INTELLIGENT CONTENT SYNDICATION

Engaging Users Where They Choose To Be

Content Should Chase Users, Not the Other Way Around.

An organization's knowledge assets come in many forms – product information, blog articles, discussion threads, videos, articles and everything in between. Unfortunately for the customers and clients of an organization, the locations where this information resides can be almost as numerous as the knowledge assets themselves. All too often, the customers have to put on their Sherlock Holmes detective hat and go sleuthing to find the content they need, and even then not always finding it.

"This innovation could revolutionize knowledge management."
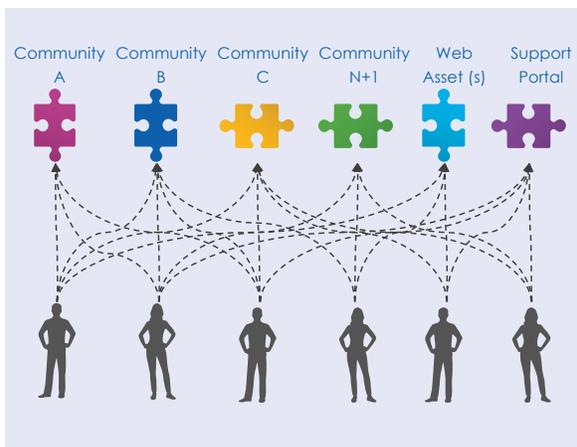
— Stevie® Awards Judging Panel

Now with Intelligent Content Syndication, the organization can surface content where the user chooses to be, not where the organization expects them to be.

To solve this problem and allow companies to service users where the users choose to be (instead of requiring them to come to where the company decided they should be), iTalent Digital created Intelligent Content Syndication™ (ICS). Now, for the first time, that valuable content can be bi-directionally syndicated across the different properties for which it has been deemed relevant.
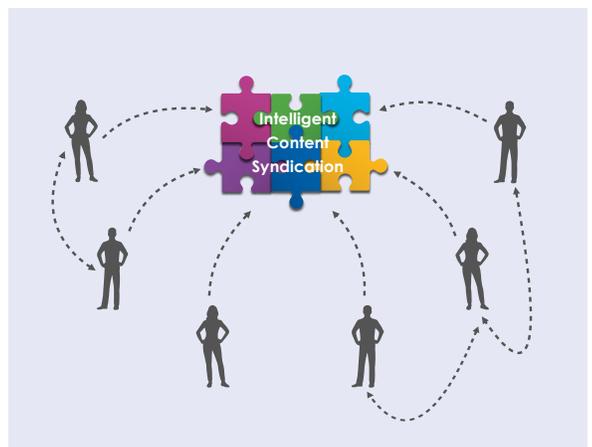
Without ICS — Inside-out View

Populate content where you expect the user to be.

Siloed repositories, need to access multiple sites, limited awareness.

With ICS — Outside-in View

Surface content where the user chooses to be.

One view for relevant content, bi-directional collaboration, SME engagement, visibility.
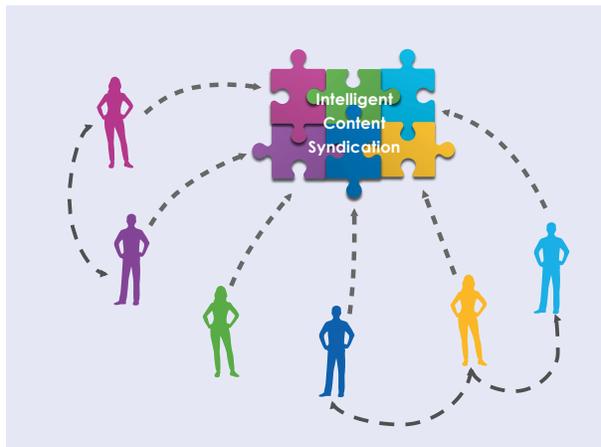
ICS is an unprecedented solution that allows companies to synchronously syndicate and surface content on multiple platforms, bi-directionally. The innovation of ICS lies in surfacing this content not only in the "source" repository, but also in any number of "target" repositories and enabling users to collaborate synchronously and bi-directionally, as if they were all in the same place.

Not only is the location barrier to collaboration removed, but the language barrier is eliminated, as well. ICS is equipped with a bi-directional, dynamic translation feature that automatically posts syndicated content in the language of the target property. This enables collaboration among users of different native languages in near-real time, creating a truly global customer experience.

> For the first time, users don't have to hunt for content like a detective. ICS can surface relevant information to them wherever they are, helping them connect with knowledge assets and subject matter experts they might never have discovered on their own.

Customer-centric Approach — Bi-directional, Synchronous Syndication

"This information is just what I need. Is there an integration between these capabilities?"

"Yes, we have done a number of integrations between these products. Please let me know if you have questions."

"Wow, I was not familiar with either of these capabilities, but they align to my needs. I will integrate them with my platform."

"Great idea, it is fantastic to connect with subject matter experts across all the different technologies."

The Customer is Central, But You're in Control

Since the content, but not the user interface, is syndicated, the content is surfaced on each repository in the target's UI, preserving the branding and style of each platform.

Furthermore, the level of automation you want to achieve with content syndication can be built into the platform and tailored to your needs – anywhere on the spectrum from no automation (i.e., all content to be syndicated is identified and approved by authorized users) to full automation where certain knowledge assets self-syndicate.

The solution is technology agnostic and can syndicate many types of content on many types of cloud-based or on-premise platforms.

About iTalent Digital

iTalent Digital is an innovative global woman- and minority-owned SaaS software products company and digital transformation consultancy headquartered in San Jose, California. It helps companies achieve exceptional business outcomes through a suite of digital transformation services such as enterprise collaboration, personalization and unified search, business insights and analytics, cloud and software development, and Change as a Service (CaaS).