



WHITEPAPER

# CONTENT AND EXPERIENCE MANAGEMENT

## THE CHALLENGE WITH TRADITIONAL CMS?

Traditional CMS vendors like Adobe and Sitecore offer tightly coupled authoring and delivery environments. Although this approach offers benefits in overall performance and ease of use for content owners and CX folks, there are key challenges that digital executives must consider carefully as they set out to create omni-channel experiences for their customers and employees.



Content within traditional CMSes is optimized for specific front-end technologies and touchpoints. This means that when you want to launch a new experience on another device or touchpoint, you have to modify and optimize the content for that use case, which can quickly turn into a maintenance nightmare. **Launching new experiences requires redoing content each time.**



Traditional players have been around for years, much before the era of APIs and microservices. Although they have added APIs to their back-end repositories to catch up to the modern architectural principles, these interfaces have been built on legacy Java or .NET architectures. **Traditional CMSes weren't build around performance microservices and APIs.**



The way traditional vendors package their products makes it difficult to buy just the content repository alone – you typically have to buy it as a comprehensive Digital Experience Platform, which becomes prohibitively expensive as you expand the number of use cases. **High costs associated to the platform as a whole.**

## WHAT IS A HEADLESS CMS?

As the number of customer touchpoints and sales channels has been steadily increasing, a new class of CMS, called 'Headless CMS' has emerged. A headless CMS decouples content from presentation so that you can create content in its purest form once, and reuse it on every channel, leaving the display logic entirely to the presentation layer.

## THE LIMITATIONS OF A HEADLESS CMS

Developers like headless CMSes because it gives them the flexibility to use whatever front-end technology they prefer instead of being locked-in to the vendor's tech stack. Business, on the other hand, wants to be able to visualize the page experience. They want to manage exactly what content will appear in what place on the website vs. the mobile app vs. Smart TV apps. The reality is that the headless CMS was never meant to address this – *hence the word 'headless'* – these CMSes come with content editing and admin APIs so that you can create your own content and experience management UIs to work around this limitation. If you as an organization have the time, money and resources to design, build and support your very own experience manager, then this may be an option for you. However, if you're like most organizations, you are not trying to become a software vendor and would rather focus efforts selling your own products and services.

### CMS MIGRATION

Most CMS vendors assume you'll be migrating all of your content to their content repository which, as we all know, is not easy nor practical. Some have even realized this fact and now speak of consolidating content silos. But, the devil is in the details - *How exactly would you consolidate these silos?* Well, you will be creating complex migration scripts using a third party ETL tool to push content from legacy CMSes into their repositories. This maybe a multi-million dollar implementation effort!

Headless CMS is not meant to be intelligent as it has no inherent capability to deliver content based on the user's context. If you want to personalize the experience for every user in every channel, then you have to build a custom application for that as well.

## CONSCIA VUE INTRODUCES A NEW GENERATION OF CONTENT MANAGEMENT SYSTEMS

VUE is a Content Intelligence Platform. It not only allows you to create channel-agnostic content, but also gives business users intuitive experience management tools to create personalized experiences on every channel. Finally, it does all this without forcing you to migrate all your content into a single content hub.

- **Friendly for editors and powerful for developers**
  - With VUE, you have access to user-friendly tools to connect content to page views and/or UI widgets. You can empower your user experience teams to design relevant omni-channel experiences without sacrificing the basic premise of headless content management (i.e. decoupling content from presentation).

- Developers can use VUE's open APIs to integrate, author, enrich, deliver and analyze content, giving them the full flexibility to use any front-end technology of their choice and enable innovation within the organization without disrupting current workflows.
- **Monitor and Improve the Quality of Content**
  - The quality of content determines its usefulness, relevance and discoverability. VUE provides quality control tools to monitor the gaps and inconsistencies in content. It also provides AI-powered auto-tagging and categorization capabilities to improve the quality of content.
- **Transformation without Disruption**
  - Enterprises are plagued with legacy CMSes that have accumulated over the years simply because of the complex nature of their business. Silo'd lines of businesses lead to technology decisions and implementations that are also disconnected. It would be naïve to assume that one can simply migrate content from these disparate repositories into a single CMS all at once. VUE provides a practical and flexible roadmap to digital transformation by sitting on top of your existing legacy and new CMSes while you decide whether or not it is practical to migrate to a single CMS. This allows you to keep your current workflows intact while you create new and exciting omni-channel experiences for your employees and customers.
- **Native Content Search Capabilities**
  - Search is usually an after-thought on most websites and customer applications. Typically, you would need to integrate with a third party search engine to offer search on your website or within an application. The search engines typically index your web pages and provide confusing and often useless search results to your customers and employees. VUE offers native search capability that connects directly to your content repositories and indexes content at the content-item level, not just at the page level.
- **Manage Experience Regardless of Where the Content Resides**
  - VUE can sit on top of your existing content repositories so it is up to you if you want to use VUE's Content Hub as a system of record or simply a semantic view of your content. Regardless of which way you go, your user experience team can manage the experience that your customers will ultimately see on the user interface.
- **Works Alongside your Existing DXP (Adobe, Sitecore, and More)**

- What if you have already made large investments in Adobe or Sitecore or another traditional CMS? If you have, you are definitely not alone. Most organizations have bought into the vision of one-stop shop vendor solutions and have spent millions in license fees and even more in implementation. They are what we call 'locked in'. If that's the case with your organization, there is even more of a business case to have a content intelligence platform that can connect the silos and fill in the gaps in your current technology architecture. VUE plays well with all the incumbent DXPs and Web CMS solutions offering you full flexibility in terms of what capabilities of VUE you should leverage in the short and the long-term.

## DELIVERING CONTENT AND EXPERIENCE MANAGEMENT WITH VUE

VUE was designed with the unique challenges of content management and information silos in mind. The unique approach of constructively connecting information silos creates a single view into information that is so vital to an organization. VUE enables indexing, tagging, and re-tagging of content held in information silos without the need for a traditional content migration exercise. Paired with its beautifully intuitive interface designed with business users in mind, VUE puts you, the information management professional, back in the driving seat.

In addition to bridging the distances between information silos, VUE secondary *raison d'être* is to provide a framework that supports feeding information to downstream systems. Thanks to its schema-less design, VUE's ability to support existing systems and future systems is seamless and compatible.

### BOOK YOUR FREE DEMO NOW

To learn more about the Conscia VUE content intelligence platform and how it can help your business, contact our friendly team at [sales@conscia.ai](mailto:sales@conscia.ai)

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## ABOUT CONSCIA

Conscia is a Toronto based SaaS company that offers knowledge management solutions that quickly and easily unifies and enrich data across enterprise silos and makes it consumable by modern digital applications. Conscia automatically tags enterprise information with metadata and domain specific taxonomies, making this information easily findable and browsable. Conscia provides knowledge experts direct access, full control and visibility over their content. Conscia makes it possible to easily combine internal expertise with artificial intelligence to enhance information quality across the entire enterprise making your content easier to find and navigate. [www.conscia.ai](http://www.conscia.ai)