

Content delivery

Data Sheet



No matter how well your content is being managed, if the delivery of that content is flawed, all your efforts have been in vain. That's why Tridion® ships with a range of powerful content delivery options.

Content needs to be delivered in a wide variety of formats. Online delivery is today's number one priority for most organizations, but printed materials continue to have an important role to play – in some industries it's still the primary form of information delivery, with documents of 1,000 pages or more.

With its single-source publishing, Tridion managed content can be delivered in any type of output format – and in any language – allowing content to be authored once and then converted into many published output types.

It supports dynamic, personalized and responsive web delivery, API-based access to content, XML or JSON output, RSS streams, XML output, static HTML, Help files, eLearning, all the way through to automatically formatted and designed accessible PDF or print output.

Tridion can quickly resolve your content delivery challenges and keep up with the most demanding global business content requirements.

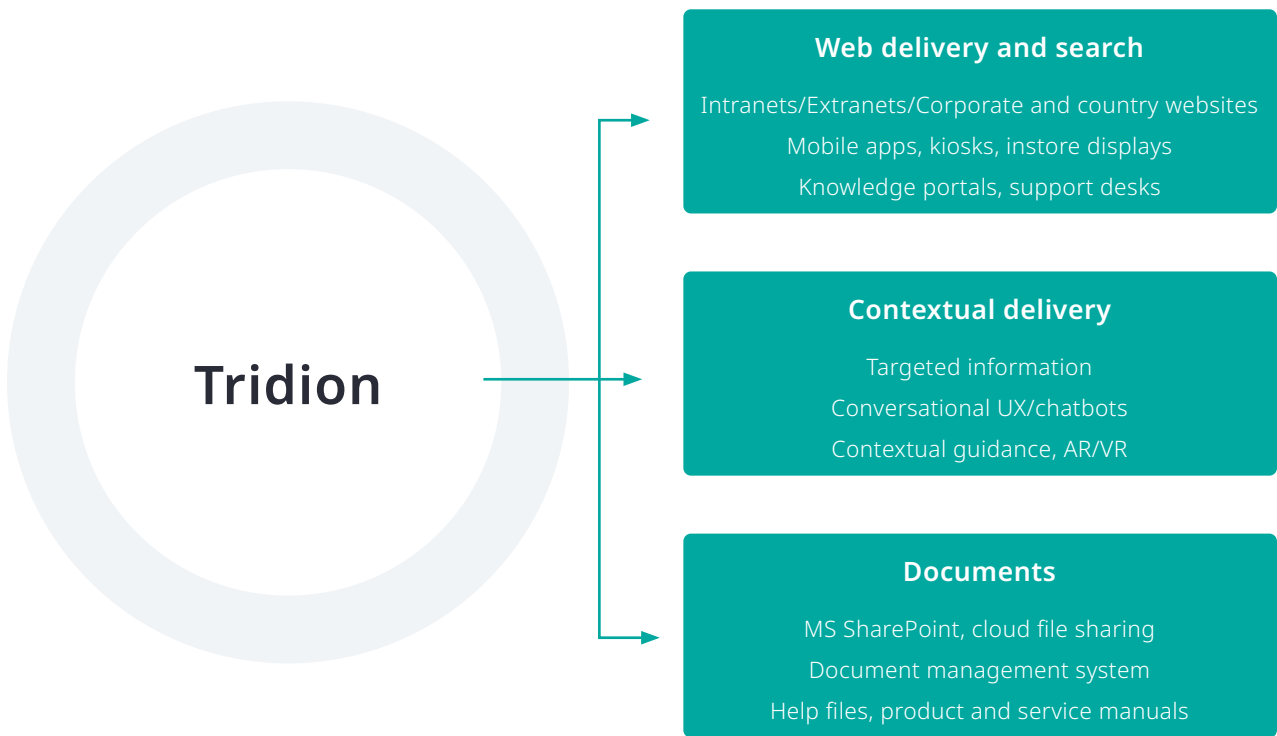
Create Once – Publish Everywhere (COPE)

With Tridion you create and manage your content once and publish it wherever it needs to go.

It supports:

- **Web delivery** – using templated or headless options
- **Contextual delivery** – matching content with data points and channel characteristics
- **Document and file delivery** – with automated layout options





Online delivery

Tridion supports online delivery through a system component called Dynamic Experience Delivery (DXD). DXD is an online publishing platform that underpins your websites, mobile sites, support portal, mobile apps, single page application (SPA) and any other type of online delivery – including IoT devices.

It supports the delivery of all information types supported by Tridion – ranging from engaging customer-facing web content, in-depth information (such as DITA-based documentation for your products), all the way through to information managed in systems connected to Tridion (such as your backend DAM, PIM, Commerce or even CRM system). It serves up content in very small chunks, also referred to as 'content fragments' or 'atomic content', to support bite-sized, highly relevant, device-optimized experiences.

DXD is built on a modern microservices-based architecture to ensure it easily scales with your publishing volumes. Access to content in Tridion is offered through a modern GraphQL based API, offering outstanding performance and future readiness for any digital touchpoint. Besides content, it provides search capabilities, access to taxonomy information, and a range of other features that help you deliver personalized content, faceted navigation and contextual guidance to deliver a great digital experience.

To ensure high-performing experiences on a global scale, DXD allows the use of a Content Delivery Network (CDN) of your choice.

To ensure optimized digital experiences for Chinese visitors, delivery of online content behind the Great Firewall of China is supported through our DX Accelerator for China.

Content delivery

Formatted PDF and print delivery

For in-depth information that requires document-based output, content delivery to file-based formats is also fully supported. In fact, Tridion offers a wide variety of automated formatting and publishing options:

- **Antenna House Formatter** – this option automates the printing of multilingual content to multiple PDF formats. Style sheets determine the look and feel of the output, eliminating the need for manual desktop publishing (DTP). This shortens the time taken to reach global markets and dramatically reduces costs – both for source and target language publishing.
- **XPP** – this high-speed, high-volume professional automated publishing engine produces superb quality PDF and Postscript output in over 30 languages – applying consistent page layouts and branding across the language variations. It supports automated publishing of extensive documents in the most demanding environments.

File-based delivery

In some cases, content needs to be delivered in file-based formats to support data interchange between systems – output file types such as XML, Markdown, SCORM or Help files, which can all be supported in an automated manner.

Extensible and configurable

Tridion's publishing capabilities are highly configurable and extensible. You have options for pre- and post-processing of content during the output process, such as content validation or post-delivery to an external system, and Tridion can scale up to handle any volume.

- For online delivery, DXD provides options to query any information source that is connected to Tridion through the Tridion Integration Framework, and use its content as part of the output process.
- For other outputs you can easily use one of the 50+ existing plugins available as part of the DITA Open Toolkit, develop your own, or engage with one of many service providers and vendors.

Regardless of output type – Tridion has it covered.

To learn more, visit
rws.com/tridion

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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