

Tactical Information Service Sharpens Content Delivery

INNODATA ISOGEN Case Study

Innodata Isogen Creates Road Map to Revamp Current Analysis' Content Supply Chain

CHALLENGE

Since 1997, Current Analysis has provided vital business intelligence to high-tech, consumer and retail companies. These timely, in-depth reports on new product assessments, retail and e-commerce scorecards and competitive pricing alerts enable its clients' executives, sales teams and marketing professionals to anticipate and respond to emerging trends and competitive threats through its "Competitive Response" offering.

Current Analysis delivers this information via its Web-based platform, CurrentCOMPETE™. Developed in the late 1990s, this system enables the firm to deliver late-breaking information rapidly to clients. While CurrentCOMPETE meets the company's current needs, Current Analysis realized that if it was going to achieve its growth objectives, it needed a delivery system that would enable them to easily create new and varied offerings from existing content and also reduce time-to-market for delivering those products to clients.

But updating CurrentCOMPETE was hardly a simple proposition. The delivery system represented the backbone of the firm's business model. Any revisions or modifications had to be done carefully to ensure client satisfaction. In addition, the firm also needed to automate the process for updating content as much as possible. Trying to keep the content fresh using manual processes would overtax the firm's current team of editors and writers and hinder their ability to focus on new client opportunities.

SOLUTION

As a first step, Current Analysis embarked on a thorough review of its entire content supply chain – the sequence of activities required to identify, create and publish relevant content through CurrentCOMPETE. When the review was completed, Current Analysis wanted to have a detailed road map that would describe, step-by-step, the actions required to overhaul its content supply chain

To arrive at this destination, Current Analysis turned to Innodata Isogen. With its experience deploying content management and delivery systems and other content-focused tools, Innodata Isogen could provide Current Analysis with sound insights on the roadblocks and detours it would have to negotiate before reaching its destination

Improve the way you create, manage and distribute information



CHALLENGE

Re-architect firm's content supply chain to provide state-of-the-art content delivery platform that would grow along with the business while reducing content creation, acquisition and management costs

SOLUTION

Build a road map that provided a high-level system design and detailed implementation phases, costs and timeline for replacing the current content supply chain

BENEFITS

A blueprint for deploying a powerful delivery platform that would drive growth through new product offerings and significantly improve user experience by improving search and navigation for both new and prospective clients



IMPLEMENTATION

After thoroughly examining Current Analysis' existing processes for creating, managing and delivering content via CurrentCOMPETE, Innodata Isogen developed a multi-part action plan that would give the firm greater flexibility to store, manage and deliver content.

The team first recommended designing a new system based on a Service Oriented Architecture (SOA) approach. This would enable the company to quickly adapt to changing client needs and expand their product offerings to support company growth and evolution. An XML-based content management system would also serve as the central repository for storing analytical content. This would enable the firm to repurpose content and reduce the amount of manual processing required to develop analytical content, thereby reducing errors.

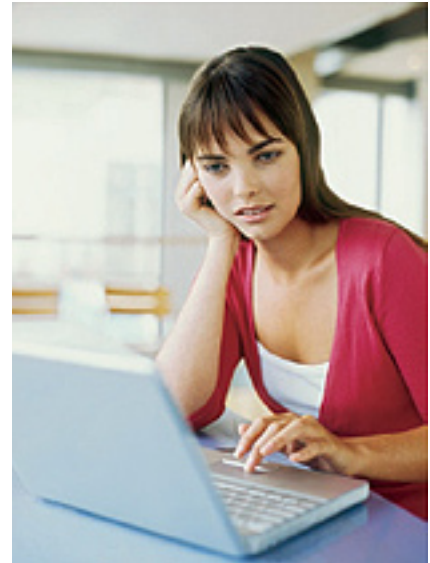
Second, the project team suggested deploying an XML authoring tool that would enable the team to create documents using a template that allowed them to reuse content without having to know or understand XML. This would minimize up-front content development costs and automate a series of steps that are currently done manually.

Third, the team also recommended an improved role-based access system (RBAC) to support a wider variety of subscription models. Individual users could be granted access to more detailed levels of content, based on the subscription role defined by the client. The system would also automate the process, which meant that clients could establish the role hierarchies on their own. As a result, Current Analysis could reduce the amount of administrative resources required to support this more flexible arrangement for its clients.

IMPACT

The completed road map equipped Current Analysis with a detailed, costed-out action plan for deploying a system that dramatically increases the marketability and functionality for the Web-based delivery of its client services. In addition, the road map positions the firm to improve quality and reduce the cost of collecting data and posting editorial content and eases the process of repackaging content to both existing clients and new prospects.

Once the new content management system is deployed, Current Analysis will find it much easier to deliver targeted content to their subscribers. In short, the road map gives Current Analysis a solid head start in meeting the competitive needs of its marketplace.



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FIND OUT MORE

Learn how our solutions can help your company achieve success, talk to an Innodata Isogen representative today

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