



Transforming Assessment with
an Ancient Idea.

The power of Lifecycle

October 10, 2019

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20 minutes

“Time spent to locate a document is
equivalent to commercial ad time during a
single hour of television”

- *Gartner Research*



CONTENT MANAGEMENT

The Evolution



CONTENT MANAGEMENT

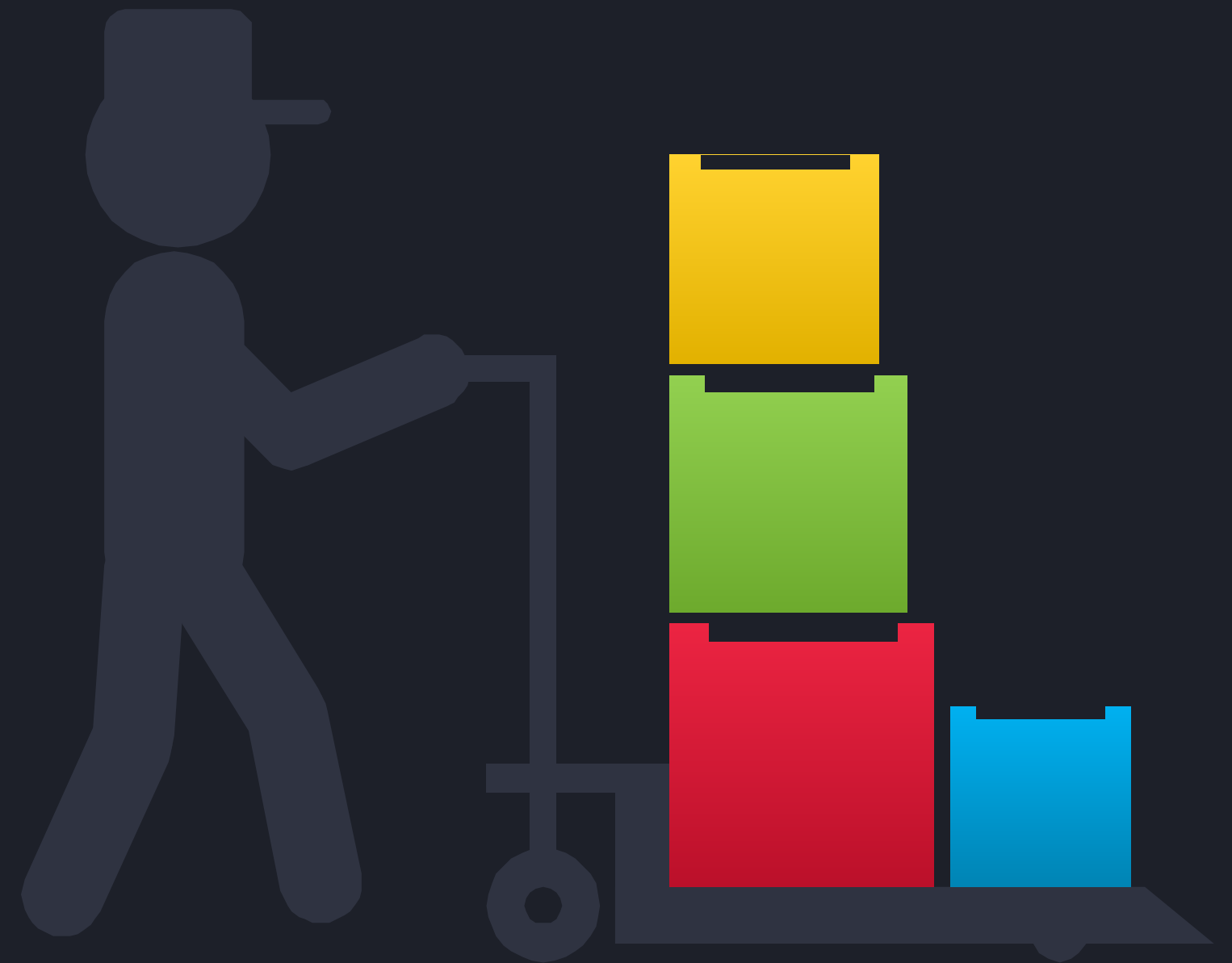
Where is the value for you?

CONTENT

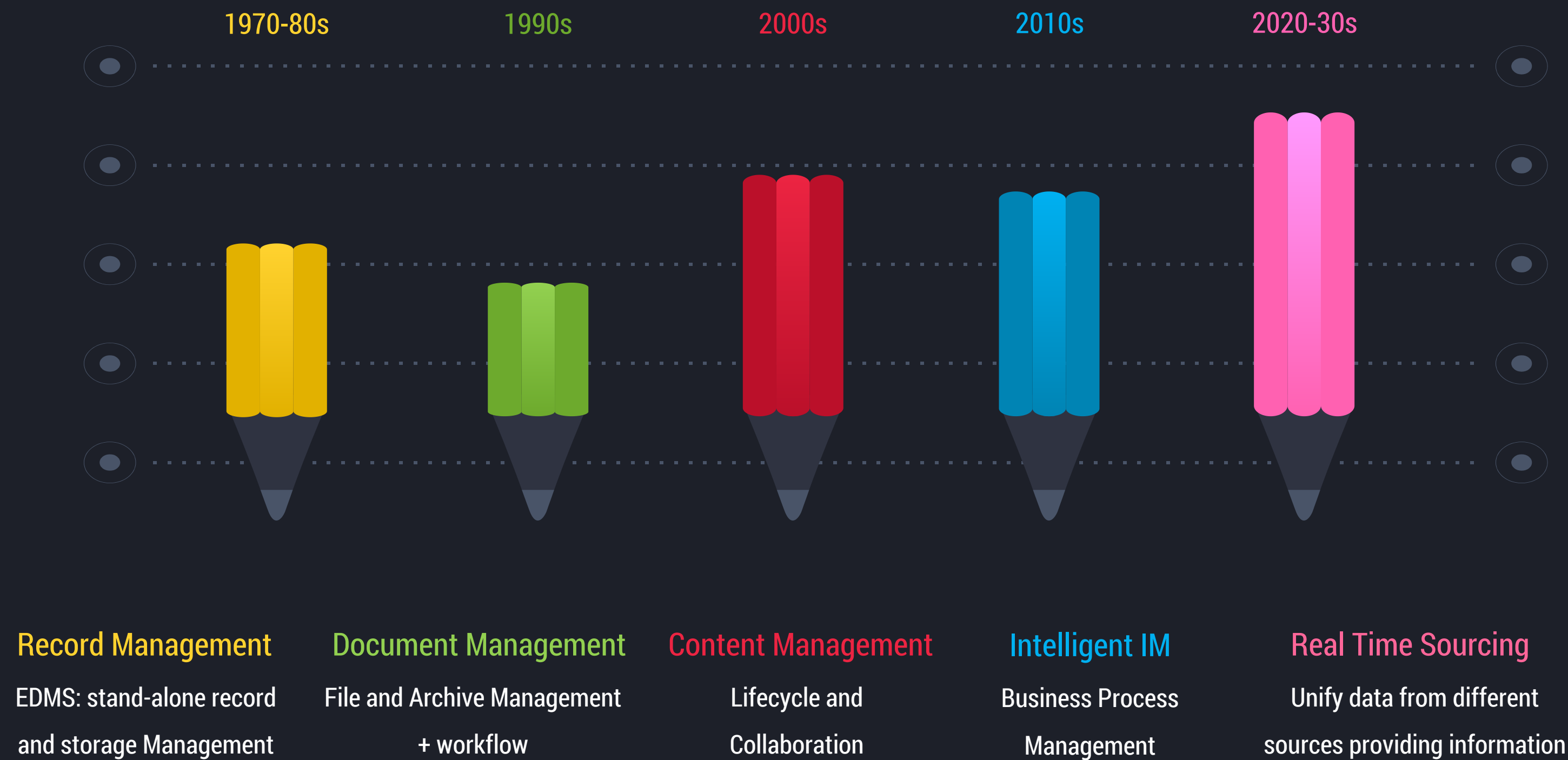
+ METADATA

+ TIMELINE

= INFORMATION



EVOLUTION



CONTENT MANAGEMENT

What is it today?



Search & Metadata

Comprehensive content classification that enables for better search and reporting



Workflow

Full-scale business process management system built right in



Lifecycle

Records management grade content lifecycle management

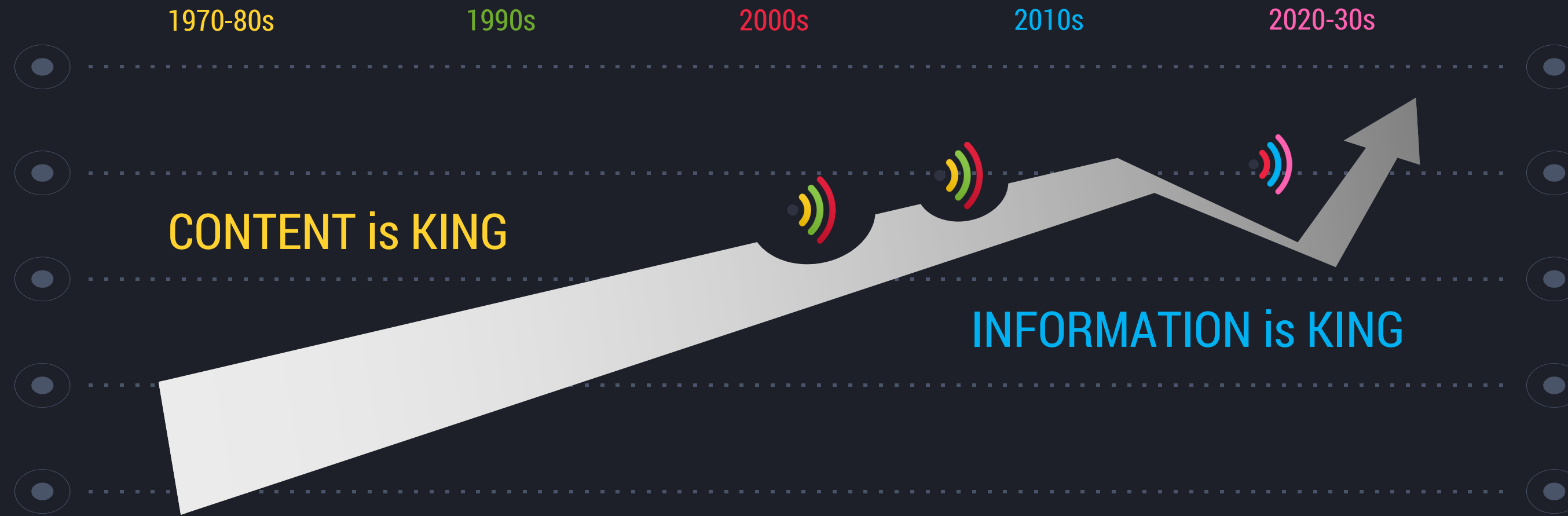


Automation

Data-driven automation for lifecycle, exam assembly, and more



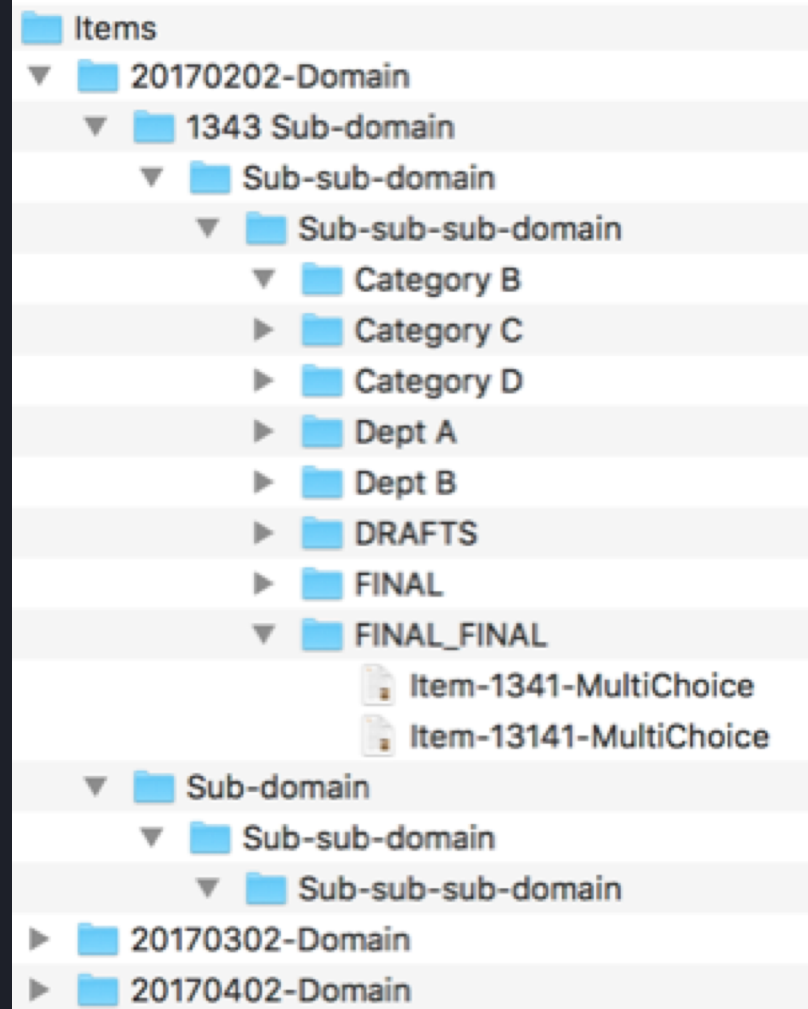
EVOLUTION



- Complex
- Custom
- Specialist
- Expensive
- Archiving
- Manual process
- Single Person

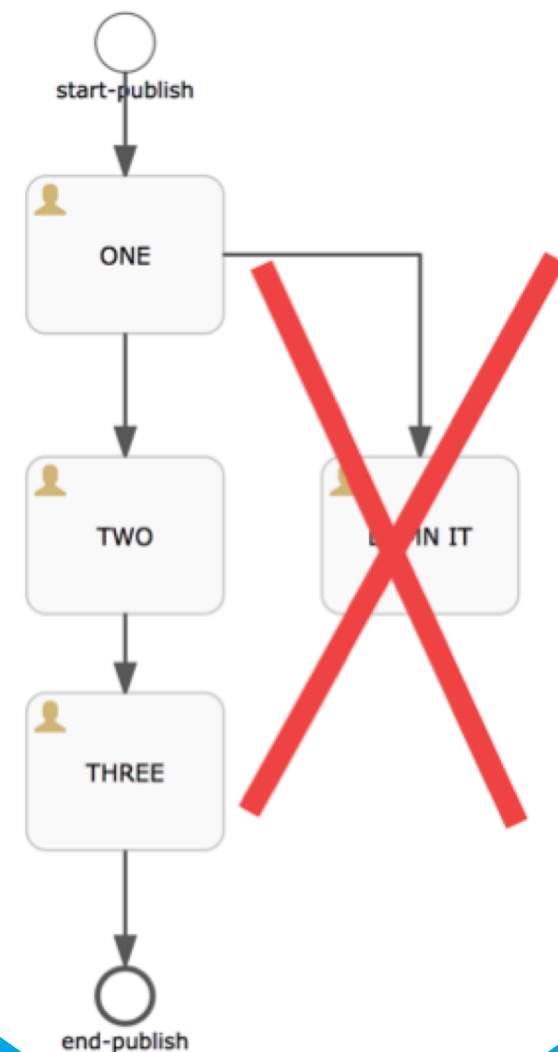
USABILITY →

- Simplified
- SaaS
- You and Me
- Cost effective
- Life-cycle
- Automation
- Multiple persons



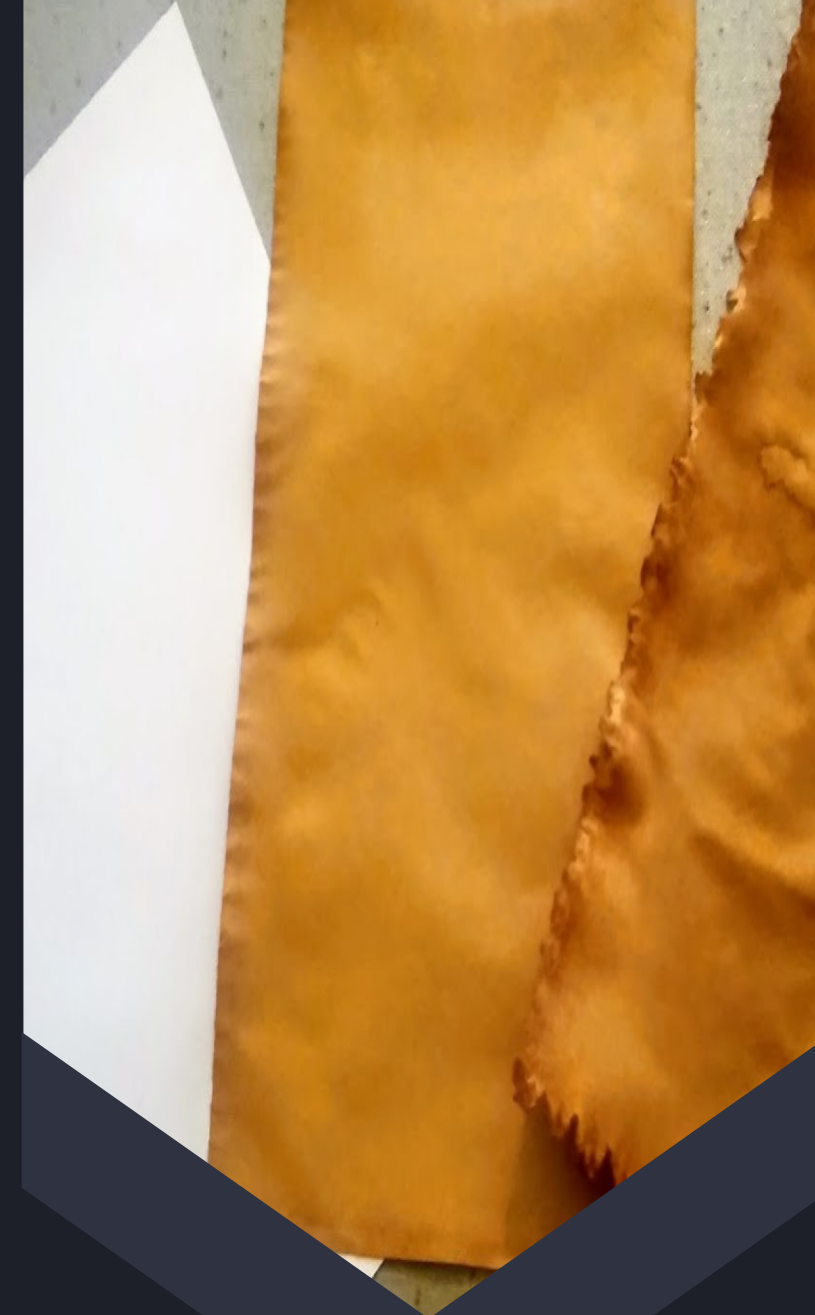
Messy Organization

Mixing metadata with folder names and bad classification of content



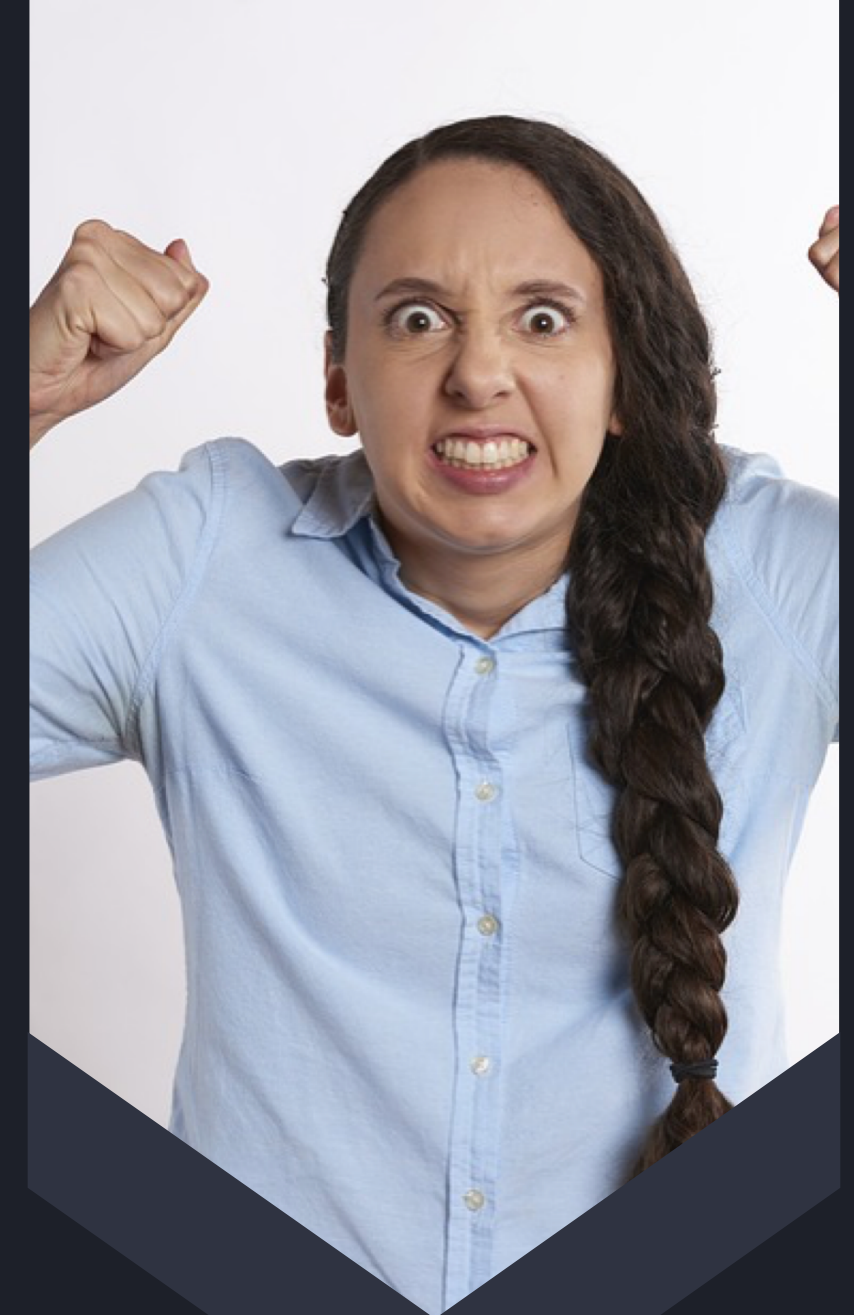
Linear / No Process

Existing systems using properties instead of workflow
- forcing linear work



Lost/Outdated Content

Content is hard to find and/or authors are not aware of stale content



Confusing / Complicated

Complicated interfaces leading to frustration and content quality reduction



YOUR DNA

Are you a follower?



PEOPLE



PROCESS



TECHNOLOGY



CONTENT MANAGEMENT

Data Driven Technology

Content + Metadata + Timeline = Information



Content management

Enforcing processes for the creation, approval and distribution, capture, search and networking of documents



Adding a time line

Initial creation of content and publication all the way through archival and eventual disposal



Intelligent Information Management


Explosive growth in volume and variety of data AND content. With every click new metadata and connections between objects are generated..



THANK YOU FOR LISTENING!


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 Screaming for better technology

 Prefers to talk over a cup of tea