



Think Like a CCO

Understanding the Value of Content Management

Cynthia Canino and Tim Bombosch

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About Tonight's Presenters

- **Cynthia Canino**

- Director of Sales, Astoria Software
- 15+ plus years of experience
- Content strategist for CCMS and authoring tools, content globalization
- Cynthia.canino@astoriasoftware.com

- **Tim Bombosch**

- Director of Professional Services, Astoria Software
- Project management professional
- 10+ years of experience managing content development projects
- Tim.bombosch@astoriasoftware.com

Tonight's Presentation

- **Explore the world of the Chief Content Officer**
 - Role in an organization
 - Values that drive a CCO
 - How those values relate to content and content management
- **Experiment with a Return on Investment calculator**
 - Input data related to all aspects of content development, management, translation, and publishing
 - Calculate potential value of component management systems

What is a Chief Content Officer?

- **Typical definition**
 - Responsible for all content for a broadcast network
 - Content = core corporate asset
- **Content management definition**
 - Responsible for leveraging all corporate content
 - Marketing collateral
 - Internal communications
 - Product information
- **Chief Content Officers**
 - Focus on much more than enabling users to store and access content
 - Maximize the value of content

What Values Drive CCOs?

- **Efficiency**
 - Increase productivity
 - Reduce costs
 - Accelerate processes
- **Branding**
 - What do our customers think about our products?
 - How well do they know our products?
- **Quality and compliance**
 - Deliver defect free content
 - Meet customer information needs
 - Comply with regulatory requirements
- **Revenues**
 - Increase volume of sales
 - Maintain cash flow

How Do CCO's Manage the Value of Content?

- **Develop return on investment models that examine**
 - Operational efficiency
 - Cost reductions
 - Quality and compliance
 - Increased revenues
- **Deliver useful information**
 - Right audience
 - Right context
 - Right format

Improve Operational Efficiency

- **Editing and revising**
 - Increase content reuse
 - Decrease cost of formatting
 - Accelerate locating and updating related content
- **Reviewing**
 - Reduce burden on engineering teams
 - Decrease redundant reviews of identical/related content
- **Publishing**
 - Shorten the production process
 - Publish to multiple media

Decrease Costs

- **Lower production costs**
 - Printing
 - Formatting and creating output
- **Lower IT costs**
 - Replace publishing systems
- **Reduce translation costs**
 - Translate once, reuse often
 - Multiply savings for lower production costs
 - Shorten translation and publication process
 - Reduce administrative overhead
- **Lower support costs**

Increase Quality and Compliance

- **Deliver higher value information**
 - Completeness
 - Usefulness
 - Ease-of-use
- **Maintain higher quality**
 - Standardize text and terminology
- **Improve compliance**
 - Enable auditability
 - Standardize regulated content
 - Enforce quality and regulatory requirements
 - Reduce risk of regulatory actions
- **Reduce the number of support calls**

Increase Revenues

- **Shorten time to market**
 - Increase the number of days products are available for sale
 - Improve cash flow
 - Create a competitive advantage
- **Deliver customized content**
 - Enable solutions-based documentation
 - Support customized products and services
- **Increase customer satisfaction**
 - Improve brand value
 - Increase new purchases and word-of-mouth sales