



Partnering to provide innovative
global content solutions



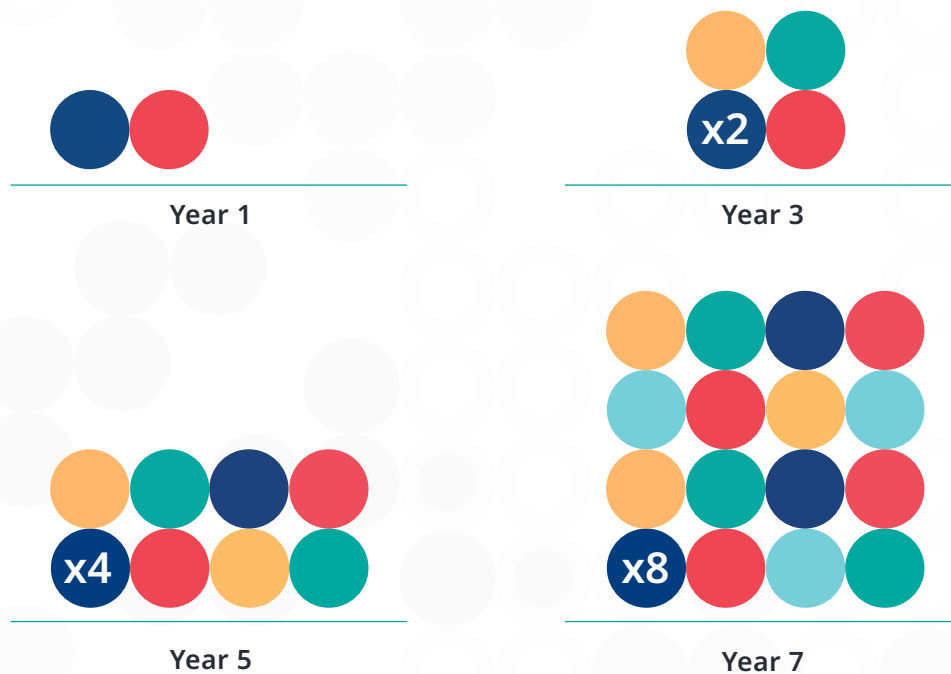


Tridion is an intelligent content platform that enables companies to activate content for employees, partners, and customers by optimizing content processes at scale.

Content explosion

Today's global enterprises struggle to manage content for strategic initiatives such as digital transformation, user engagement and sophisticated digital projects. This, combined with growing consumer demand for more personalized content, is causing the amount of global content to double every two years.

Content is doubling every two years





Content chaos

This explosion in content volumes, content silos and an inability to link and serve up the right content is creating content chaos – with content duplication, outdated processes, isolated information repositories, poor content distribution and a lack of governance. This leads to poor customer satisfaction.


These challenges are having a substantial business impact:

80%
of customers switch
brands because of poor
customer experience¹

Organizations
believe that poor
data quality leads
to an average
\$15M
in lost earnings
each year²

¹ qualtrics.com/blog/qualtrics-servicenow-customer-service-research

² the-gma.com/the-cost-of-bad-dat-a-have-you-done-the-math

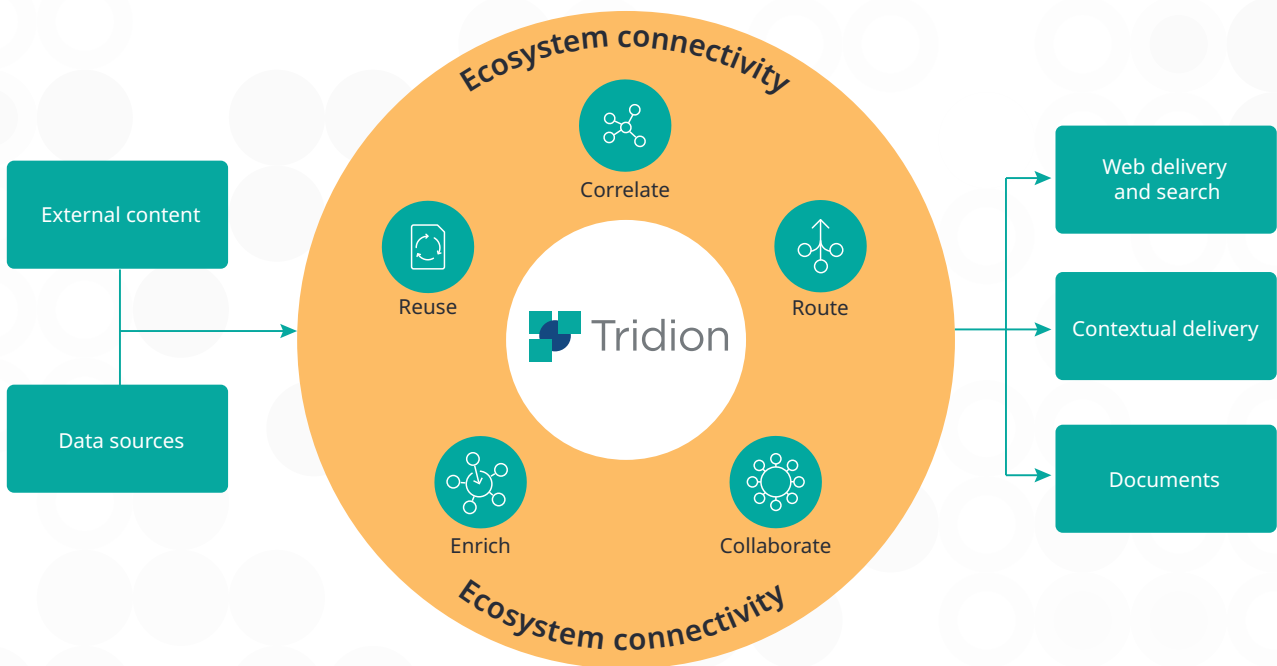


Tridion can help

Tridion has been designed from the ground-up for large and mid-sized global organizations that realize the strategic value of content as a critical business asset.

Tridion provides the scalability that organizations need for global deployment, with an architecture that supports:

- Content management at scale
- Easy collaboration across departments
- The desired level of governance
- Embedded translation features
- High levels of business agility
- Flexible omnichannel delivery



Why choose Tridion?

Designed for large digital transformation projects

With Tridion you can accelerate your clients' digital transformation – equipping them to deliver next-generation digital experiences to their customers, partners, and employees in any language, on any device, anywhere in the world.


Supports the entire content value chain

Tridion enables your clients to manage content across their entire content supply chain – create, translate, deliver – for both internal and external stakeholders. This allows them to regain control over processes and keep their ever-growing volume of content manageable.

Uses structured, componentized content

Structured content is content that is planned, developed and connected outside of an interface – so it can work with any interface. Content is broken down into the smallest parts, or components, with each part holding the characteristics of the topic it represents.

Structured content not only saves a significant amount of time in creating, reusing and finding content, but also drives revenue by delivering an exceptional user experience. Without structured content, enterprises would struggle to stay competitive and relevant in today's digital world.



Tridion use cases

Enterprise Knowledge Hub: centralize business-critical information

Enterprise Knowledge Hub enables employees such as knowledge workers and subject matter experts (SMEs) to create, collaborate, store, share access and blend internal and third-party content. It serves as a foundation to enable next-generation intranets, conversational user interfaces and chatbots for self-service.

With Enterprise Knowledge Hub teams are enabled to:

- Contribute their knowledge through an intuitive, easy-to-use interface
- Store information centrally in a modular, reusable format
- Collaborate with co-workers so information gets reviewed, updated and formally approved
- Expose the right information to employees and partners inside and outside the organization quickly, reliably and on any device
- Mix their own information with content syndicated by third-party providers

Digital Experience (DX) Hub: power exceptional digital experiences

DX Hub centralizes a wide variety of content repositories: DAM for images and video, PIM or commerce platforms for product details, email or marketing automation systems, as well as CRM or CDP systems. As a result, digital marketers can deliver consistent, rich and customized digital experiences across all channels at any digital touchpoint using headless content delivery.

Due to its central location and use of structured content, Tridion is flexible and delivers optimal content use. This means enterprises can reuse, share, filter and deliver multilingual content in any format, on any device and for any brand to engage users and drive sales.

DX Hub allows marketing teams to:

- Aggregate content from multiple repositories to build a 'single source of truth'
- Ensure information consistency by managing content variations in a controlled way
- Tailor the content to the recipient, facilitated by integration with CRM or CDP systems
- Activate the content on any digital touchpoint through headless content delivery
- Improve the overall omnichannel customer experience

Global Website Management: deliver globally consistent, locally relevant content

All markets are different in terms of language, cultural nuance, local buying preferences and preferred digital channels. While the basic information may be the same, it needs to be tailored to different user tastes and preferences around the globe.

Global website management serves this exact purpose by:

- Centralizing all web and mobile sites onto a single platform
- Ensuring global brand and message consistency on any device
- Plugging into larger digital marketing ecosystems using prebuilt connectors and integrations
- Leveraging built-in translations while allowing in-market variations to ensure local relevance
- Delivering engaging, personal experiences worldwide to drive conversions

Technical Communication: create and manage content at scale

Post-sales support is key to maintaining brand loyalty. As the number of products, markets and languages grow, field service and support teams struggle to deliver accurate information consistently and quickly. Technical Communications powers these teams to:

- Create structured, modular content to increase reuse and easily maintain
- Collaborate with subject matter experts (SMEs) on in-depth product information
- Manage content in multiple languages for all markets
- Expedite launches by eliminating expensive desktop publishing (DTP) processes
- Publish anywhere: traditional PDF, service portals, embedded in machines, IoT devices, conversational interfaces and more



Automation and Artificial Intelligence (AI)

Tridion is equipped with Linguistic AI and automation to expedite content processing, understanding and generation, and build a foundation of 'intelligent content' that enables personalized content and targeted delivery.

To deliver rich personalized experiences, Tridion combines intelligent content with an intelligent platform.

Intelligent content	Intelligent platform
<ul style="list-style-type: none">• Structured• Componentized• Reusable• Format-free• Enriched with metadata	<ul style="list-style-type: none">• Multilingual taxonomy management• Automated Smart Tagging for content• Corpus analysis• Dynamic faceted search• Search suggestions
<p>You can think of such 'intelligent content' as atomic content elements that describe themselves in a way that is readable and usable by both humans and AI services.</p>	<p>Semantic AI works with 'concepts' to simulate human-like thinking and behaviour. It matches intent to content, providing content recommendations to boost employee productivity and help customers reach their goals faster.</p>



Why partner with RWS?

Build stronger relations with your customers and grow your business

When you partner with us to offer Tridion, you will start solving some of the most pressing content challenges that your large and mid-sized customers are facing today - which means you will be able to grow your business, have ongoing consultancy work and improve customer retention.

As a RWS partner, you can expect to collaborate with us on digital transformation projects for some of the world's largest brands, whether it's information architecture, integrations or implementation.



Partner training and certification


We provide training and certification on Tridion's complete range of products. As our partner you will receive:

- Access to case studies, white papers and other collateral
- The ability to replay webinars, tutorials and demos
- Training and certification on RWS products
- Real-time updates on the latest products and releases

Those who successfully complete training on Tridion's solutions receive formal certificates and recognition of their skills and expertise with the Tridion-certified logo.

We've got your back

RWS operates a Professional Services (PS) organization that offers you excellent support from across its regional and global teams.



How do I get started?

Be a part of a respected partner ecosystem

Our partners include the best in the world, and we feel immense pride and honour working with them.



Our global partner ecosystem has the expertise and experience to help your customers get the most from your Tridion solution.

Partner with RWS today at
[rws.com/partners](https://www.rws.com/partners)

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our unique combination of technology and cultural expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Our clients include 90 of the world's top 100 brands, the top 20 pharmaceutical companies and 19 of the top 20 patent filers. Our client base spans Europe, Asia Pacific, and North and South America. We work in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors, which we serve from 80+ global locations 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

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