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Multi-Client

Multi-Channel Communications: The Content Publishing Workflow Challenge

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Abstract

At the beginning of 2001, several popular publications chose to review the greatest inventions of the past millennium. While most referenced a flurry of recent high-tech inventions and salient advancements in mobility (i.e. planes, trains, and automobiles), there was clear unanimity on one of the most crucial inventions in humankind's modern history: Johann Gutenberg's movable-type printing press. As we look forward to another prosperous millennium, there are lessons and opportunities to be uncovered from this contribution to the global communications challenge.

While it is likely that print media will continue to remain a staple of the communications industry, digital media has led to several new mass-communication channels, including Web, e-mail, blogs, and wireless media. Even more important is the dynamic nature of this technology—Gutenberg's movable-type press has given way to virtual, personalized content.

As InfoTrends stated in its 2003 Multi-Channel Communications research, "Companies that are able to coordinate touchpoints, or information and communication flows, will be in a much better position to attract and retain customers." While our latest research re-iterates this point, it also highlights key improvements spawned by MCC such as:

- Faster content creation and publishing across several channels, stemming internal efficiencies

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- Easier regulatory compliance due to improved information accuracy and auditing
- More consistent corporate “image” across brands, products, departments, and channels
- Seamless integration with structured information and business processes
- More timely and pertinent communications with customers, suppliers, partners, and employees

The challenge for Multi-Channel Communication (MCC) users, developers, and solution providers is very real. Who will form and take on the roadmap to “The Gutenberg Bible” of the next millennium? How will it be provided in many versions, channels, regions, and languages? Are today’s companies equipped to meet these globalized (and increasingly localized) requirements? Have we made any progress over the past few years to more effectively communicate through the growing number of touchpoints? This research aims to uncover the answers to such questions and expand on their practical implications. We expect that the obstacles and opportunities highlighted herein can be interpreted to determine current needs as well as probable future change.

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