How to Move from Publishing Static PDFs to Delivering Engaging Digital Experiences

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About the presenter

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Delivering Static Content?

- Authoring in unstructured formats like Word/InDesign etc. or structured formats like DITA and publishing to PDF

- Do you spend lot of time consolidating and converting content from different sources into a web page?

- Do you deliver PDFs through an external hosting service accessible to end users?
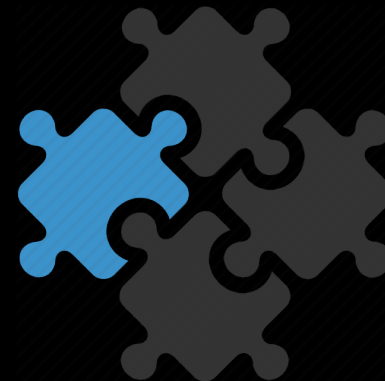
Focus on:

- Ease of Authoring

- Secure publishing

- Consistency

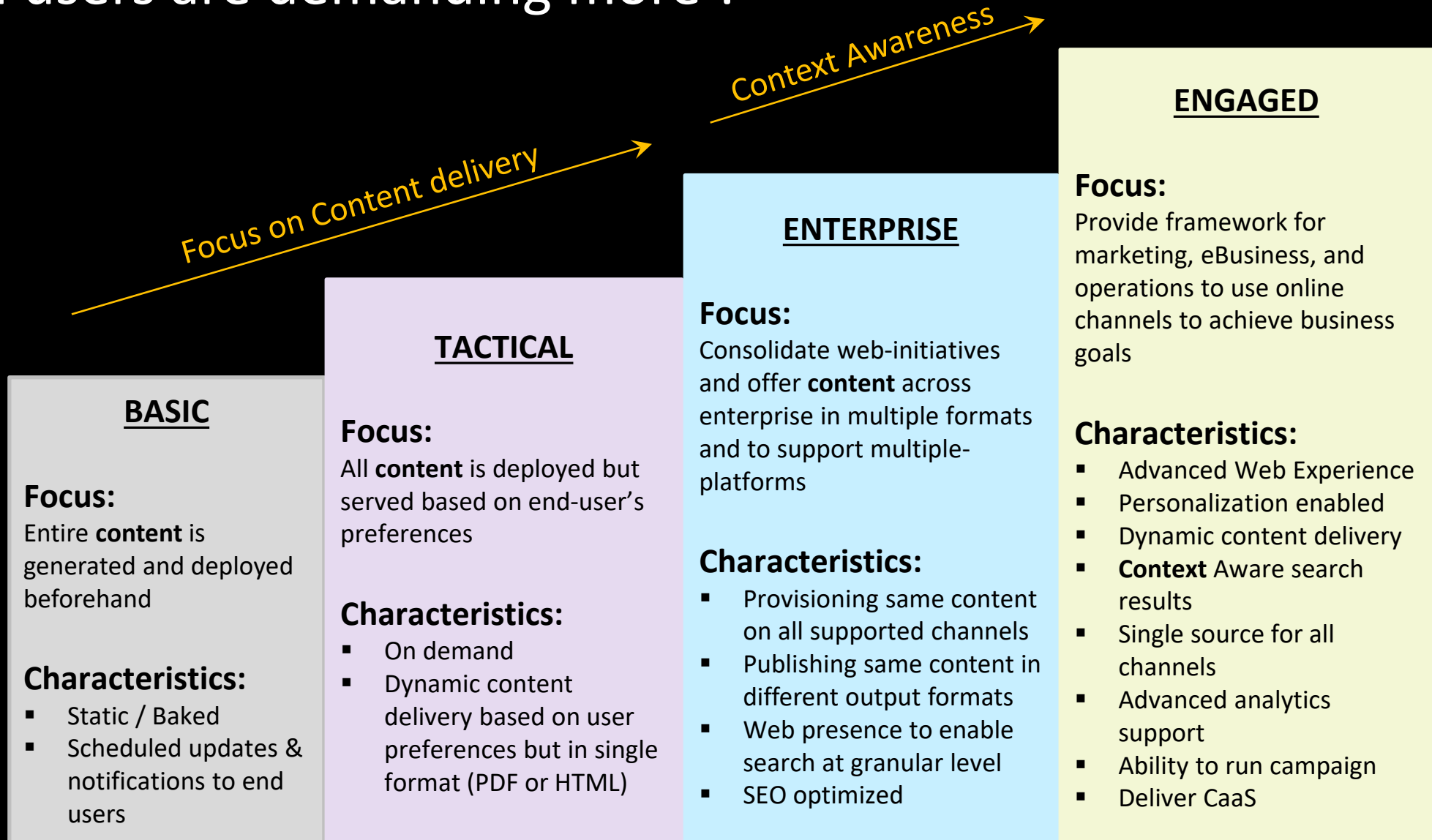**Technical Documents or Enterprise Content**
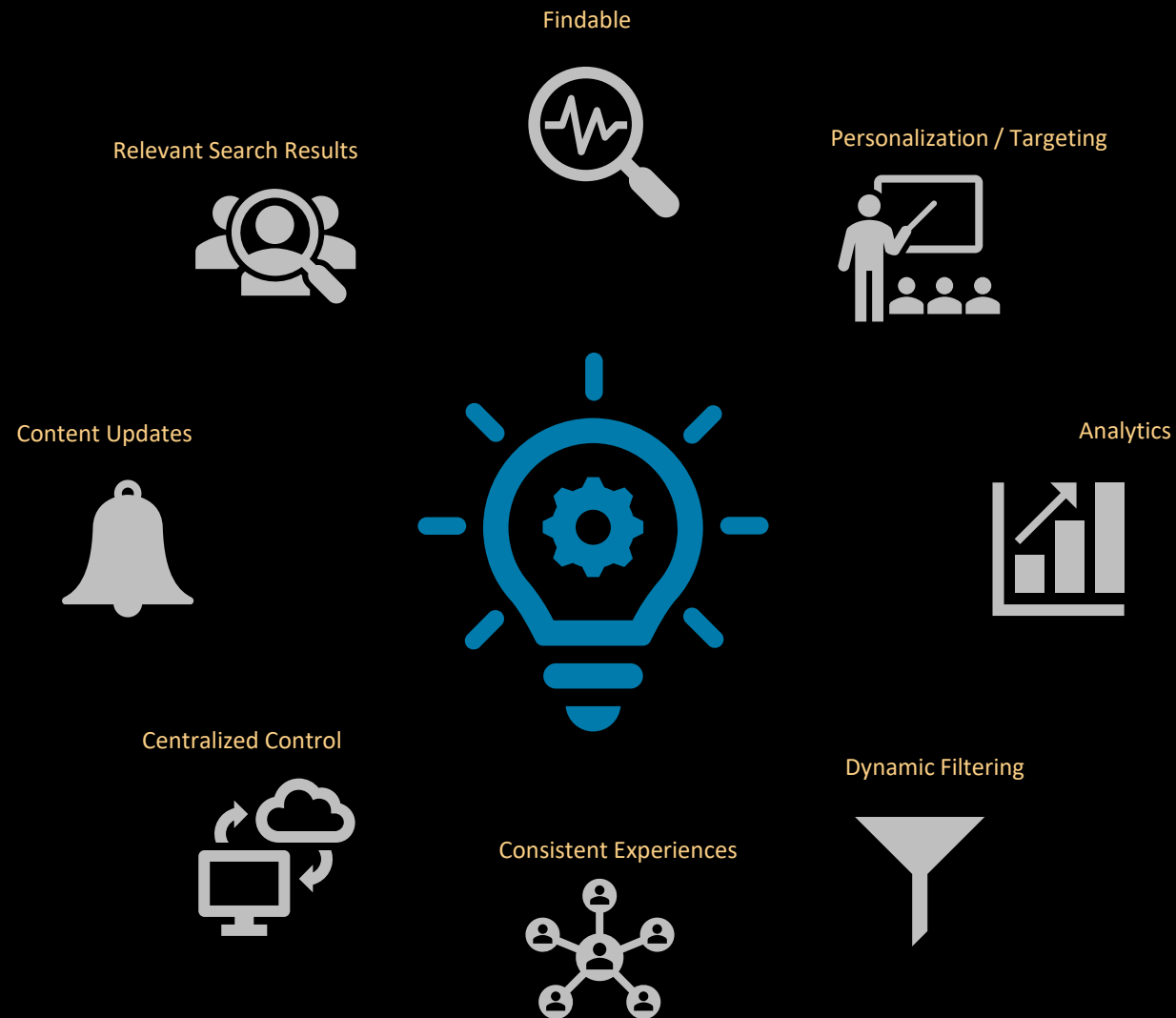
Publish output
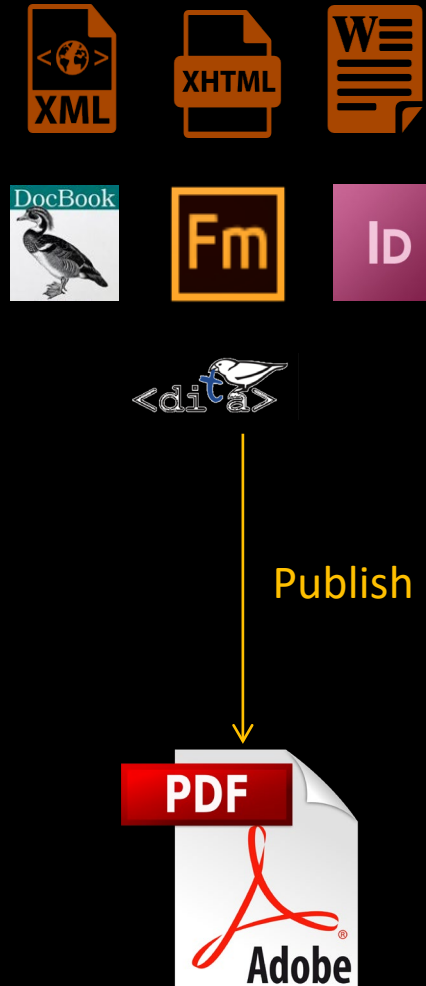
Because …

- PDF can be downloaded and printed

- Can be secured with secret keys/password

- PDFs allow you to maintain visually-pleasing layout and quality

- Presented exactly how it was laid-out

- Widely accepted format
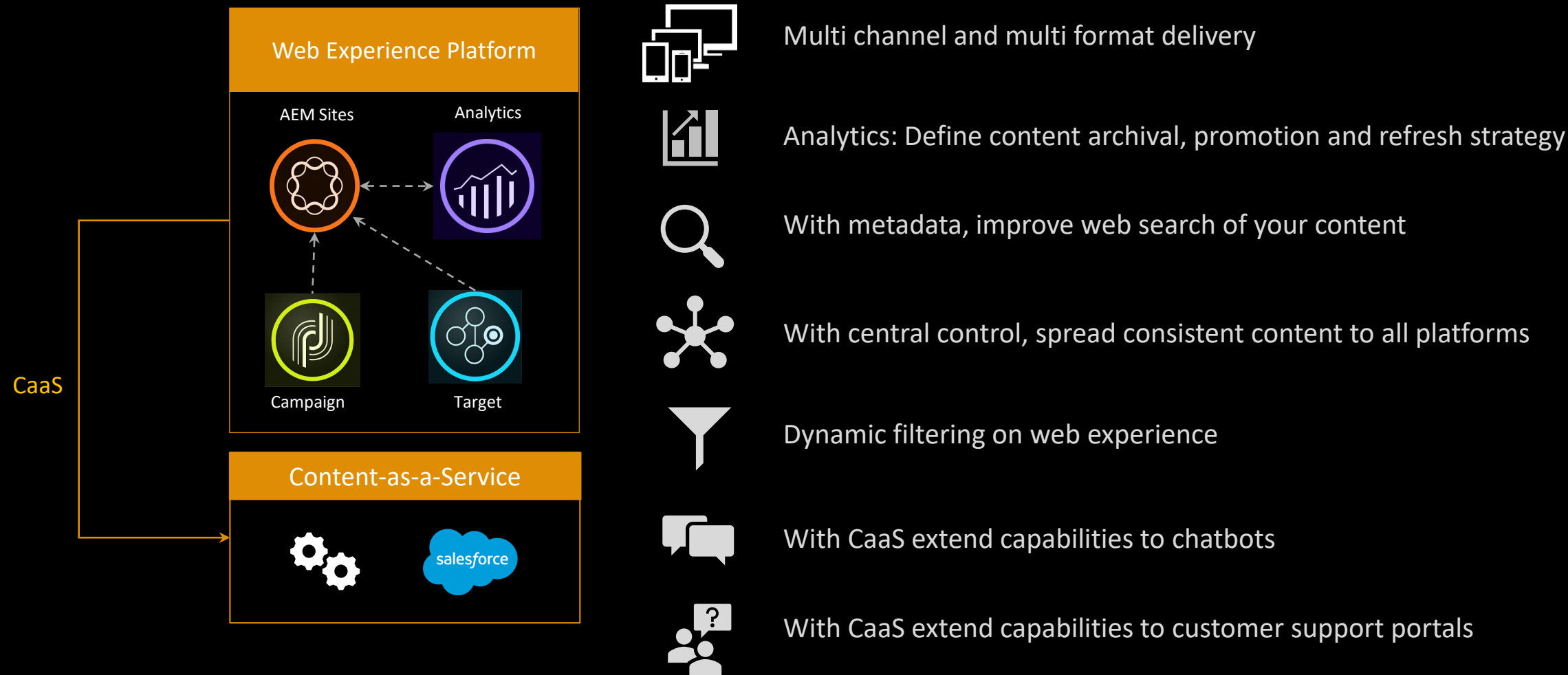
But end users are demanding more !

Context Awareness →

Focus on Content delivery →

BASIC

Focus:
Entire **content** is generated and deployed beforehand

Characteristics:
- Static / Baked
- Scheduled updates & notifications to end users

TACTICAL

Focus:
All **content** is deployed but served based on end-user's preferences

Characteristics:
- On demand
- Dynamic content delivery based on user preferences but in single format (PDF or HTML)

ENTERPRISE

Focus:
Consolidate web-initiatives and offer **content** across enterprise in multiple formats and to support multiple-platforms

Characteristics:
- Provisioning same content on all supported channels
- Publishing same content in different output formats
- Web presence to enable search at granular level
- SEO optimized

ENGAGED

Focus:
Provide framework for marketing, eBusiness, and operations to use online channels to achieve business goals

Characteristics:
- Advanced Web Experience
- Personalization enabled
- Dynamic content delivery
- **Context** Aware search results
- Single source for all channels
- Advanced analytics support
- Ability to run campaign
- Deliver CaaS

What makes content interactive?

Findable

Relevant Search Results

Personalization / Targeting

Content Updates

Analytics

Centralized Control

Dynamic Filtering

Consistent Experiences

Why would You need that move?

- You have content available in various formats, published in static format (PDF), but you want to convert your content into a web site

- You want to enable analytics / personalization / context awareness to your documents *(technical, support manuals etc.)*?

- Enable Dynamic filtering and search for end users?

- You need a enterprise solution that provides WYSIWYG authoring and advanced publishing capabilities?

- You want to avoid manually copying/authoring content from non HTML sources and still be able to build a website, and save time?

- You are authoring content in a preferred tool but still want to host all that content on a website without incurring huge implementation cost
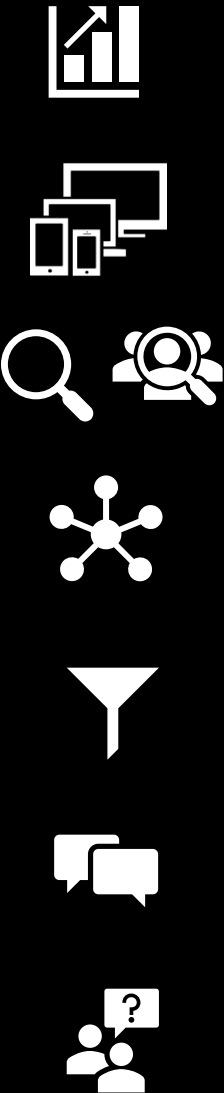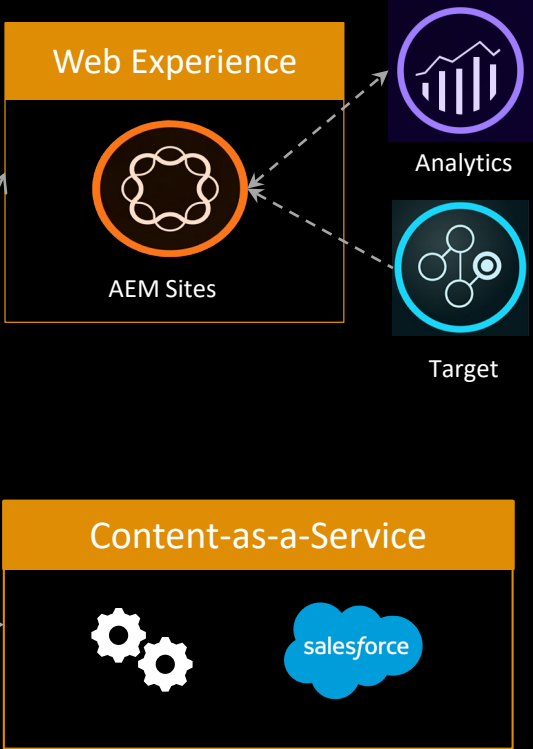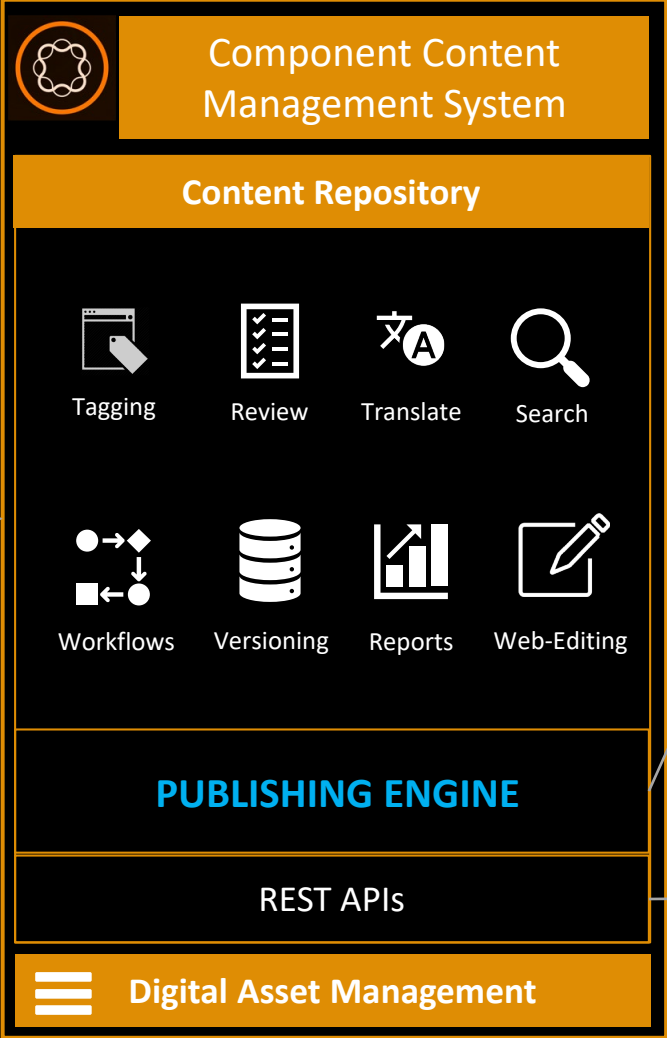
How? : Engaged Web Experiences

Web Experience Platform

AEM Sites | Analytics

Campaign | Target

CaaS

Content-as-a-Service

salesforce

Multi channel and multi format delivery

Analytics: Define content archival, promotion and refresh strategy

With metadata, improve web search of your content

With central control, spread consistent content to all platforms

Dynamic filtering on web experience

With CaaS extend capabilities to chatbots

With CaaS extend capabilities to customer support portals

DEMO

Content migration, Publish to Web and advanced Web capabilities

#AdobeRemix
Craig Ward

Overview of the Demo

Technical Documentation
(Authored & Managed separately)

Ingestion Workflows

Component Content Management System

Content Repository

Tagging Review Translate Search

Workflows Versioning Reports Web-Editing

PUBLISHING ENGINE

REST APIs

Digital Asset Management

Web Experience

AEM Sites

Analytics

Target

CaaS

Content-as-a-Service

salesforce

Capability Comparison Matrix

Capability	PDF	Engaged Web Experience
Secure Delivery	✓	✓
Downloadable / Printable	✓	✓
Personalization	✗	✓
Content Targeting	✗	✓
Analytics / Usage Trends	✗	✓
Push content updates	✗	✓
Granular Content Delivery	✗	✓
Context Aware Search	✗	✓
Dynamic Filtering	✗	✓
Dynamic Publishing	✗	✓

References

- Webinar about CaaS for DITA content : https://cidm.adobeconnect.com/pa2qkm47fhnz/

- Learn more about Adobe's CCMS *[XML Documentation]*:
https://helpx.adobe.com/in/support/xml-documentation-for-experience-manager.html