SUITESHARE CASE STUDY

INVIDI *Technologies*

INVIDI
TECHNOLOGIES CORPORATION

The leader in personalized television advertising engages customers with targeted information delivery

The Challenge

INVIDI partners with television operators who wish to provide addressable advertising driven by the characteristics of the viewer. Each of these operators requires customized documentation, based on their own implementation and customers. So while some of INVIDI's content can be reused, much of it must be tailored to each customer and prospect. INVIDI recently transitioned from static PDFs to scalable intelligent content, powered by DITA XML. But to reach INVIDI's goals of reducing the cost of content maintenance and improving customer experience via personalized service, INVIDI and the TechComm team needed a solution that could deliver optimized content for each of its customers. The solution needed to automatically present each customer's content, personalized according to the customer's profile, devices, and preferences, all within a single customer and employee portal.

The Challenge of Proprietary Content

Historically, INVIDI relied on individual documentation portals for each customer and partner. As Anne Grosvenor, Content Strategy Manager at INVIDI, explains, "This was not a scalable solution. Any mistake had to be fixed multiple times, and content was difficult to find. There were governance issues as well – who was responsible for which content? When was the content changed?" A solution was needed to ensure that INVIDI's intelligent content could be efficiently and securely accessed and maintained.
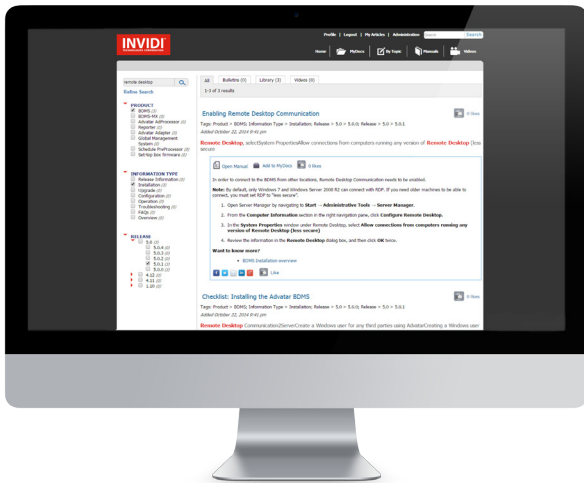
Content at INVIDI

As a company with a truly innovative solution, INVIDI's content is crucial to the way it services current customers and reaches out to prospects, including cable operators, satellite systems, IPTV enterprises, and wireless providers. INVIDI's solution is complex and customers need easy access to a great deal of content at the beginning of their customer journey, when monitoring and upgrading the system, for training new employees, and whenever they enter a new geographic market. It is also crucial to keep these customers informed regarding new releases. Each customer has proprietary documentation specific to its own installation that needs to be maintained.

The Solution

INVIDI selected **SuiteShare** to create a single common platform for content delivery. SuiteShare is a knowledge portal which delivers highly relevant content and revolutionizes the customer experience with personalized views and documentation options. INVIDI's customers now see their own, proprietary content, in addition to more general content available for INVIDI's common customer base.
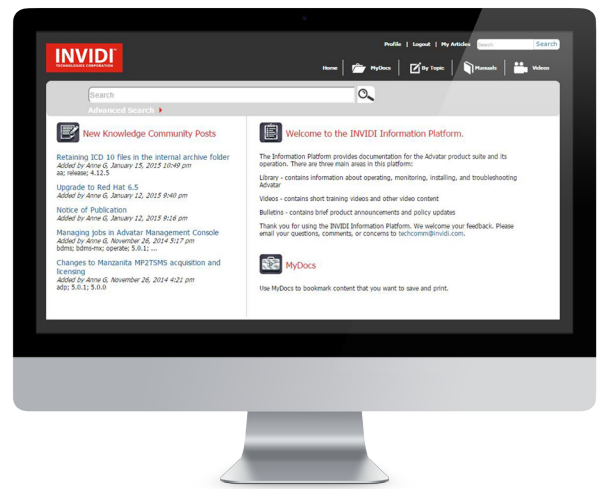
With the new system, any changes in content are made once and are then dynamically applied to each customer's proprietary content. Content is reused between clients, providing significant savings in content creation and management costs. The SuiteShare portal was created with the same look and feel as INVIDI's Learning Management System. It provides a personalized, self-service content home for each customer – as soon as customers are logged in, they are automatically presented with the content that is specific to them. If they wish, they can even build their own collection of content with the MyDocs feature and publish it to PDF or ePub for offline and on-the-go use.

INVIDI's SuiteShare portal is tailored to INVIDI's corporate look and feel.

Filtered search and MyDocs dynamic publishing ensure that customers reach the information they need, every time.

Analytics: Insights For Content Optimization

With tracking analytics enabled by SuiteShare's support of topic-level content, the INVIDI TechComm team will be able to see which specific topics are accessed in the documentation and how often. They can tell which topics should be maintained and which are no longer useful – crucial information that can help the TechComm team allocate the correct resources towards creation and maintenance of content.

The Next Step: Salesforce Case Management Integration

So what's the next step for INVIDI? Content will be further improved by allowing information to flow from customer service to content management. INVIDI hopes to integrate the flow of content between Salesforce and SuiteShare. The answers provided in Salesforce Solutions could flow directly into SuiteShare as articles, entering the content workflow and allowing case management to directly enhance customer documentation.

FEATURES

- Customer-specific filtering for quick access to proprietary customer content
- Topic-based analytics for content optimization
- Knowledge community powered by per-topic user feedback
- Content can be exported or self-published in multiple formats: HTML, PDF, ePub
- Cross-platform, cross-device: PC, tablet, smartphone
- Integrated into content workflow

RESULTS

- Reduced content management costs and higher content reuse
- Improved customer experience and access to content
- Improved content quality and relevance