Web Content Management

Web Content Management (WCM), a key element in marketing strategies for more than a decade, has seen a shift in requirements as the digital marketplace evolves. With the proliferation of such elements as social media and advanced mobile devices, clients are expecting more than the traditional one-size-fits-all digital experience. Today, providing targeted and multichannel customer experiences is key to establishing loyalty, strengthening brand, and driving revenue. The dilemma is that modern businesses have an abundance of content to be managed and delivered, multiple channels of interaction, and customers with ever-changing needs. Creating a valuable and compelling multichannel experience requires a powerful and easy solution for marketers to access, understand, and leverage all enterprise assets, as well as social and third-party content. Unfortunately, most enterprises manage web-based content in a separate, disconnected repository, where assets are too hard to find and repurpose, social media is ignored, and customer experiences are not targeted or optimized.

Engage and Service Customers

All businesses struggle with vast amounts of information; namely, how to get the right content to the right person, be it a knowledge worker, call center representative, or human resources director. This problem becomes almost unmanageable when it comes to the customer, who may have little knowledge of what information is available, and most importantly how to access it. How do customers get the most relevant and up-to-date information, from whatever source, through their channel of choice? How does the marketer best engage the customers who are now more sophisticated, social, unpredictable, and as unique as their email addresses? Traditional approaches to these issues have been based on patch-working a variety of tools together, including complex middleware, proprietary applications, and first-generation WCM systems, all which have been overwhelmed with integration requirements, quantity of content, and the evolving requirements of social media.

Today, the modern WCM system must go beyond traditional HTML publishing to provide a platform for Customer Experience Management that includes:

- Quick and effective management and delivery of compelling and engaging content to any channel
- Customer intelligence captured from any interaction, analyzed for insight, and then leveraged to provide a personalized multichannel experience
- Real-time segmentation and optimization in order to drive revenue by servicing each customer with the right content at the right time

Unlocking Enterprise Content

Autonomy’s Web Content Management (WCM), powered by Autonomy’s Intelligent Data Operating Layer (IDOL), provides the industry's only WCM solution that leverages pattern-based, language-independent technology for real-time, conceptual, and contextual understanding of data gathered from interactions across multiple channels and sources — including websites, emails, tweets, blogs, audio, video, images, CRM, ERP, and many others. Autonomy allows marketers to access untapped content sources, as well as capture and analyze customer interactions for extracting unparalleled customer insight.

Autonomy Web Content Management automates the entire process of managing content across websites, mobile platforms, rich internet applications (RIAs), collaboration sites, and portals, including authoring, site design, application deployment, content targeting, site analytics, social media analysis, rich media management, and multivariable testing – allowing marketers to leverage new opportunities, drive business growth, get to market quickly, and protect their brand. At the core of Autonomy WCM is a proven and highly scalable platform that provides marketers with powerful yet intuitive user interfaces to manage all aspects of their marketing campaigns without undue reliance on IT.
The Foundation for All Multichannel Initiatives

Autonomy Web Content Management delivers a comprehensive marketing platform that enables businesses to automatically gain insight into all forms of customer interaction, act on new emerging opportunities, and continually optimize these interactions to maximize results. Autonomy WCM manages every type of content while automating the processes involved in producing online initiatives and marketing communications.

Companies use Autonomy Web Content Management to easily and cost-effectively create and manage one, tens, hundreds, or even thousands of websites, microsites, and landing pages. The solution powers corporate and eCommerce sites, employee intranets, support portals, and marketing microsites, extranets for dealers, agents, and partners, as well as email, mobile, and print. The solution is deployed to a large and growing customer base, powering over 35,000 websites worldwide, with the world’s most successful companies, including Bank of America, Cisco, Discovery Communications, GE, Siemens, Tesco, and Virgin Mobile using it as the foundation for managing and marketing high-value, strategic content.

Driving Meaningful Multichannel Experiences

Autonomy addresses the challenges of an increasingly dynamic and digital world with the only WCM solution that understands the meaning of human-friendly information. Autonomy Web Content Management:

- Leverages IDOL to process all types of information, including social media and video, to provide marketers insight into customers and prove the effectiveness of their marketing strategy
- Connects data from different customer touchpoints, including mobile, call center, email, chat, social media, and website, to provide the most comprehensive multichannel analysis
- Administers all online marketing initiatives, from launching an SEO campaign, to targeting a landing page and up-selling customers through recommendations, or deploying a sales and marketing site for partners and distributors, all from one interface
- Optimizes the web experience and increases online conversions by enabling marketers to build and run multivariable tests from within the content authoring interface
- Provides fully-featured multichannel functionality to help marketers create engaging experiences across mobile, web, portals, emails, and print
- Provides access to enterprise data with over 400 connectors to systems such as SalesForce.com, Oracle/Siebel, SAP, Microsoft CRM, and many others
- Offers advanced eCommerce functionality such as recommendations, directed navigation, and conceptual search

About Autonomy

Autonomy Corporation, an HP Company, is a global leader in software that processes human information, or unstructured data, including social media, email, video, audio, text and web pages, etc. Autonomy’s technology manages and extracts meaning in real time from all forms of information, both unstructured and structured, enabling companies to leverage their data assets. Autonomy’s product portfolio helps power companies through enterprise search analytics, business process management and OEM operations. Autonomy also offers information governance solutions in areas such as eDiscovery, content management and compliance, as well as marketing solutions that help companies grow revenue, such as web content management, online marketing optimization and rich media management.

Autonomy’s solutions are used by more than 25,000 customers including 87 of the Fortune 100, 10 of the top 10 financial services firms, 75% of the global 100 law firms, 9 of the top 10 pharmaceutical companies and many government agencies. Over 400 of the world’s leading technology companies embed Autonomy’s technology in their products. Autonomy also owns the largest private cloud of diverse data, with 31 Petabytes of information.

Please visit www.autonomy.com to find out more.