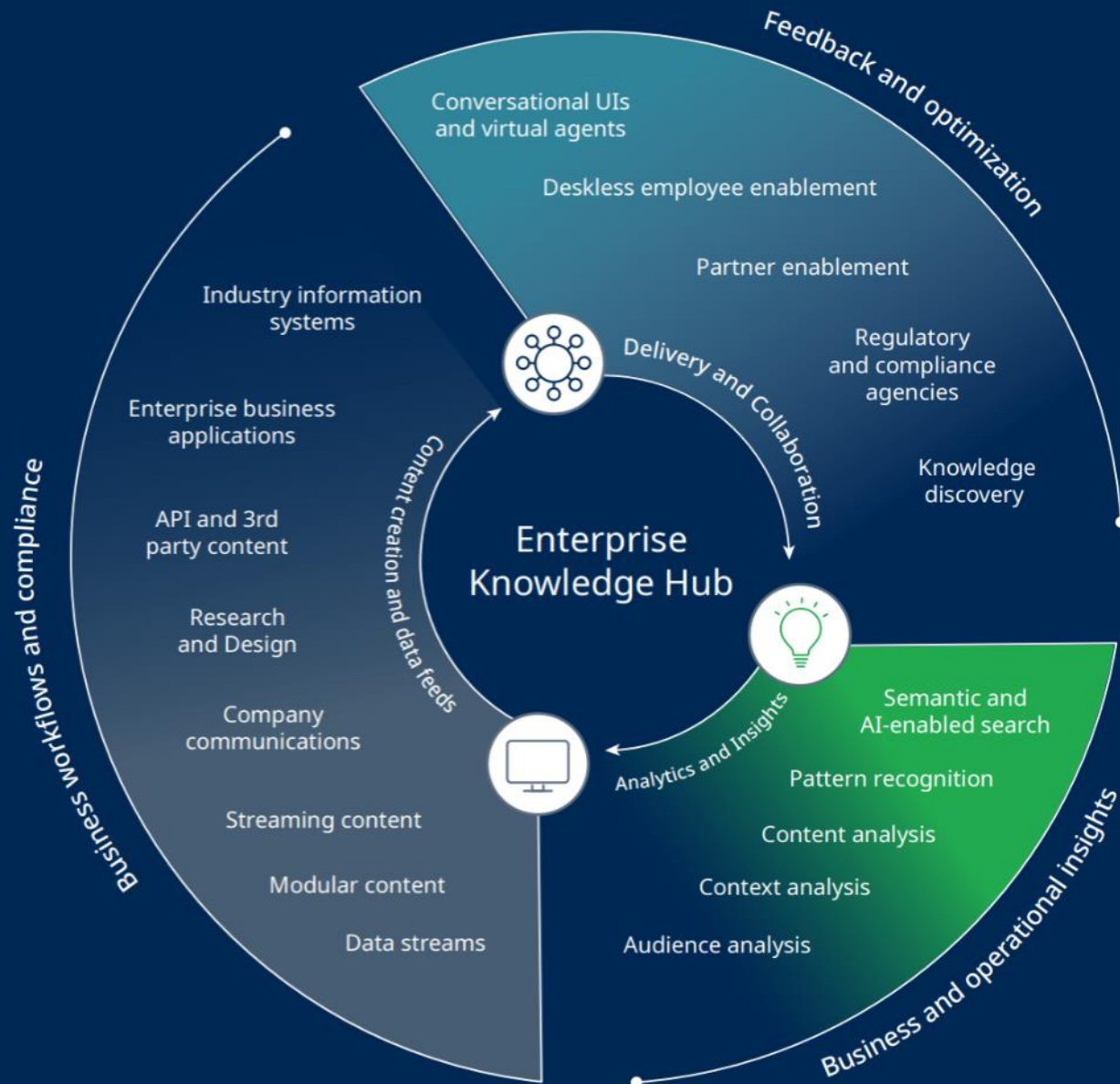
#3 – Volume (14.0%)



14.3

content repositories
used on average
in organizations

SDL Tridion as Enterprise Knowledge Hub



TRADITIONAL

- Employee enablement (intranet)
- Extended workforce (extranet)
- Self-serve content (support)

MONETIZED

- Content *is* the product
- Content drives revenue

Intelligent content



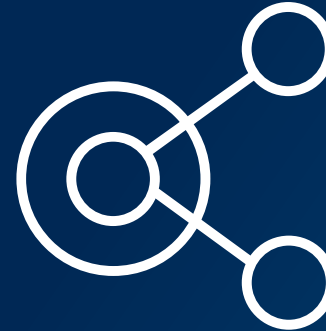
Structured



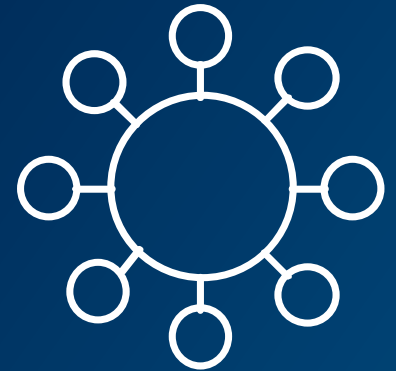
Atomic



Format-free



**Semantically
rich**



**Tech-
connected**

Role of intelligent content in the business world



Enterprise collaboration

- Distributed teams enablement
- Structured authoring for subject matter experts (SMEs)
- Concurrent authoring and review



Findability and insights

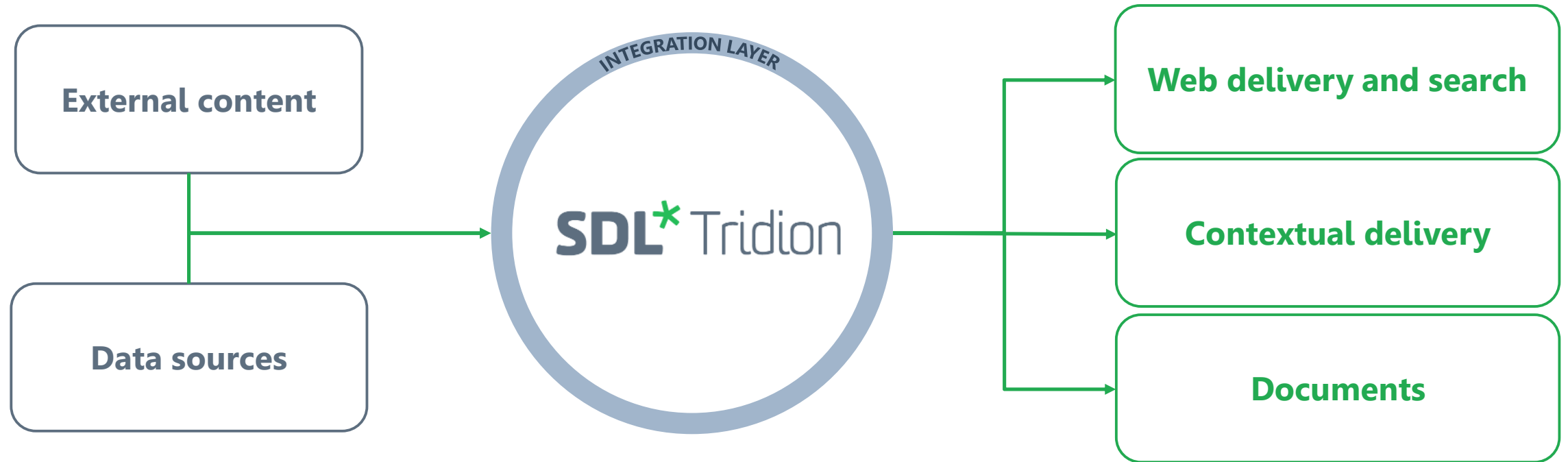
- Intelligent search or semantic search
- Intelligent insights based on knowledge maps
- IoT devices and cognitive services
- Content as a service (CaaS)



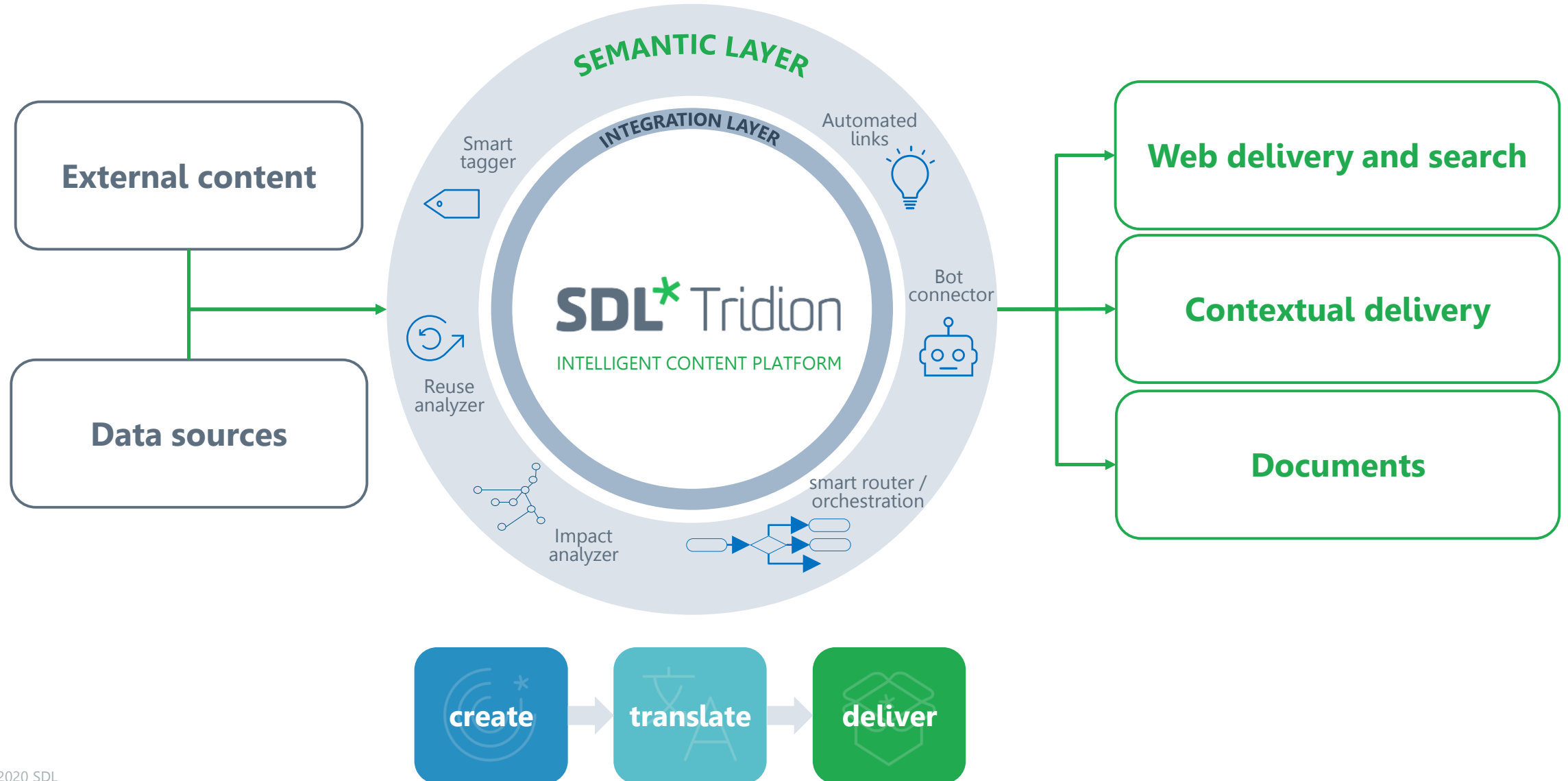
Intelligent knowledge hubs

- Extranet knowledge portals for collaboration
- Intranet – self-service
- Hybrid

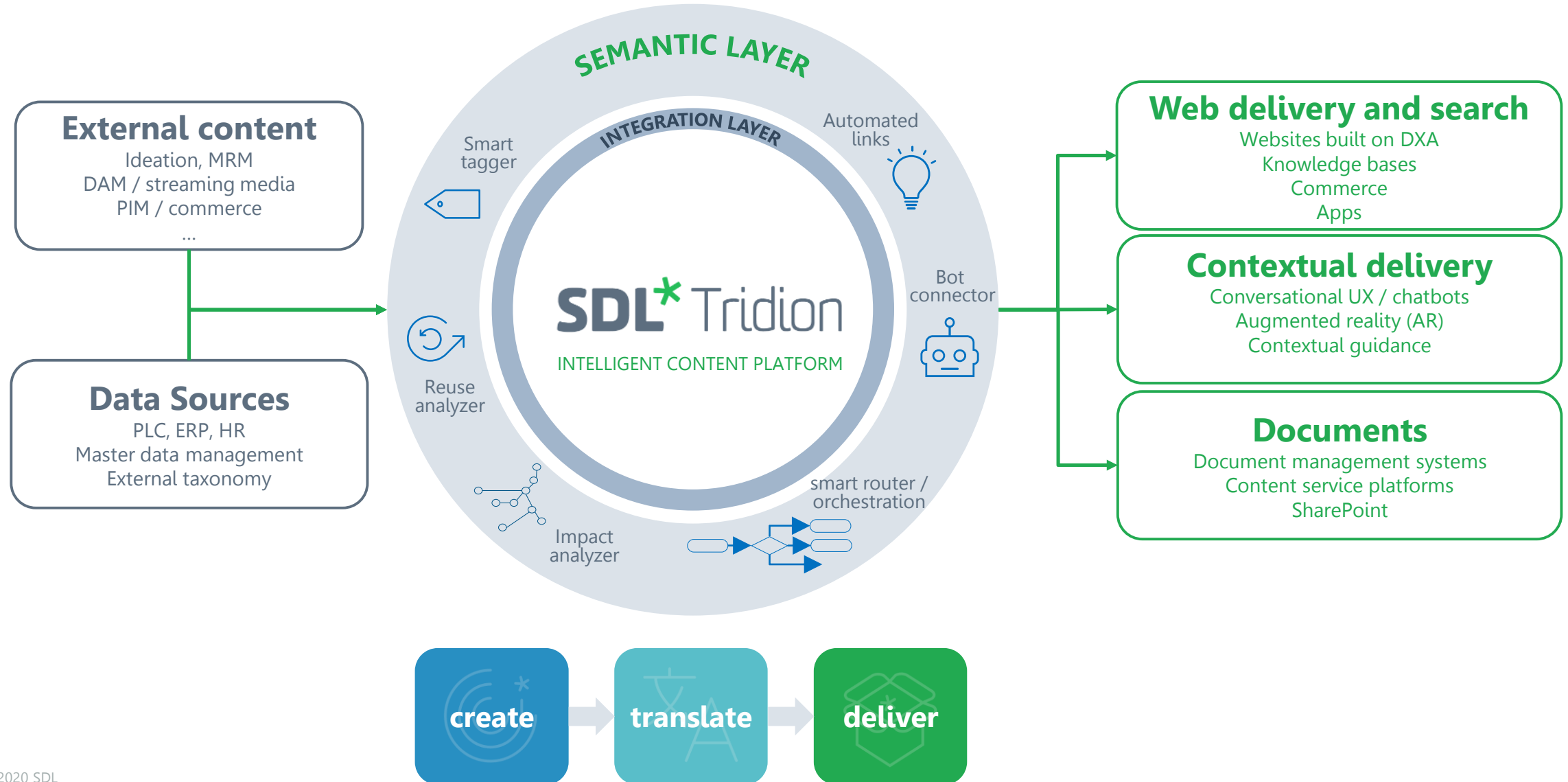
Solve fragmentation – a centralized information hub



Add intelligence to address content quality and volume



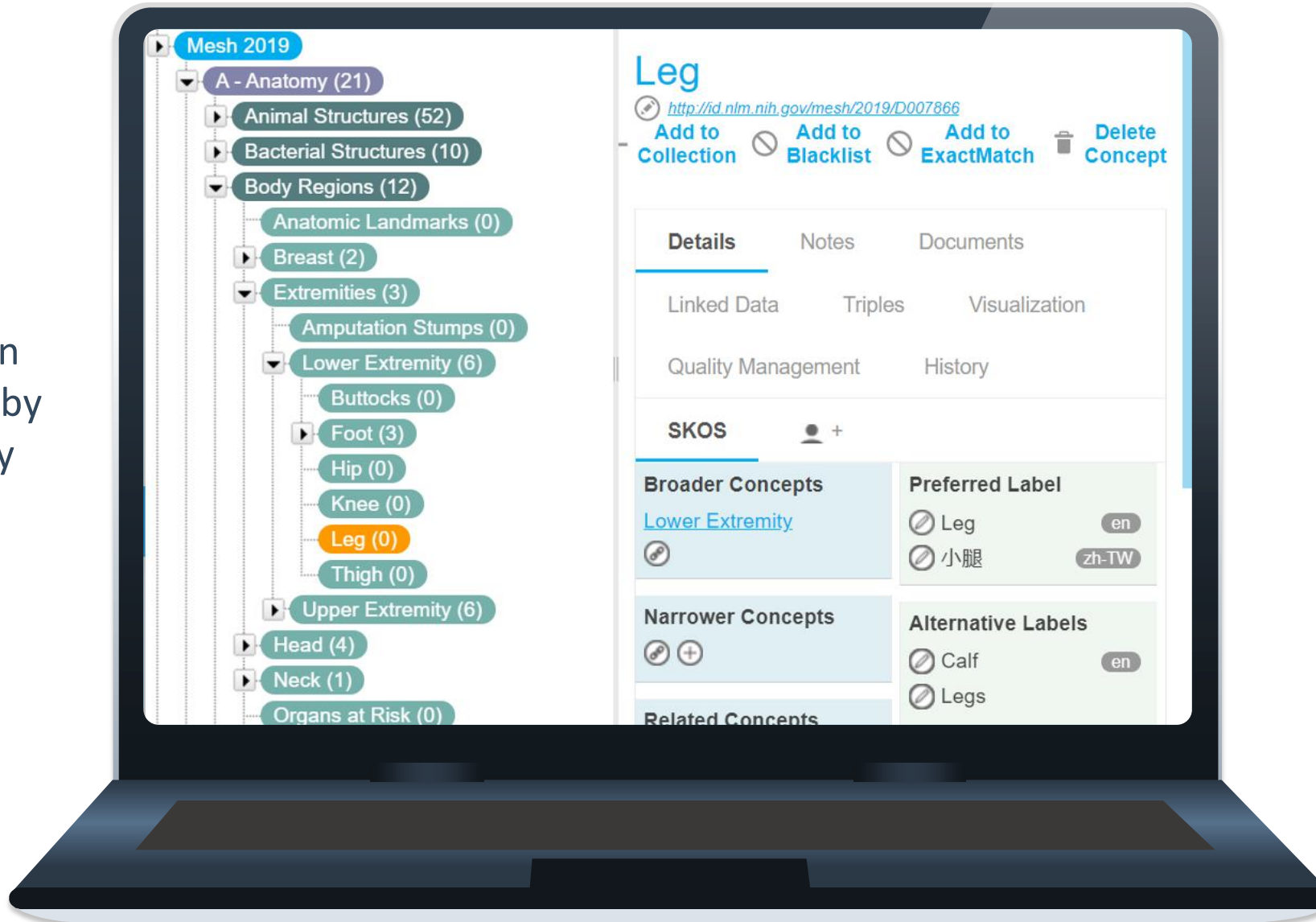
And build a highly automated content supply chain



Strategic partnership with Semantic Web Company



Building Tridion
features driven by
their PoolParty
platform



Product focus: let end users reach their goals quickly



- Dynamically drill down to the right info
- Search predicts the *ideas* you're looking for
- Get tips for the next step in your journey

What calf pain feels like

The calf is comprised of two muscles — the [gastrocnemius](#) and the [soleus](#). These muscles meet at the Achilles tendon, which attaches directly to the heel. Any leg or foot motion uses these muscles.

Calf pain varies from person to person, but it typically feels like a dull, aching, or sharp pain, sometimes with tightness, in the back of the lower leg. Symptoms that might indicate a more severe condition include:

- [swelling](#)
- unusual coolness or pale color in the calf



related stories



Symptoms and Causes of Poor Circulation



How to Stop Leg Muscle

Smart tagging demo

We will either demo the prototype outside powerpoint or add all steps as images in powerpoint slides



SDL* Tridion Sites **CONCEPT** Hello, Username

← LightSolar RI Offering Last saved 3 minutes ago Save Finish Revert

General Metadata History Blueprint Where used Published to View on Site Bundles Information

Date Created
01/10/2020 1:11 PM

Meta Description (for search engines)
Single-pane monocrystalline panels

Short Title (used in navigation, teasers etc.)
LightSolar RI

Intro Text (not shown in the full article, used in summaries, teasers etc.)
LightSolar RI

Author name
Philippe Conil

Product Technology

Solar panels X Monocrystalline cells X Flat roof installation X

Update tags

- Photovoltaic power
 - Photovoltaics parameters
 - Photovoltaics concepts
 - Photovoltaics specifications
 - Photovoltaics technologies
 - Solar mounting systems
 - Facade PV Mountings
 - Ground mountings
 - Rooftop installation
 - Flat roof installation ✓
 - Pitched-roof mountings

Tridion themes for 2021



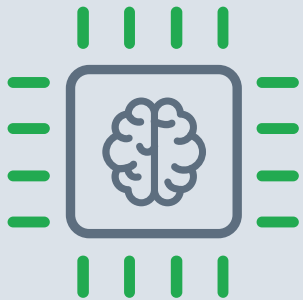
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AI for content**

Make authors
and editors more
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Keep track of
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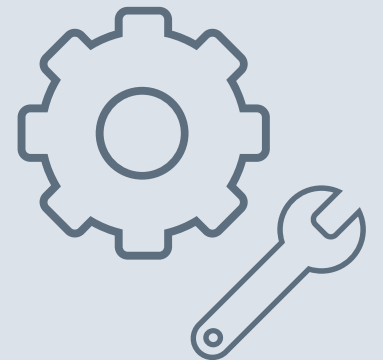
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