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.

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.
ICS is an unprecedented solution that allows companies to synchronously syndicate and surface content on multiple platforms, bi-directionally. Many of the knowledge assets created today (discussion, articles, blogs, ideas, videos, etc.) speak to how things work together and are relevant to more than one product or use case. 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 the content were in just one repository.

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.

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 digital consulting and software engineering company headquartered in San Jose, California. We help companies achieve exceptional business outcomes through a suite of digital transformation services such as enterprise collaboration, unified search and relevancy transformation, business insights and analytics, cloud and software development, and digitized change management.