



# **How a Content Orchestration Engine Can Transform Customer Experiences**

**Cognizant<sup>®</sup>**

**Customers increasingly expect experiences that are simple, intuitive and tailored to their unique needs.**

**Across every sector, new market entrants – unencumbered by legacy systems and business models – have rapidly combined technology, data and human-centered design to redefine customer journeys, experiences and expectations. To stay ahead, legacy brands must modernize the strategies, skills, processes, technology and data that power their content and marketing supply chains.**

**One of the biggest barriers to this is the fragmentation of teams and suppliers across departments and geographies, encouraging ways of working that are both inefficient and inconsistent in terms of the experiences they create for customers.**

Content operations are becoming increasingly complex. With changing customer expectations, comes a growing need to keep generating a constant stream of large volumes of content. Almost every organization that exists today is grappling with various facets of this development. It's essential to invest in optimizing content supply chains, using the right tools and technologies for effective management and delivery of content at scale.



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## Deliver High-Quality, Personalized Content at Scale

Building an effective and efficient content orchestration engine reduces internal barriers and allows rapid simplification across every system that needs to interact with each other within teams. A single, integrated platform that is capable of managing new requests, workflows, production, quality and post-production analytics all at once can streamline content operations rapidly and at scale for delivering the right content at the right time using the right channels. Combined with data, insights and a change management approach, this can make the entire ecosystem inference-driven, customized to business KPIs, intelligently automated and well optimized, giving the right results.

By implementing a content orchestration engine for a global pharma client, we achieved 50% cost savings in production, 30% faster time-to-market for websites and delivery channels with 40% reusability of creative assets. We also managed a 45% increase in productivity and 20% faster time-to-market for streamlining campaign operations for a major personal care brand.

Other benefits we have unlocked include:

- Improved visibility and transparency across content operations
- Platform consolidation across project management, content management and regulatory / compliance management
- Improved customer experience satisfaction

## Simplify Content Operations with Work Management Platforms

Content orchestration engines, such as Workfront, can be customized to unify fragmented systems into a cohesive unit and help save time on managing and simplifying content operations. Additionally, they can accelerate time-to-market and allow greater investments on bigger picture strategic thinking such as truly understanding what customers need or want and what drives marketing to perform better. They can even provide the scope for innovating with new products or services and optimizing marketing performance for driving efficiencies and ultimately gaining better ROI from all content investments.

In the life sciences sector for example, an important step in the content lifecycle is Medical Legal Review (MLR) compliance. MLR is a mandatory step of the compliance adherence process before any piece of content can get published anywhere. However, before anything can go for an MLR on Veeva Vault PromoMats, business teams have to be aligned with regulatory compliance teams on progress, activities, risks and internal approvals. A content orchestration engine can help integrate reviews and iterations seamlessly within a single ecosystem.

## In Conclusion

Content orchestration engines can rapidly accelerate your ability to manage increasingly complex content and marketing operations. Investing in the right technology at the right time can make every part of supply chains work in a simpler, faster and more efficient way that reduces redundancy and inconsistencies, and ultimately enables greater effectiveness.

For more information on how to optimize content supply chains and build an orchestration system with tools such as Workfront, request a demo or a workshop with us today.

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### About the Author

#### Chris Deary

Chris Deary is the Head of Content & Marketing Services, Europe for Cognizant's Digital Experience practice. He has more than 15 years of experience designing, building and running content and marketing operations for some of the world's biggest brands across every sector, from life sciences and financial services to retail, media and non-profit. He has worked in multiple roles, from strategist and creative, to production, distribution and analytics, giving him a holistic, 360-degree view of the content and marketing supply chain. He has a degree in History from the University of Manchester. Chris can be reached at [Chris.Deary@cognizant.com](mailto:Chris.Deary@cognizant.com) | <https://www.linkedin.com/in/chrisdeary/>.

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### About Cognizant

Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at [www.cognizant.com](http://www.cognizant.com) or [@cognizant](https://www.cognizant.com).



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