



# WHERE'S MY CONTENT?

*Four ways to deal with content chaos*



Organized content: it's a simple concept. But for many businesses — both big and small — achieving a system of clean, authoritative, easily discoverable, up-to-date assets remains elusive. And without this important cornerstone, employees are often left to navigate an array of disjointed repositories and bear the consequences of unchecked version control, inconsistent naming conventions, dubious provenance and more.

It goes without saying that this comes at a cost to the business. Did you know that according to a [recent study by research firm Loudhouse<sup>1</sup>](#), the most common causes of wasted time in the workplace are inefficient processes and duplicated efforts? These inefficiencies add up to an average of **2 hours and 45 minutes of wasted time every week** — *for each employee*. And according to the study, it's the companies without tech-driven strategies that suffer the most.

Now, think about how you find and store content in your workplace. Are there inefficient processes? Duplicated efforts? Here's a look at some of the biggest content-related challenges employees face in the workplace — and why they should matter to your organization.

## MULTIPLE CONTENT STORES

Often, companies — especially those with multiple offices — develop disconnected ways of accessing content over time. A new way to access content might be periodically phased in to “fix” the problem of finding and sharing content, but employee adoption can be slow and the old systems are often used as a crutch for extended periods. In fact, in some cases, they're never fully phased out at all. That leaves a wake of files to sift through each time you save and search for content.

## CONFLICTING VERSIONS

It's an easy offense to commit: simply saving the new version of an asset and never deleting the old one. But that leaves colleagues to guess at which has been updated and approved. And what if they guess wrong? Circulating unapproved, unlicensed or inaccurate materials can not only damage the reputation of a company, it can expose it to legal risk as well.



<sup>1</sup> Loudhouse. “Powering Productivity.” Planview, 2015. [https://info.planview.com/powering-productivity-whitepaper-sp\\_en\\_reg.html](https://info.planview.com/powering-productivity-whitepaper-sp_en_reg.html)

## HIDDEN CONTENT

Employees often spend significant time searching their company's content stores for an array of different assets: learning materials, external content, marketing collateral, and more. If they can't find what they need, they'll often have to create new assets to fill the void. But what if the materials they needed were simply hiding in a long-forgotten content store all along? Duplication — or triplication — of work is one of the most significant drains on time and resources and it comes at a cost to your organization.

## UNCLEAR PERMISSIONS

If you see a great image within an asset created by a colleague, how do you know it's been licensed and may be used in *your* content? Or perhaps more importantly, how can you tell if it's been licensed at all? Improper tagging and disregarded—or nonexistent—naming conventions can often lead to confusion and sometimes even legal risk for your organization.

## LOCKED ASSETS

Your colleagues create amazing original content and their work often provides value far beyond that for which it was originally intended. So, when a co-worker can repurpose existing assets, it's a win-win for everyone. But when those high-value objects are locked up in protected formats that prevent edits — whether by accident or on purpose — employees are forced to duplicate efforts (and costs).

## FOUR PRACTICAL STEPS TO ADDRESS THE CONTENT CHAOS

Time- and money-wasting inefficiencies are exactly what companies — and employees — want to avoid. But how do you do that? Here are a few small changes that can make a big difference:

- 1 Consolidate content access points to remove silos, reduce the legwork of finding and storing content, and minimize the risk that high-quality content goes missing. Encourage employees to embrace the new system and then remove as many legacy content stores as possible.
- 2 Employ best practices around tagging metadata and naming conventions. And make sure you consider how to include information about permissions and licensing. Sometimes finding the content you need is as simple as having a clear classification system in place.
- 3 Develop agile, original content with the intention of repurposing it. Make it easy for colleagues to pull out components of your assets for reuse and to enable more personalized learning.
- 4 Consider your existing technology stack. Are those systems enabling (or hindering) your team from efficiently developing, managing and reusing your content? Do you have the appropriate storage space and necessary tools to readily access that content? A complete examination of your current systems will give you insight into what you might be able to improve. With the right foundation in place, data silos will disappear, content will become more discoverable, workflows will become streamlined, and your employees — and your bottom line — will likely reap the benefits.

So...where's *your* content? Contact CCC today to learn more about how we can help you find — and manage — your assets.

## About Content and Knowledge Management Solutions from CCC

Working together with clients, CCC's team of content management and strategy experts, leading-edge technologists, and systems integration specialists take a practical approach to uncover and solve complex content management, development and delivery challenges. We'll help you maximize the value of your digital assets (both internal and external), eliminate data silos to make content more discoverable and agile, make content development workflows more efficient, and personalize the content access experience for each employee, customer and partner.

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