



# The Content Supply Chain

Mapping your end-to-end content journey  
to deliver real business benefits



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## Why content matters

**In a digital world, companies are now highly dependent on their ability to develop, manage and distribute content to their employees, partners, customers and prospects. And to do so quickly, efficiently, and at scale.**

Content matters because it's the quality, accuracy and consistency of that content which helps shape an individual's perception of a brand. And goes on to influence their experience, opinions and subsequent actions.

However, as anyone involved in creating, distributing or updating digital content, or any other content management task in an enterprise will tell you, consistently delivering a great content experience isn't easy.

Managing the processes that control the flow of content through the end-to-end-content journey is challenging as the processes involved in providing an excellent experience, across all the different touchpoints in a customer's digital journey, are multifaceted and interconnected. While some have mastered it, many others were still coming to terms with the complexities involved.

If your content supply chain doesn't work efficiently it can significantly impede your ability to satisfy customer or stake holder needs – which impacts customer satisfaction, company performance, and ultimately revenue.



“ 80% of companies believe Content Supply Chain challenges impede their ability to deliver on top business objectives.

Source: Forrester

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# How we can help

The RWS Content Supply Chain Advisory Service has been developed to help you optimize your content production so it is more efficient and effective.

With a tried and tested consultative approach, we analyse your content ecosystem and content flows to provide you with a strategic roadmap and tangible action plan. These will help you prioritize and optimize your content flows, identify ways to increase consistency, and help you improve connectivity throughout the entire content journey.



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# How it works

**Our Service focuses first on your business goals and overall vision to determine the key commercial imperatives and strategic needs of your Content Supply Chain.**

The Service is delivered by our business consultants and includes:



### Discovery Call

Review current documentation and objectives



### Process Mapping

Identify key constraints, pain points and opportunities for increased efficiencies and savings



### Advisory Intake Workshop – focusing on your organization's business goals:

- Vision and culture
- Stakeholders and key resources
- Content flows
- Supply chain
- Content ecosystem
- Stakeholder KPIs and success metrics



### Key Findings Report

- Strategic goal
- Existing obstacles
- Business impact
- Areas of improvement



### Optimization Roadmap

- Specific recommendations
- Engagement timeline
- KPI mapping
- Suggested timeframes

Once the Advisory Intake is completed, we prepare a report containing the findings and our recommendations.

The Service is typically delivered by a project team tailored to your specific needs, with a dedicated point of contact over the course of four business weeks. The duration can vary based on customer size and complexity.

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# What do you get?

The RWS Content Supply Chain Advisory Service provides you with a strategic roadmap and tangible action plan that is focused on your business goals – to prioritize, optimize and increase connectivity throughout the entire Content Supply Chain – across people, processes and technology.



Review your business strategy and how to align your existing Content Supply Chain with it better.



Identify obstacles and business impacts resulting from your current utilization of the Content Supply Chain and the larger content ecosystem.



Suggest areas for improvement in order to reduce complexity and maximize both the efficiency and agility of your current processes.



Provide a strategic roadmap with short and long-term recommendations for optimizing content creation, translation and delivery.



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**In our experience, 70%+ of the opportunities that come from process deficiencies are deeply embedded within the business – you can't change what you don't know is there!**

Rachel Lindley, Account Director, RWS Group

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# Why us?

By working with us you can leverage our methods, tools and extensive experience with customer implementations across diverse industries and geographies.

We've helped 90 of the top 100 brands drive real business improvements by unlocking the power of their Content Supply Chains.

We can do the same for you.

**If you would like to explore how we can analyze, audit, and optimize your content flow to help you deliver high-quality content quickly, reliably, and cost-effectively please visit [rws.com/content-advisory](https://www.rws.com/content-advisory)**

### 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).

For further information, please visit: [www.rws.com](https://www.rws.com)

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