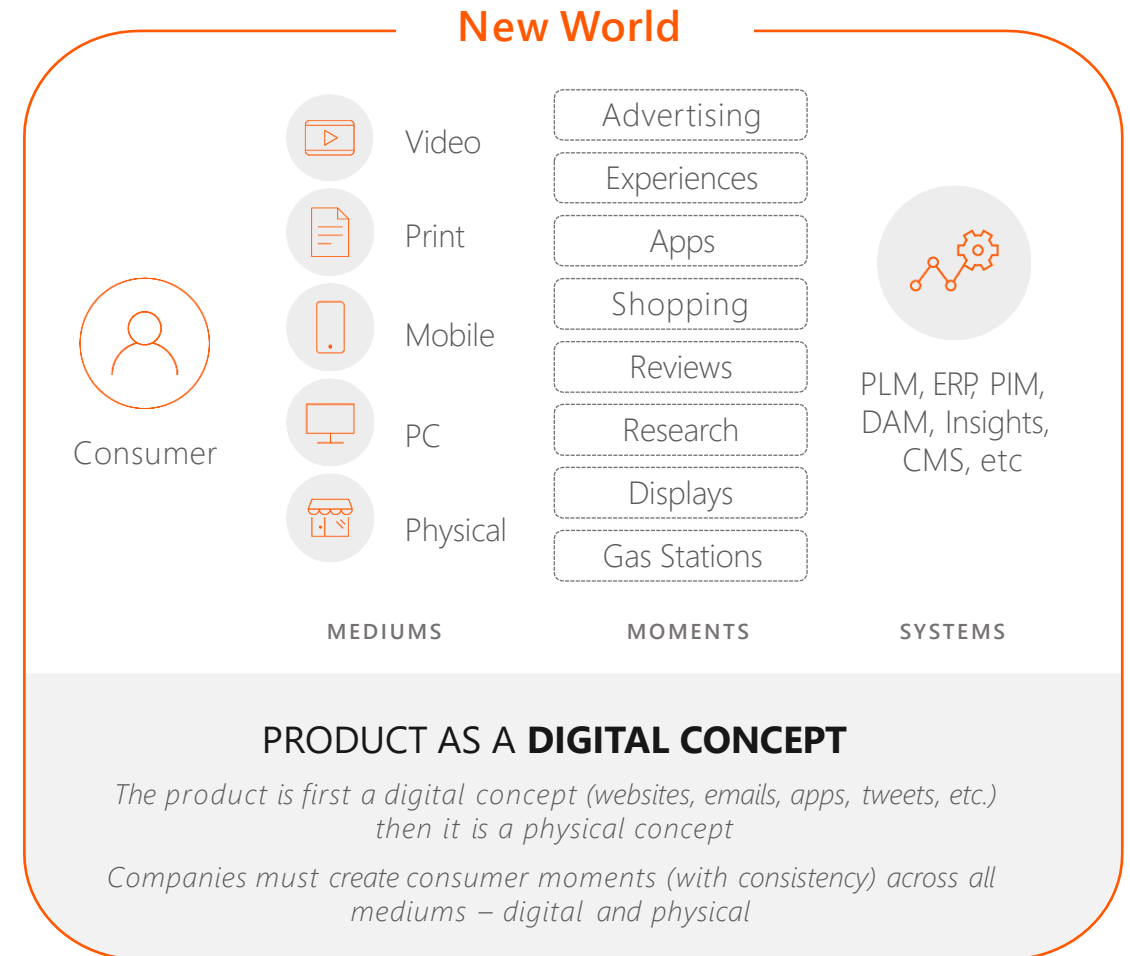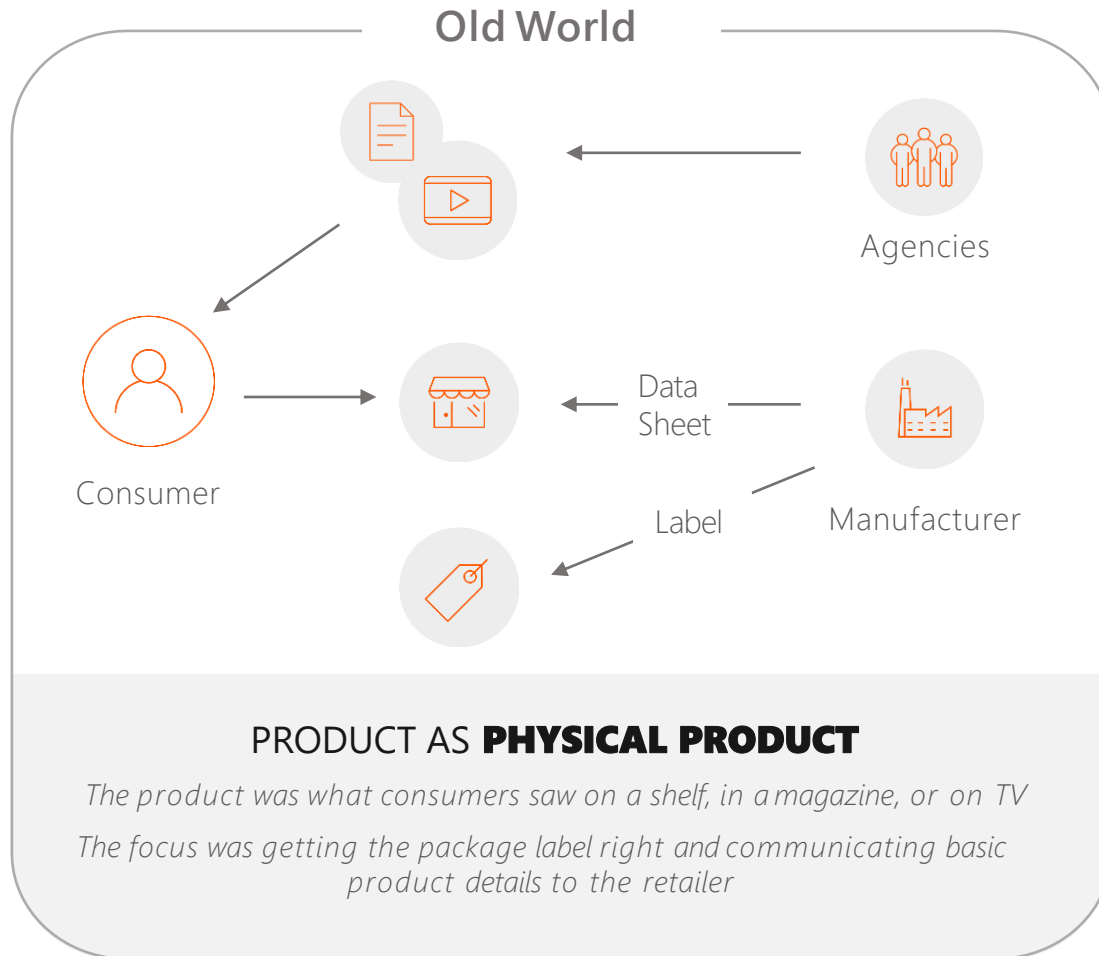avanade

Content Velocity Accelerator

Avanade & Sitecore Content Hub Partner Solution

Content Velocity

Accelerate individualized content experiences by getting started with Content Velocity. Be a leader in asset management with our unique enhanced offering to create personalized content experiences now and for the future.

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Do what matters

Digital is driving a change in how we create and manage assets

Old World

Agencies

Consumer

Data Sheet

Manufacturer

Label

PRODUCT AS **PHYSICAL PRODUCT**

The product was what consumers saw on a shelf, in a magazine, or on TV

The focus was getting the package label right and communicating basic product details to the retailer

New World

Video

Print

Mobile

PC

Physical

Consumer

Advertising

Experiences

Apps

Shopping

Reviews

Research

Displays

Gas Stations

PLM, ERP, PIM, DAM, Insights, CMS, etc

MEDIUMS | MOMENTS | SYSTEMS

PRODUCT AS A **DIGITAL CONCEPT**

The product is first a digital concept (websites, emails, apps, tweets, etc.) then it is a physical concept

Companies must create consumer moments (with consistency) across all mediums – digital and physical

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Do what matters

Digital asset management platforms increase operational efficiencies in several quantifiable areas

Desired Business Outcomes

⬆ Increase Content Reuse

⬆ Increase Marketing Process Efficiency & Effectiveness

⬆ Improve Campaign Effectiveness

⬇ Reduce Marketing Spend

⬇ Decrease Solution Complexity

Business Services

✔ Integrated Services – 'Markets Deployed'

✔ Speed to delivery – 'Engagement to Operations'

✔ Process Standardization – 'Consistent Metrics'

✔ Scalability & Flexibility – 'Shifting Priorities'

✔ Enhanced Quality of Service – 'User Adoption'

Do what matters

Trends in Digital Asset Management (DAM)

Intuitive user experiences

Marketing, Sales and Channel Partners require a better experience, simple search and ease of access to assets

Flexibility

Tools that focus on configuration rather than customization with out-of-the-box functionality are creating flexible implementations. Process suites are increasingly prevalent

Adaptive ecosystems

Business units work within their preferred environments, and seamless integrations between tools can greatly contribute to data automation and brand consistency

Content services

Instead of Technology Stacks companies are moving from a Storage and Application Management Model to a Services Model, focused on speed, value, and context
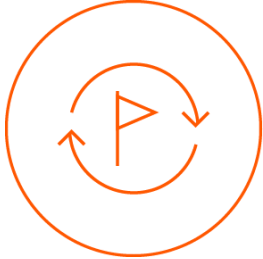
Work in progress

Companies are increasingly looking at where WIP integration fits in against the traditional use case of DAM as final assets only.
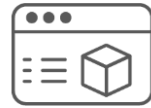
Do what matters

Digital Asset Management (DAM) functionality
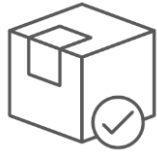
Store

1

Graphical and rich media assets are stored in common location defining a single source of truth

Manage

2

Assets are tagged with metadata to enforce digital rights, enable search and facilitate asset reuse, to deliver on the promise of increased brand compliance and reduced agency spend

Collaboration

3

Facilitate the creative process through controlled sharing of asset collections with key stakeholders

Delivery

4

Asset publishing through a variety of mechanisms, including HTML embed codes or custom API-driven integrations to downstream digital properties and affiliates

Preserve

5

Guaranteed preservation of your digital assets through certified disaster recovery solutions

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Do what matters

Avanade Solution

Sitecore Partner Solution Accelerator

Do what matters

Content Velocity
Content Hub Accelerator

What is our Content Velocity Accelerator for Sitecore customers?

In 8 weeks, we will set you up for success and start you on the path to Content Velocity. With this content hub accelerator, you can optimize your digital asset management process from scratch. Planning, collaboration, and content launch with Content Velocity customers can get moving, configure, and launch Content Hub with Avanade's Content Velocity.

Pressure on content development for marketing teams is being put on by the steady expansion of communication channels, the sophistication of personalization, and client expectations. Businesses are finding it difficult to achieve creative brilliance across all platforms while also keeping accessibility front and center, maintaining diversity, and monitoring brand consistency.

Companies will save time and money, improve the efficiency and accuracy of their workflow, ensuring that the correct assets are being used in the right way by centralizing and streamlining the administration of digital assets.

Do what matters

Content Velocity Accelerator

Realize the Benefits with the Content Velocity Accelerator

Having a branded content velocity solution means you can create, manage, and distribute your content quickly and effectively. This helps you to stay ahead of the competition and meet the demands of your target audience.

Managing assets with a process that fits your business is critical to ensuring that your content is organized and easy to access. A tailored taxonomy and faceted search functionality can improve the searchability of your assets and help you find the right content faster.

Solutions to Your Challenges Today!

- Get up and running with a branded Content Velocity at pace
- Manage assets with a process fit for your business
- Increase asset searchability with tailored faceting and taxonomy
- Adapt user needs with custom security and easy access
- Enhanced time-to-market with bulk asset management
- Automated media processing for an omnichannel outcome
- Leverage best practices to build a strong foundation for the longer-term business goal!

Be Prepared For the Future!

- A solution blueprint supporting the growth of the platform in line with your business.
- Whether it's 1k assets or millions of assets, we have a migration approach that will fit your organizational practices
- Training is important, but business change and process is key to long term stability and success which we can provide
- It's a SaaS platform, so integration ease is at the forefront. We will formulate an approach with your external systems
- Are you a global business with specific regional requirements? We will give you approaches on how to establish localized and regional needs

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Do what matters

Successful implementation requires a holistic program to realize results

| STRATEGY | ENABLEMENT | GOVERNANCE | CONTENT EXCELLENCE | TECHNOLOGY IMPLEMENTATION | SERVICES |

1   **2**   **3**   **4**   **5**   **6**

1 — Definition of the program and prioritization of needs and capabilities in your ecosystem to deliver best-in-class capabilities along a supported roadmap and value case.

2 — Recognize and plan for the organizational and individual change processes that DAM brings and develop mature communication, training and measurements for successful adoption, including planning for role changes and driving organizational change management.

3 — Setup the standards, policies, processes, organizational support and metrics to ensure control and compliance without rigidity.

4 — Design a sustainable operation based on best practices and business priorities. Identify enhancements and measure to improve efficiencies and reuse.

5 — Future proof investment to the roadmap; ensure scalability, interoperability, flexibility of platform to grow to your needs aligned with vendor capabilities.

6 — Define and stand up ongoing runtime operational support across technical and functional needs, including librarian and functional expert support.

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Do what matters

Outputs of the Accelerator

Reaching Content Velocity

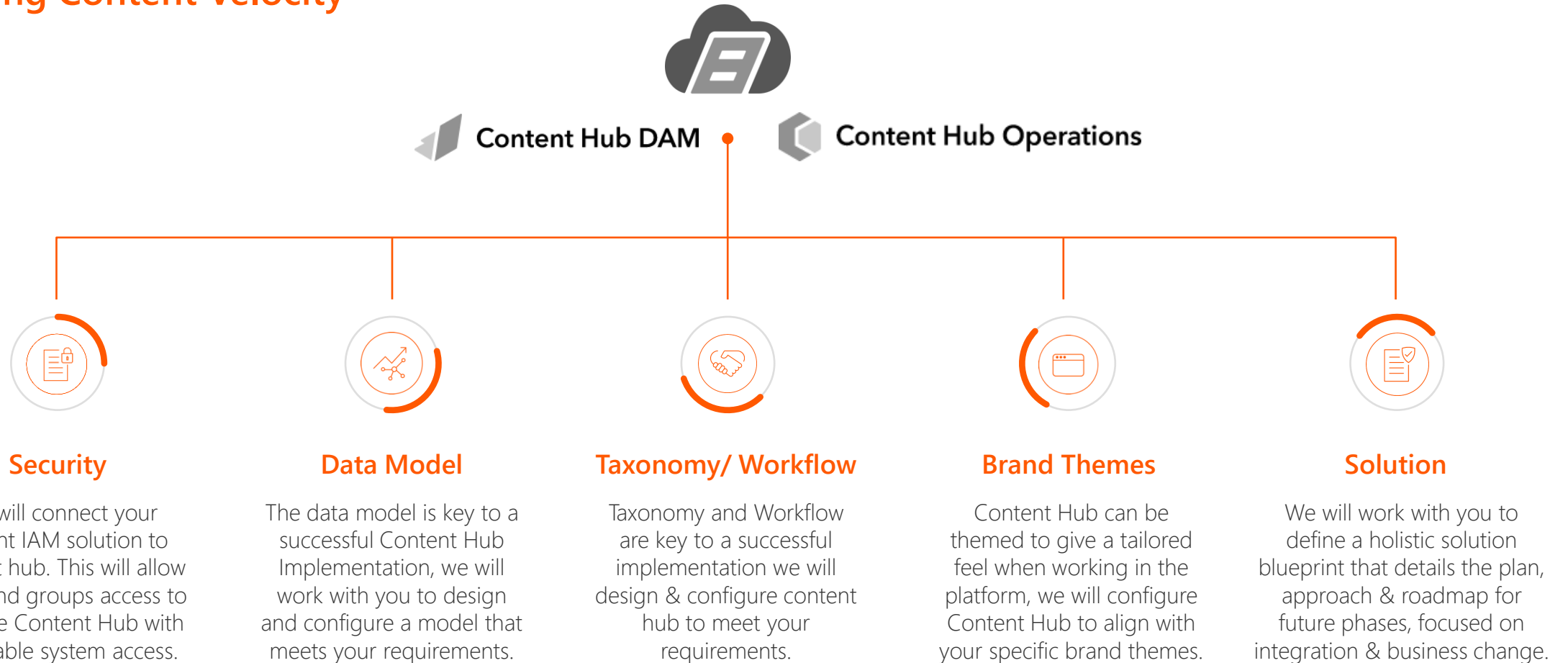Content Hub DAM   Content Hub Operations

Security

We will connect your current IAM solution to content hub. This will allow users and groups access to Sitecore Content Hub with applicable system access.

Data Model

The data model is key to a successful Content Hub Implementation, we will work with you to design and configure a model that meets your requirements.

Taxonomy/ Workflow

Taxonomy and Workflow are key to a successful implementation we will design & configure content hub to meet your requirements.

Brand Themes

Content Hub can be themed to give a tailored feel when working in the platform, we will configure Content Hub to align with your specific brand themes.

Solution

We will work with you to define a holistic solution blueprint that details the plan, approach & roadmap for future phases, focused on integration & business change.

Getting Started Together

Avanade | Make what matters

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Do what matters

Accelerate your content – Take charge of your **content lifecycle**

Inspire
1-hour conversation

Let's talk about the trends impacting our clients in your industry and how we help them make what matters to accelerate growth.

Ideate
2–hour workshop

Our experts will lead a collaborative session with your team to uncover opportunities and converge on key business goals to begin designing a journey to Content Velocity.

Content Velocity Accelerator
8-week commitment

Ready to accelerate your content management solution? Let's bring our experts and your teams together for 8-weeks to accelerate the blueprint to unify, plan, create and manage, to ensure that you can meet consumer demand and stay ahead of your competition.

BUSINESS CASE | ROADMAP | CONCEPTUAL ARCHITECTURE | PROOF OF VALUE

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Do what matters

Getting started

Key Phases of the Accelerator

Scoping & Planning

Content Modelling & Processes
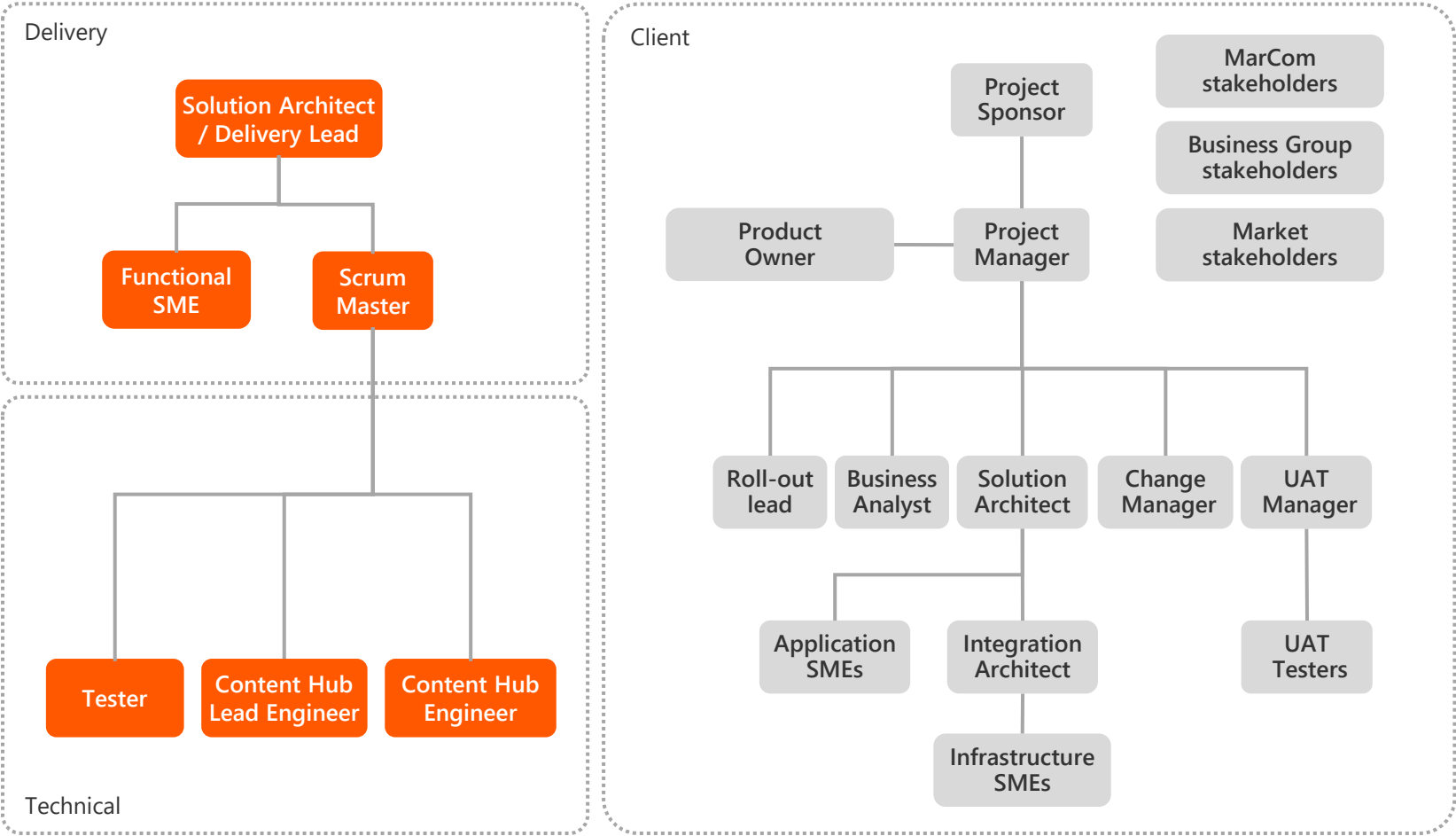
Solutioning / Approach MVP + Future Phase

MVP Build

Do what matters

Activities & Deliverables

Plan of approach

| Setup & Interviews | Design & Build | Test & Support |

Content Hub Accelerator Implementation

timing:

Kick-off | wk 1-2 | wk 3-6 | wk 7-8

Activities & Deliverables

- Review & agree governance model
- Review existing DAM strategy documentation and data
- Setup development processes
- Review technical documentation

- Define Content Hub related designs via workshop sessions
- Standup Content Hub platform
- Configure Content Hub entities, pages, processes and management features
- Implement agreed enhancements
- Development testing phase

- Client UAT & technical support
- Hypercare support prior to go-live and deliverables:

Deliverable:

- ➤ Commercial proposal/High level project plan

- ➤ Agreed ways of working and analysis outcomes

- ➤ Content Hub stand-up & configuration complete

Deliverables:

- ➤ Content Hub installed and DAM running
- ➤ Phase 2/3 roadmap/business case
- ➤ Solution blueprint

Do what matters

Content Hub Accelerator

Core Delivery Team and Key Roles

Workshop Details

Summary of Activities

As-is Asset Management Workshop

Goal: Insight to understand current asset management setup and processes.

Workshop activities include overview of the current asset management and editor processes. Discuss and review challenges & gaps with the current platform and the objective for the new platform.

Preparation: Client will share up-front any documentation or access to the current asset management, data and processes.

Technical Design Workshop

Goal: Review & align on architectural, security and automated processes required for the new platform. Review & agree client IT governance and processes.

Workshop activities include review & agree the new platform architercture and technical design decisions. Review platform objectives in line with the client IT strategy.

Preparation: access to IT documentation relating to IT governance will be shared by the Client before the workshop.

Content Hub & Data Modelling workshop

Goal: Review & agree on Content Hub core platform features and designs led by Content Hub best practices.

Workshop Activities include a review of the Content Hub platform and design & align on different areas including data modelling, workflow, security groups and media processing needs.

Preparation: prepare for a disucssion on existing DAM processes in order to define the new processes.

DAM editor UI & Usability workshop

Goal: Identify design and editor usability flows for Content Hub. These will be based on OOTB portal page designs and themes.

Workshop activities include walking through Content Hub themes and page designs and agree on best practice recommendations.

Preparation: details 2 user groups and type of usage, access to editor environment to determine Content Hub required configurations.

Do what matters

Do what matters