

Content and Knowledge Management Solutions

Achieve content agility, drive growth

Organizations for whom content is a source of revenue or a critical component to train employees, customers and partners, need to quickly discover, manage and reuse this information in order to innovate, meet business goals and gain competitive advantage.

CHALLENGES

Knowledge Managers, Learning and Development leaders, marketing professionals, and others who develop and manage volumes of mission critical content, invest in a wide range of resources to ensure their organization can adapt to changing employee and customer expectations and stay on the cutting edge. But in order to maximize the value of their digital information assets (both internal and external), organizations must eliminate data silos to make content more discoverable and agile, make content development workflows more efficient, and personalize the content access experience for each employee, customer and partner.

CONTENT AND KNOWLEDGE MANAGEMENT SOLUTIONS BENEFITS:

- Discover, manage and reuse content
- Unify business-critical information
- Decrease time to proficiency

SOLUTION

Content and Knowledge Management Solutions

Working collaboratively with clients, Copyright Clearance Center's (CCC) team of content management and strategy experts, leading-edge technologists, and systems integration specialists take a practical approach to uncover and solve complex content management, development, and delivery challenges. They also implement solutions to help organizations maximize the value of their assets, accelerate innovation, decrease time to proficiency and create competitive advantage — all while keeping business goals front and center.

BENEFITS

Our Content and Knowledge Management Solutions help you:

- Maximize the value of content and technology investments to drive revenue
- Unify disparate systems and eliminate data silos to make content assets more discoverable and reusable
- Build bridges from limiting legacy systems to enable an adaptable infrastructure
- Analyze and optimize workflows and operational procedures to reduce costs and risk
- Manage the increasing complexity and harness the power of content, data, and metadata
- Deliver content across multiple channels and devices

OUR APPROACH

We work with your team to look across people, process, content, and technology to understand your content and resource management needs, current processes and technology and develop a roadmap for a solution that aligns to your success criteria and delivers business value.

- **Leverage our Content Management, Workflow and Strategy Experts** — Our team understands content, content architecture, semantics, editorial processes, learning content management, change management, and content insight technologies.
- **Gain a Trusted Advisor** — We know what works and what doesn't work. Quite often, we'll present a fresh perspective with options and recommendations that perhaps hadn't been considered before.
- **Define the Solution** — It's not just about technology. Discovering the specific capabilities users and stakeholders need and aligning those capabilities to business value is often the most difficult part of a project. We can help you prioritize and select the most critical capabilities while keeping your business goals front center.
- **Provide Cost Estimates and Actionable Plan** — We capture high level capabilities, provide indicative cost estimates and an actionable plan for a first phase, and create a roadmap that shows capabilities that can be delivered over time.

WHY CCC?

At CCC, we help companies manage vast amounts of mission critical content and proprietary internal information and data, whether it be in learning and development, marketing, customer and partner training, publishing, knowledge management or research organizations. We have a proven track record of working with a wide range of companies, such as the International Baccalaureate, to unify data sources and to drive value from content.



Copyright Clearance Center (CCC) builds unique solutions that connect content and rights in contextually relevant ways through software and professional services. CCC helps people navigate vast amounts of data to discover actionable insights, enabling them to innovate and make informed decisions. CCC, with its subsidiaries RightsDirect and Ixxus, collaborates with customers to advance how data and information is integrated, accessed, and shared while setting the standard for effective copyright solutions that accelerate knowledge and power innovation. CCC is headquartered in Danvers, Mass., with offices across North America, Europe and Asia. To learn more about CCC, visit www.copyright.com.



LEARN MORE

Maximize the value of your content, accelerate innovation, and decrease time to proficiency with Content and Knowledge Management Solutions from CCC.

 www.copyright.com/ckms

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