

The New Age of Content Management: Key Features of a Modern Content Business Platform



How Content Management Has Changed

Over the past few years—as digital transformation came to the forefront and forced businesses to move faster than ever—content management took on a new meaning.

At the start of 2020, we experienced the official shift away from web, with Gartner **retiring** their Magic Quadrant for Web Content Management (WCM) because the market had “reached its maturity with products becoming more homogenized.” This did not hint at the death of content management, the research firm argued. The decision actually stemmed from quite the opposite: content management naturally had to take on a new definition beyond the web with the explosion of digital channels consumers engage with today, from chatbots and voice assistants to social media.

Indeed, content is not dying. At Brightspot, we wholeheartedly believe that every business is now a content business. One of the biggest shifts we’ve seen over the past few years is that it’s no longer just publishers and media companies who use content to drive revenue—everyone from eCommerce companies to B2B brands are putting content at the center of their strategy in order to reach customers in new ways.

“

It’s not the death of WCM. It’s the birth of WCM to a new definition of a content management system. Because now it’s not only the web, obviously, that we need to tackle when you have Alexa, chatbots and different devices, modalities and channels.

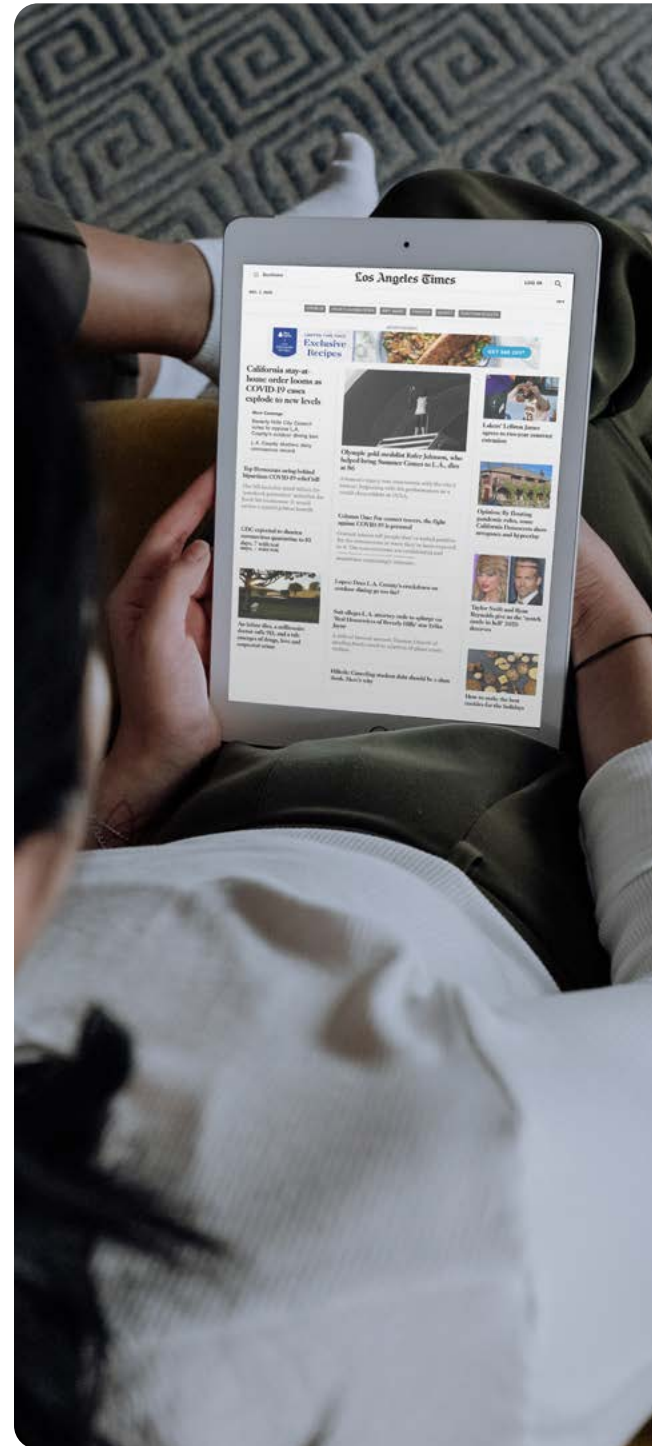
Irina Guseva

Senior Research Director, Gartner

Hand in hand with this is the fact that brand identity has never been more important. Today, people don't connect with specific products or services, they connect with brands—and they do so through content. A consistent brand image and message that resonates with customers is what will create meaningful and lasting customer relationships. In fact, **recent data has found** that presenting a brand consistently across all platforms can increase revenue by up to 23%, and 77% of marketers understand branding is a crucial factor in future growth.

Finally, as a result of the year the world has had in 2020 through a global pandemic, we've truly learned that the only thing that's constant is change. Relating to content management, this has shown us that businesses don't just need solutions to solve today's problem; they need solutions that will be able to solve future problems they haven't identified yet, and do so quickly.

Overall, content management as we understand it today is a different market than it was three or four years ago. More channels and greater opportunities to connect with customers have shifted the ways businesses use content to build their brands and create loyalty. These shifts have also meant that the old ways of running a content business through legacy platforms just don't cut it anymore. Organizations and publishers need modern, scalable solutions to transform their content businesses now and into the future.



The Old Way of Running a Content Business

Content management systems have come a long way since the early 2000s. Over time, technologies adapted to support new design features, different media platforms and interoperability. Still, as offerings grew more robust, content management became defined by clunky technology that limited, rather than enhanced, capabilities for growth and scale.

A few key aspects defined the old way of running a content business up until now:

- 1. Heavy reliance on IT:** With “new” technologically-advanced tools for creating and updating websites came the need to rely on developers and IT to learn the systems and scale the platforms. Heavy, complex pre-built connectors made integrations difficult and time consuming, while content publishing overall was slower and more time intensive without user-friendly features or workflows.
- 2. Limited scalability:** Today, many organizations and publishers manage a large portfolio of sites across the globe. This has made the need for seamless migration and integration capabilities, as well as custom workflows, critical in order to easily scale and maintain business across regions. Yet, the ability to take or build additional sites has also traditionally required heavy IT support, while difficulties with current technology in aligning with other systems has made it cumbersome to scale.
- 3. A one-to-many approach:** In the old way of running a content business, rigid, built-in templates led to static content output. And, while the data boom began to surface nearly a decade ago, many platforms didn’t and still don’t make it easy to integrate existing data and sources into a CMS. Both of these situations have led organizations and publishers to prioritize content quantity over quality, creating impersonal experiences for the consumer.



How Digital-First Content Businesses Are Structured Today

Over the past few years, technology has evolved to become more intuitive, streamlined and flexible to support ever-changing business needs. During the COVID-19 pandemic alone, digital trends that once might have been expected to take hold over months or years have **changed over the course of days**. Today, content management solutions are growing alongside these shifts in consumer and user behavior to support digital-first content businesses in transforming for the future.

A Content Hub at the Center

First, today's organizations and publishers utilize a content hub at the center of their content strategy. A decade ago, businesses were focused on adopting the latest and greatest

technologies. Before the right solutions existed, this resulted in multiple disparate systems at play, a huge investment in technology, the inability to gain training efficiencies for scattered teams across the globe and an overall inefficient publishing process. Now, a content hub brings together all existing and new solutions in one place, and can seamlessly handle integrations. Modern content management systems bring those multiple systems, channels and processes in play into one central hub that keeps businesses moving forward without slowing them down.

Benefits of a Content Hub



Supports easy migration and integration



Allows for custom workflows



Eliminates siloed systems



Avoids a rip-and-replace approach to transformation



Extends existing business logic



Accelerates innovation as new technology emerges

Structured Around Flexibility

Second, today's digital-first businesses are structured around flexibility—both on the back and front ends. On the back end, the ability to create custom workflows is a must for overcoming bottlenecks. Every organization has unique challenges to solve for, and workflows give them a flexible solution to address specific business needs. As organizations and publishers grow, custom workflows for each site they manage allows them to maintain complete control over the content-development lifecycle, and gives them the freedom to build around their specific business needs as opposed to taking a one-size-fits-all approach.

On the front end, digital-first businesses know priorities are always changing, and the channels or sites they're operating on one year might shift the next in order to meet customers where they are.

Today, a **headless CMS**, for example, provides ultimate front-end flexibility for organizations to be able to quickly take content and push it out to different channels—be it web, mobile or IoT. This flexibility in how digital content is created and presented means increased operational efficiencies through fast content delivery and complete control of where content is published.

Spotlight

How Caracol Launched a Successful Multisite Experience with Brightspot

Challenge: Caracol TV, the leading TV network in Colombia, sought to achieve an ambitious multisite operation to bring a rich multimedia experience to its more than 30 million monthly unique visitors—all while a global pandemic was underway. The company looked to reduce overall costs, streamline multiple hosting environments and tools, and lessen the need to maintain disparate tech solutions.

Solution: With Brightspot's content hub, Caracol's multisite deployment was quick and efficient, starting with an easy implementation and migration experience. Now, Caracol's digital, editorial and technical teams work from a common set of tools and a single platform to manage and publish content across multiple newsrooms and websites. The flexible content management system allows the company to easily leverage front-end designs to launch new digital content quickly.

Built on Data

Beyond a content hub and flexible architecture, digital-first content businesses today are built around data. Easy access to data, including analytics and insights on customer behavior, is key to being able to make measurable and meaningful decisions around your content. With integration-ready solutions, organizations and publishers can easily leverage existing data rather than start from scratch, while they can also integrate new data over time. Real-time access to insights through machine learning also means businesses can make quick, strategic content decisions to better engage with their audiences.



What's Next for the Future of Content Management

We've talked about the past and present of content management systems. Heading towards the future, there are three key trends we can expect to take shape over the next few years.

- 1. Employee mobility and increased consumption of content will make flexible workflows more important than ever.** Before, there were no toolkits that could help solve workflow distribution. Now, as more employees work from home partially or permanently as a result of the pandemic, content workflows that can be customized to meet unique team needs will be critical to keep the publishing process on track. More demand for content with more people at home also means the publishing process needs to be smooth and fast; content workflows give editors the ability oversee each step of the process to ensure things get done efficiently.
- 2. Integrations will support faster adaptation and help future-proof organizations.** The idea that every problem has to be solved by replacing platforms will no longer be considered an efficient way of doing business. With a modern content management solution, it won't be an either/or decision that you have to give up one

thing in order to make room for another. Being able to integrate with other technologies using your CMS as a central hub will be critical for organizations and publishers to be able to adapt quickly to changing industry needs, and allow them to transform more effectively by using the data, programs and processes they already have in place as a starting point.

- 3. Headless architecture will continue its rise in popularity as demand for flexibility increases:** New content channels emerge every year. Especially as workforces will likely continue to be remote for the long haul, people will increasingly ingest content on more non-traditional (non-website) devices. Businesses need to deliver digital experiences as this evolution happens, and headless architectures will enable them to do so more easily.

The Evolution of Brightspot's Content Business Platform

Content management has moved away from solutions that require heavy IT support, limit scalability and encourage a one-to-many approach. Today, modern CMS solutions are more streamlined, efficient, flexible and data-driven to meet organizations' and publishers' needs.

From the beginning, Brightspot's Content Business Platform was built to evolve alongside changing business requirements and consumer expectations. Over the past few years, we've continued to innovate across the board to bring businesses a reliable content management solution that acts as an extension of existing business logic; supports integration and migration; prioritizes flexibility through custom workflows and a headless, decoupled or hybrid architecture; and takes a data-driven approach.

Today, Brightspot supports organizations and publishers—no matter their business logic, workflows or content types—to solve unique business challenges without having to compromise.

The Four Main Pillars of Brightspot's Content Business Platform:



Extensible architecture

Brightspot truly becomes your platform. You can extend it with your business logic and workflow because Brightspot is designed to grow with your content business.



Publisher-informed

Brightspot provides an intuitive and functional experience tailored to how you work. We are experts in editorial workflows and the challenges associated with content creation, allowing us to understand what will help customers get their jobs done quicker and more easily.



Integration-ready

Brightspot was designed to be integration-ready. It is built to integrate, extend and enhance all your relevant important enterprise information and systems.



Purposeful partnership

Being of service is not secondary to Brightspot—it is how we think about our work and society.

BRIGHTSPOT[®]

To learn more about Brightspot's modern Content Business Platform,
visit **Brightspot.com** and book your product demo today!

