



Is Your Content Where it Needs to Be? Acquia Content Hub Enables Assets to Be Discovered, Distributed and Normalized Across Your Network of Sites

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Introduction

Over the last two decades, the migration to digital and the consumer mandate for a personalized experience has combined to produce an explosion of content creation. According to Newstex, in 2013, 5 exabytes of content was created every single day. That's 1,000,000 terabytes worth of content every 24 hours. Looking at just YouTube, over 400 hours of video is uploaded every minute.

That staggering number isn't hard to believe when large enterprises have as many as 9,000 content authors within their organization. These thought leaders, subject matter experts, corporate communicators, technical writers, designers, producers and leaders with opinions are scattered through departments and spread out over many locations worldwide, working in a variety of systems but all trying to deliver relevant content to their customers, prospects, fans or colleagues. This explosion of content creation, while fueling multiple digital experiences, has also led to silos. Content can end up locked away with the author or group that created it.

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Introducing Acquia Content Hub

To help businesses better leverage their content internally across their diverse network of content creators and technologies, Acquia has built Content Hub, a cloud-based content distribution and discovery service. Content Hub sits within your existing platform and is separated from your site architecture and presentation layer. It enables the searching and sharing of content across your very different sites, departments, and technologies.

Content Hub connects content “bidirectionally”, meaning that any site can be a publisher, and any site can be a subscriber, so that content can be shared in a highly distributed, peer-to-peer network. Content Hub empowers content curators, managers, and creators to take control of their content with a robust set of content discovery and sharing tools, including:

- Aggregation and normalization of content and data from any enterprise content source or system
- Content discovery tools, including automatic updates and faceted search, to enable enterprise content managers to quickly find relevant content from across an organization
- Syndication and subscription updates in near real time, respecting local changes and workflow rules
- Connectors to enable content managers to access and publish content in their native workflow

For an organization with multiple websites, something as mundane as updating fine-print boilerplate can become problematic, especially in regulated industries like financial services or life sciences, where 100 percent compliance is expected. In the past, these simple changes to terms and conditions could take hundreds of staff hours to track down and manually update or replace.



In addition to distribution, the need for content normalization has never been greater. Content normalization is part of data normalization, which is the process of reducing data into its canonical form. When content is created by different teams in different systems, the content invariably has different terminology, tags and metadata. To effectively share content, this data needs to be normalized so that it aligns with any system within your network. An organization might have its main site running on Drupal but also have additional blogs, commerce sites or other digital experiences running on different platforms. If a single piece of content needs to be distributed across these disparate sites, in order for it to connect correctly across content types and themes, all sites would need to map 1:1, which isn't likely with complex digital ecosystems.

While many tools exist to help manage and distribute content, content creators still struggle with knowing what assets have already been created or acquired, reviewed and approved. Too often, they find themselves wasting time and money creating content that already exists. And while other content systems might pull in content from across an organization's network, the resulting collection of assets can still leave the user with the daunting, time-consuming task of sifting through to find the specific asset they need. A content author needs the ability to not only create and syndicate content, but also to discover what already exists.

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Business Benefits

The current flood of content washing over the world has been fueled by the age of information. Anything you want to know is at your fingertips. But what does this mean for an organization that's looking to take a more strategic approach to content? It means that you need a content service that helps you to reduce risk, save time and ultimately use your content to hit business goals.

Mitigating Risk

It's not enough to just post the appropriate legal documentation to your site; the documentation needs to be maintained and updated across all of an organization's sites and digital properties. Trying to do this site by site leaves too much room for human error. Content Hub is not just for articles but for things like legal documentation and terms and conditions. If any changes need to be made, you can create one updated piece of content and syndicate it out to your network. Content Hub mitigates the risk of out-of-date content.

Saving Time

Digital, while enabling businesses to connect directly with their customer and deliver content in real-time, has inevitably sped things up. Even if you've made the shift to digital, the speed of the web can be overwhelming. In order to be successful, you need to keep up. Thankfully, valuable time can be saved during the content discovery and creation processes. Content Hub is your time saver.

Content Hub lets you distribute new content across your network in one go, instead of having to either send it via email to your network or update each site manually. In addition, the combination of bidirectional functionality and automation allows you to pull in content from your network or other trusted external sources and distribute it automatically based on your search filters.

For existing content, you might first want to be able to determine if the type of content you need has already been created by someone else. The faster you can determine what already exists, and, if appropriate, reuse and redeploy that content, the more valuable, engaging, informative your sites become for your customers. Content Hub speeds time to market with new, content rich sites, and eliminates the costs and time associated with content duplication.

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Key Features

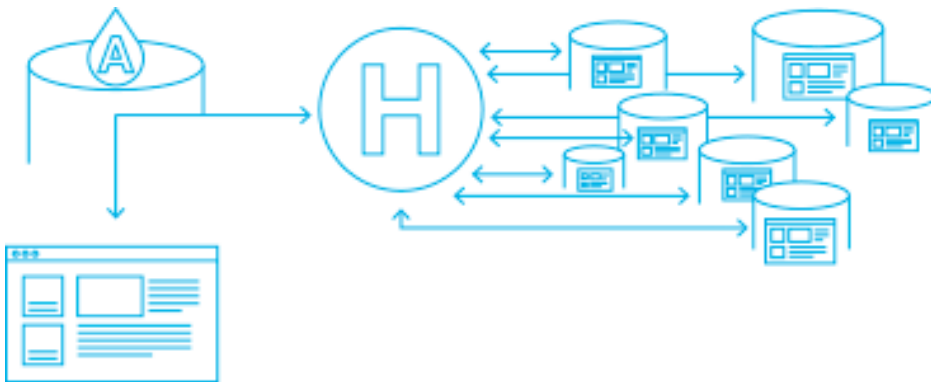
Bidirectional Distribution

The need for thoughtful, relevant and engaging content impacts nearly every aspect of a business. This means great content can happen anywhere within your network. Many content tools syndicate content out but aren't able to send content back to the repository. This can leave valuable content locked away.

Content Hub allows for content to be distributed bidirectionally. This enables users to access all available content from within the network. For example, if you're running a major news site, you are most likely connected to many regional sites and affiliates. When it comes to the news, it's all about who gets the story first. If you're not able to pull in stories from your affiliates, the rest of the network is missing out. This is where bidirectionality comes in.

The primary site distributes the master version of the day's news and the regional affiliates then edit it to suit their local audiences. For example, the primary site might publish an article on Red Sox slugger David Ortiz approaching his 500th career home run, but the local Boston affiliate might be covering the game in real-time. The affiliate is able to update the original article as Ortiz sends another one over Fenway Park's Green Monster. They can then send the updated article back to the repository, making it available to all other sites within the network.

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Normalization of Content

Content isn't limited to one primary website; in fact most major brands are managing over 200+ individual sites, including mobile. Each of these sites require fresh, up-to-date content, but they might have different site architecture, different templates, or even live on totally different platforms. This makes deploying content a challenge. In order for it to populate correctly, typically it needs to map exactly from one site to another with content fields matching on the backend. However, when using Content Hub, content is normalized; Content Hub serves as the central canonical source for all content. This means your content fields can be identified differently from site to site and can appear in a different order. Content is mapped by type, not individually, so once you define your schemas, you can distribute content correctly throughout your network.

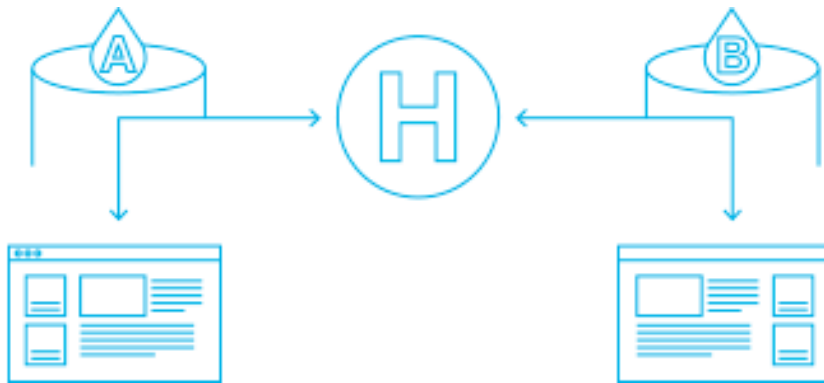
Content Discovery

With the abundance of available content in the typical organization, being able to find what you need is a perpetual challenge. Because you're pushing content out and pulling it from the network, there is even more content to sift through. However, with the right search filters in place, content discovery and even syndication becomes manageable.

By establishing the right filters, you can choose what items to pull in. This could be the newest content or content within a certain date range. It can pull in all content that contains specific keywords, or it can pull in content from particular sources. These filters have the added benefit of automatic syndication from the central content location. Once you identify a source as trusted, you can then choose to auto-publish everything produced to your network.

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Through faceted search, Content Hub helps you find and distribute the right content for your audience, aiding your personalization efforts. An example of this would be if you worked for a major pet retailer as the digital marketer in charge of the entire dog category. This would seem like a daunting task to search through all content related to dogs coming in from sister sites, affiliates, social channels, etc. However, with Content Hub, you are able to pull content by breed through search filters and use it to target specific customer profiles based on the particular breeds they own. Next, to make sure you get the newest content, you set a filter that pulls everything from the last 14 days. Lastly, you also add a source filter to auto-publish anything from several pet bloggers that your company has a partnership with. By setting these three filters, you've drastically reduced the time you'd spend manually curating content for your audience.



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Conclusion

The need for great content that can be easily shared across diverse networks of websites and devices has never been greater. The Age of the Customer and the Age of Content are one in the same; delivering relevant content to the right person, at the right time is the expectation. Content Hub ensures your assets are being fully utilized by everyone in your online network, and that you can meet your audience's demand for content with the best assets possible, as rapidly as possible. Only with intelligent asset storage, automated "discovery," and bidirectional distribution can you meet your organization's ambitious content goals successfully and take control of the content chaos.

LET'S TALK

