

# Operational Data Hub for Content Lifecycle

## Gain a Competitive Edge

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### Summary

Information providers, publishers, and media organizations around the world face increasing demand to deliver products tailored to individual users, present unique data and analysis, and target increasingly valuable niche markets. These organizations need to deliver products faster than ever before and reduce product creation and operational costs at the same time. However, traditional content lifecycles in these organizations have many components that aren't linked, can complicate access to content, and slow product development time.

Leading organizations are taking a different approach with a MarkLogic Operational Data Hub for Content Lifecycle that eliminates silos, unifies enterprise data, enables content re-use, and facilitates efficient content creation and delivery across the organization.

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### Content Lifecycles

Access to the right content is key in today's information businesses. Organizations recognize that the right content can drive key product features that bolster core product revenue and drive incremental revenue opportunities. Enhanced discoverability of content across the lifecycle provides a number of business benefits:

- Enable content re-use and drive efficiencies
- Reduce duplication of efforts
- Allow existing content to be leveraged for new markets and geographies

Re-usable content can be made even smarter with the collection of user insights and performance metrics. When lifecycle data is linked to the content, it can be leveraged for continuous improvement to drive product enhancement and development.

However, today's content workflows are built on multiple siloed systems for planning, designing, packaging, assembly, distribution, and usage analytics. This approach makes it harder to access information and gain the benefits of innovation, continuous improvement, and efficiency. Even worse, often systems are duplicated across business units and geographies, further compounding this challenge.

Linking these systems with traditional point-to-point integration leads to a complex many-to-many architecture that limits publishers' ability to expand their systems and innovate new products. Today's market demands timely responses, but legacy technologies slow publishers down.

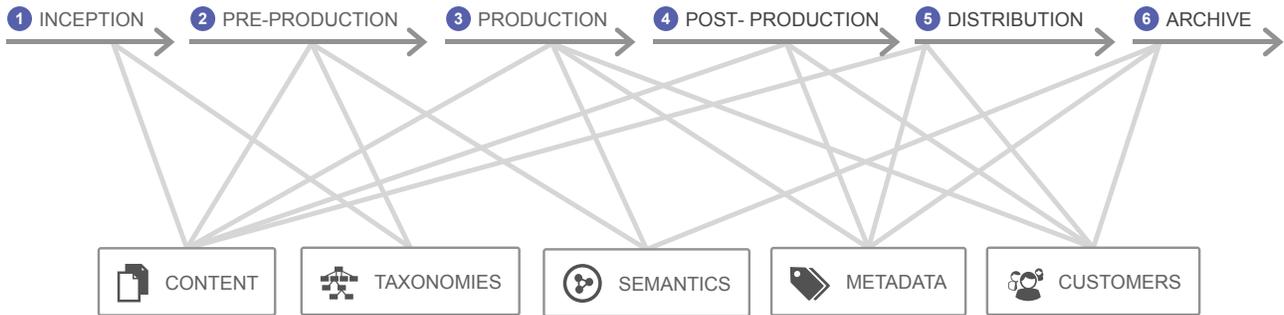


Figure 1: Without MarkLogic, siloed systems are slow and expensive to integrate

## Operational Data Hub Solution

MarkLogic addresses these challenges by deploying the MarkLogic® Enterprise NoSQL platform as a data hub across the content lifecycle, providing a real-time, enterprise-ready platform for the creation of next generation products and services. This Data Hub for Content Life-Cycle provides a single source of truth for content and metadata, serving existing and future applications with a trusted source of record for key information across the enterprise.

A data hub approach provides a holistic view of the content lifecycle — from content planning, through authoring and workflow, to delivery at scale and collection of user insights. The Operational Data Hub for Content Lifecycle also enables publishers to give their employees, partners, and customers the capability to discover, re-use, package, and distribute content.

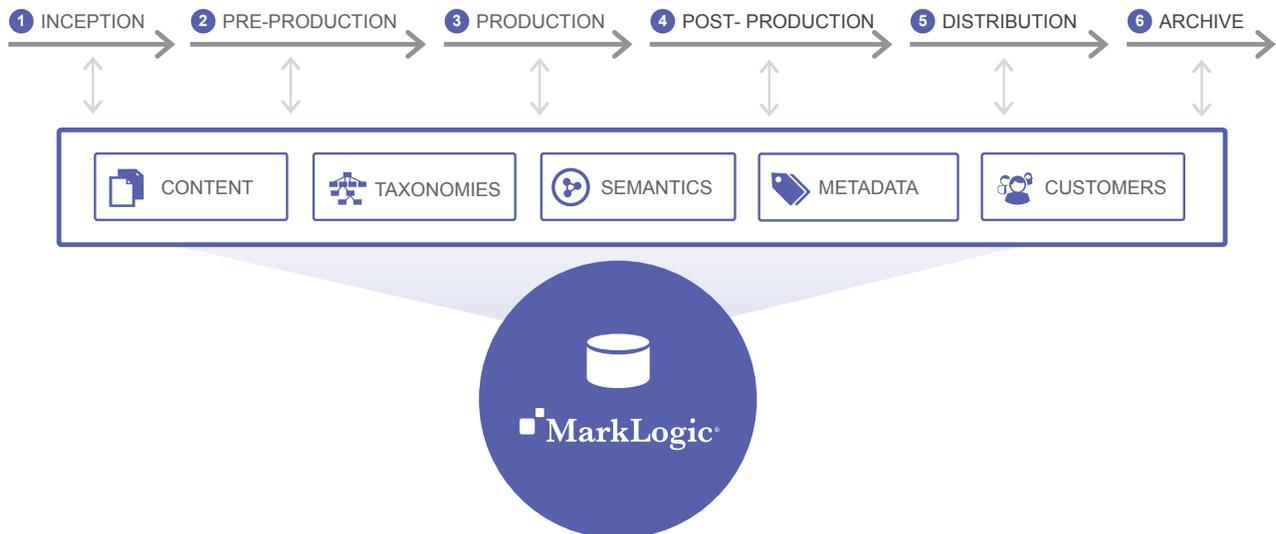


Figure 2: With MarkLogic, data silos are integrated and can be leveraged across the organization



MarkLogic is the only Enterprise NoSQL database. It is a new generation database that is built with a flexible data model to store, manage, and search today's data, without sacrificing any of the data resiliency and consistency features of last-generation relational databases.

MarkLogic's Operational Data Hub for Content Lifecycle solution leverages MarkLogic's Enterprise NoSQL capabilities for:

- Search and discovery
- Quick integration and deployment of heterogeneous content data (XML, HTML, JSON)
- Ability to semantically link content using industry-standard RDF triples
- Instant automatic replication across lines of business and geographies
- High Availability & Disaster Recovery
- Flexibility and scalability

These capabilities enable organizations to:

- Collect all information about assets from across the entire organization into a single repository and organize the information with ontologies and semantic relationships
- Search across all content from different systems and stages in its life-cycle
- Discover and re-use content for different geographies, business units and markets
- Measure content usage and performance, feeding back into continuous improvement and efficiencies

## Conclusion

MarkLogic's Operational Data Hub for Content Lifecycle solution provides access to content across the lifecycle, streamlines business operations, helps deliver more comprehensive information products, and enables a faster time to market. This innovative solution gives information providers, publishers, and media organizations a competitive edge and helps them deliver better products to their users and customers

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