It is no exaggeration to say the digital revolution threatens with extinction any company that deals in content. Established players in the Information Media and Entertainment (IME) sectors have been shaken to their core by the need to go digital while at the same time watching digital-native companies in this space thrive.

Traditional business models in these sectors have become increasingly unviable and profit margins are increasingly under pressure. Facing the imperative to go digital or die, many IME companies have been unsure what true transformation requires, in terms of culture, process and technology - and where to begin. The key is to be digital, not just do digital. That is a difficult undertaking for companies that have not experienced change at such a rapid pace in the last hundred years.

Companies that trade in content are facing a host of challenges, including content commoditization, insufficient automation, rising costs of traditional delivery mechanisms, fragmented and legacy content supply chains and disparate platforms/data. The need to drive new revenues from existing content seems like a distant but welcome dream. To combat these existential problems, it is imperative for content companies to rethink their content strategy and operations from scratch, as opposed to just digitization of content and addition of digital equivalents to legacy products and services. But where should they begin?

Your First Step toward Digital Transformation: Cognizant ContentWorks

Cognizant ContentWorks facilitates transformation of content ecosystems to address challenges of an increasingly digitalized and global content industry; using Automation, Platforms and Digital. Cognizant ContentWorks has end-to-end capabilities spanning consulting, technology and operations, that help enterprises generate the maximum value from their content in this digital age.

Cognizant ContentWorks helps clients improve productivity and build a digital-first ecosystem, driving significant gains, including:

- **Content monetization**: We enable efficient utilization of content so it can be distributed and customized to different formats and used to generate revenue depending on the usage and/or subscription models.
- **Improved turnaround time**: We process content faster to yield better turnaround time and throughput.
- **Smarter, faster content**: Our digital-first ecosystem enables content reuse and better content processing to deliver content that is smarter, faster, cheaper and easier to access.
- **Efficiencies through redundancy reduction**: We work with content from multiple sources
so the maximum value of the content can be extracted and a single source of truth for content can be maintained.

- **Operating model transformation**: We help our clients evaluate their current operating model and move toward a target operating model that leverages synergies across business units and functions.

### Capabilities Spanning Content Acquisition, Enhancement and Publishing

**Cognizant ContentWorks Capabilities**

**CONTENT ACQUISITION**

1. Multiple Source Data Extraction
2. E-learning, DLO Creation
3. Web-scraping
4. Information Collection
5. Duplicate Detection
6. Content Aggregation and Search

**CONTENT ENHANCEMENT**

1. Editorial and QA services
2. Taxonomy and Metadata Management
3. Extract Validation
4. Entity Abstraction and Indexing
5. Sourcing and Referencing
6. Image Intelligence

**CONTENT PUBLISHING**

1. Customization and Format Conversions
2. Templated Publishing
3. Multi-format Rendering
4. Client feed/Portal Integration
5. Archiving and Repurposing

**THROUGH ACCELERATORS**

1. Web-scraping and spidering tools
2. Automatic monitoring tools and alert mechanisms
3. OCR and translation tools

**Cognizant ContentWorks** encompasses end-to-end content capabilities in several domains, as shown in Figure 1.

**Greater Efficiency, New Revenue Streams, Increased Business Agility**

Cognizant ContentWorks helps clients activate key levers for digital transformation, which include:

- **Content reusability**: Content may be created internally, commissioned externally or “ingested,” imported for reuse from other sources. The goal with all types of content is to reuse it for maximum efficiency. Cognizant ContentWorks ingests material from many sources into the editorial system where it can be enhanced. We help our clients establish Centers of Excellence to follow industry best practices that drive reuse and increase productivity, including proper tagging and formatting.

- **Technology optimization**: We help our clients with their dual mandate to optimize current operations while transforming the organization to embrace being digital. IT portfolio optimization often entails introducing end-to-end automation using bots, complemented by analytics to drive actionable insights.

- **Geographic consolidation and “right shoring”**: We help drive cost savings for our clients by “right shoring” work to low-cost locations that
Process Automation Pays Off for Information Services Provider

As part of this transition, we helped consolidate work from other vendors and achieved greater process automation:

- **Performance against service-level agreements (SLAs)** increased to 100%.
- **Number of articles** in the client information database increased by 10% to 15% due to more efficient acquisition of content.
- **Quality of the information** improved from 22 to less than one error per 100 words.

We also worked with their finance division and not corporate finance department to improve its content-acquisition processes, boost quality and reduce time to market. Our team identified key automation levers across the process workflow. We then automated processes throughout the value chain, resulting in a lean and value-driven structure.
The project benefits were significant, including:

- Increase in content acquisition from 5,000 to 17,000 articles per day.
- Error rate was reduced from more than 20% to less than 5% in the first six months.
- Time to market for new content was reduced from two days to one hour.
- Overall productivity for the department grew by 15% in the first year.