GlobalLink™ CCMS

Exploration:
5 Diverse Uses of a CCMS

Content management is a challenge for any company: How can you keep it relevant in an ever-changing world? How can you keep it consistent when multiple users have access to content? While the content, industries, and markets of these companies may vary, one thing remains the same–content challenges.

Companies from various industries use a component content management system (CCMS) to get their content creation, editorial, translation, and publishing processes under control for internal and external purposes. Here are examples of solutions a CCMS brings for content problems in five different industries.

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Product labeling

Product labels have to change frequently, especially in highly regulated industries like medical device or pharma. Companies can end up spending large amounts of time and money managing the numerous documents associated with product labeling.

A CCMS offers solutions to help with labeling challenges. It can provide electronic signatures, consistent labeling, and audit trails for content changes and processes to help a company remain compliant with ever-changing laws and regulations. Content for labels can be changed in one place, eliminating the need to manually find and alter each label that needs to be fixed.

THE CHALLENGE

- Frequently changing product labeling
- Maintaining compliance in a highly regulated industry, such as medical devices or pharmaceuticals
- Managing numerous documents associated with product labeling

WITH CCMS

- Accelerate labeling content through an editorial and approval workflow
- Generate audit trails for content changes and processes to maintain regulatory compliance
- Capture electronic signatures for review and approval of product labeling content

Training material and knowledge bases

Every company has training material–but it may be most crucial for service industries that depend on their people doing the right thing. To keep content synchronized, a CCMS manages the reuse of information and allows for efficient change of processes when edits need to be implemented across a system. Additionally, this training content can be delivered automatically to elearning tools directly from the CCMS along with the testing content required for certification, if needed.

THE CHALLENGE

- Ensuring training materials are consistent with standard operating procedures
- Capturing changes and maintaining a revision history
- Delivering training materials to employees through elearning tools
- Ensuring training materials in different departments are consistent with standard operating procedures

WITH CCMS

- Reuse content to ensure consistent information between training materials and standard operating procedures
- Capture a history of changes to content, including dates, users, and type of change
- Integrate with elearning tools to deliver training materials along with testing content required for certification
- Augment standard operating procedures with tagging to add procedures unique to specific departments and geographies

Reference materials

When industry research results in regular advancements in a given field, reference content must be revised and delivered with the new information as soon as possible. Rather than rewriting the entire publication, a CCMS user can simply insert the new information and reuse the content that remains the same. Examples include standards manuals, encyclopedias, dictionaries, and scientific publications.

THE CHALLENGE

- Revising research information as the result of new data
- Delivering up-to-date information for ongoing research
- Ensuring that updated reference material is also published as errata against previous references

WITH CCMS

- Update only the sections that are new or have changes
- Publish updates on a regular schedule or as needed
- Merge new material with previous reference versions to publish errata automatically

User guides, parts manuals, service bulletins, and other technical documents

Companies that manufacture or develop products with multiple, similar models and are required to write user guides or instructions for each model may be publishing only one manual to save on writing time. This burdens customers who may not have the time to sift through a manual and pick out relevant content. A CCMS can provide personalized content for each model dynamically.

THE CHALLENGE

- Providing custom documentation for different models
- Publishing content to multiple output formats, such as print, mobile, or online
- Multiple departments creating homegrown user guides that overlap each other in content

WITH CCMS

- Manage customized content using several reuse options, including conditional text or variable text
- Publish content to multiple formats from a single source...automatically!
- Allow content creators across multiple departments to create content in a single system using simplified authoring tools

Efficient Translation

Translating documentation is costly and requires coordination between writers and the translation vendor. Only content that is ready for translation should be sent to the translation vendor. A CCMS can identify that content. Integrating a CCMS with a translation vendor can automatically transfer content from the CCMS to the vendor and back to the CCMS. Automation saves time and minimizes opportunity for error. Because the translated content is stored in the CCMS, publishing final translated documentation can use the same publishing process and tools used for the source language content, saving time and money.

THE CHALLENGE

- Ensuring the correct and approved version of a file or document is translated

- Reducing the amount of time required to reformat translated documentation

- Managing and coordinating translation projects with multiple vendors and multiple languages

WITH CCMS

- Automatically identify and select the files that need translation

- Publish translated documentation using standard publication process, eliminating post-translation reformatting

- Automatically push files to the translation system and import files that have been translated

About Us

TransPerfect's GlobalLink CCMS solutions provide the world's best digital foundations for helping companies deliver superior customer experiences with personalized content at scale. Procter & Gamble, Xylem, Merck, Kohler, Cray, GE Healthcare, Lexmark, Polycom, and many more Forbes Global 2000 organizations rely on the Astoria CCMS and Vasont CCMS to increase returns on their marketing investments by a factor of five or more, thereby anchoring digital transformations across global markets. GlobalLink CCMS solutions extend to web-based portals and to mobile-device apps, forming a content supply chain that includes authoring, content management, translation management, and rendering systems, fully integrated and delivered on public or private clouds. GlobalLink CCMS solutions have received numerous awards, including several appearances on the EContent 100 list of "best and brightest digital content companies." For more information, visit https://www.transperfect.com/globallink/ccms.