The Value of Content

Crafting the perfect content takes considerable time and effort. But what happens to that content — how it’s managed, disseminated, and refined — is equally important. Because content is much more than merely a collection of words and images; it is an asset to be valued and protected.

Sapient’s Content Management & Collaboration Solutions create a powerful, collaborative environment, where, by focusing on distribution, management, and governance, the integrity of your content is ensured. Our solutions feature simple, yet engaging interfaces that not only aid in driving adoption and compliance, but reduce costs through more efficient asset sharing, revisions, and approvals. Our systems can be easily incorporated within most technical infrastructures, and, by operating in a real-time environment instances of human error are significantly reduced.

Sapient are experts at Content Management & Collaboration. And it is that expertise that will enable your organization to not only connect more effectively with consumers, but to each other.

With Sapient there’s a difference. And how.

While the digital world offers a bounty of opportunities, it also poses a dizzying array of questions. Our job is to help you address those questions, navigate around them, and guide you towards taking advantage of those opportunities. And how we go about doing this is what truly makes Sapient unique. It is the manner in which we combine our processes, tools, and the talent of our people, that allows us to answer your pressing questions in the following focus areas.

“Our Sapient team exemplifies all one could hope for in a strategic partner - capable, committed, professional, and totally focused on results. Simply stated, we would not have succeeded without Sapient.”

Anne Margulies, Former Executive Director, MIT OpenCourseware
### RICH MEDIA MANAGEMENT

Every day the digital experience becomes more immersive, which makes for a stronger more lasting connection between consumers’ and the brands they love. Rich Media makes that possible. Sapient can help you leverage and manage rich media through:

- Rich media content strategy
- Digital asset management
- Multi-media search
- Rich media content governance
- Marketing/advertising management

### ENTERPRISE PORTAL

While we’re all focusing on taking that mildly interested site visitor and turning them into a loyal customer, we can’t lose sight that there’s another group of people that make all of your efforts possible: your workforce. Providing them with the tools and information they need to do their jobs more effectively is always paramount, and this is how we can help make that happen:

- Enterprise portal development
- Information workplace design
- Team collaboration
- Knowledge management
- Expertise location
- Document management

### INTELLIGENT CONTENT DELIVERY

Getting something from point A to point B isn’t always as easy as it sounds, especially when you’re talking about vital content. We can ensure that the right content gets to the right person in the right format via the right channel and on the right device. Here’s how:

- Content aggregation & presentation
- Multi-channel delivery
- Language support
- Personalization/targeting
- Conceptual search
- Topic-based authoring

### ENTERPRISE CONTENT PLANNING

There’s no such thing as having too much information. Although, if your job is to organize and manage that information, it can certainly seem that way. Sapient can help you organize, manage, and store that information, thereby avoiding compliance and productivity issues by:

- Enterprise content governance
- Enterprise content strategy
- Information lifecycle management
- Master data management
- Content analytics

### COMMUNITY & COLLABORATION

Social media, and the conversation it has spawned, is a conversation that you can’t afford not to be in on. We can help you take advantage of social media and create viral marketing efforts, while managing user-generated content, and protecting your company’s hard-earned reputation via:

- User-generated content management
- Community management
- Social networking
- Reputation management

---

### ABOUT SAPIENT

Sapient is a global services company that helps the world’s leading brands solve their business problems. We are comprised of two business groups. Sapient Interactive specializes in the creation, development, and implementation of interactive brand experiences. Sapient Consulting provides business and IT services that include strategy, process and systems design, and outsourcing.

Sapient was founded in 1990, is headquartered in Boston, Massachusetts, and our 24 offices span North America, Europe, and Asia.

---

### Core Capabilities

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Business case development</th>
<th>Business requirements development</th>
<th>Collaboration strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Enterprise content strategy</td>
<td>Rich media content governance</td>
<td>Rich media management</td>
</tr>
</tbody>
</table>

### User Experience Design

- User research and persona development
- Multi-channel user interface design
- Business user interface design
- Prototyping and usability testing

### System Development & Integration

- CMS and portal implementation
- Personalization and Identity Management
- Technical architecture, infrastructure and capacity planning
- Legacy system integration

### Organizational & Process Design

- Content and technical governance definition
- Editorial workflow definition
- User adoption management
- Collaboration and community management

### Outsourced Management & Support

- Content development and media creation
- Content management and hosting services
- System support and maintenance
- QA and testing services

### WHO WE DO IT FOR

- Chicago Public Schools
- Enbridge
- Janus Capital Group
- Liberty Mutual
- MIT OpenCourseWare
- Royal Bank of Canada
- Royal Mail
- Stop & Shop
- The Hartford
- U.S. Marine Corps
- Yale School of Management
- Vodafone
- Wyeth

### CONTACT US

For more information, please contact us at: 1-617-963-1465 or collaboration@sapient.com

---

sapient.com/collaboration