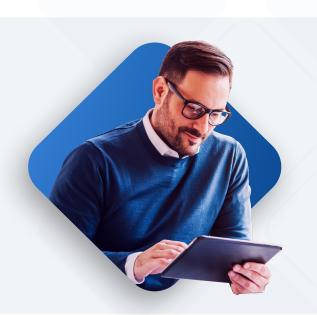


# Overcoming 5 challenges with structured content authoring

Simplify and streamline how authors, expert contributors, reviewers and other content stakeholders create accurate content and keep it up to date.

### Why does it matter?

With limited resources and pressure to produce complex content more quickly, many industries are struggling to meet increasingly strict standards and regulatory requirements.



## 5 key challenges

Working with unstructured content in regular word-processing applications has many issues, including:



#### 5 fixes in one solution

With structured content authoring (SCA) your content creation teams can:





Collaborate through a stable, intuitive online concurrent authoring and reviewing tool – with no special training

Create content as components that are reusable in multiple outputs without duplication





Eliminate the inefficiencies and potential errors of copy/ paste or retyping of content

Reliably capture every edit and comment made – including who made it and when





Work with external stakeholders as smoothly as you collaborate internally

#### Results

Implementing SCA with a solution from Tridion or Fonto gives you:



in content development and localization costs<sup>1</sup>



of content after 5 years<sup>2</sup>



audit trails



in efficiency on a yearly basis<sup>1</sup>

- 1 Source: Tridion client data
- 2 Crimson Consulting Group, "Quantifying the Benefits and High ROI of Tridion Docs"

Transform content creation with structured content authoring from Tridion or Fonto

Learn more



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