



Content Reimagined

An intuitive and bold content experience for Technical Documentation

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Key Topics

01

Customer's content journey

02

Problem statement

03

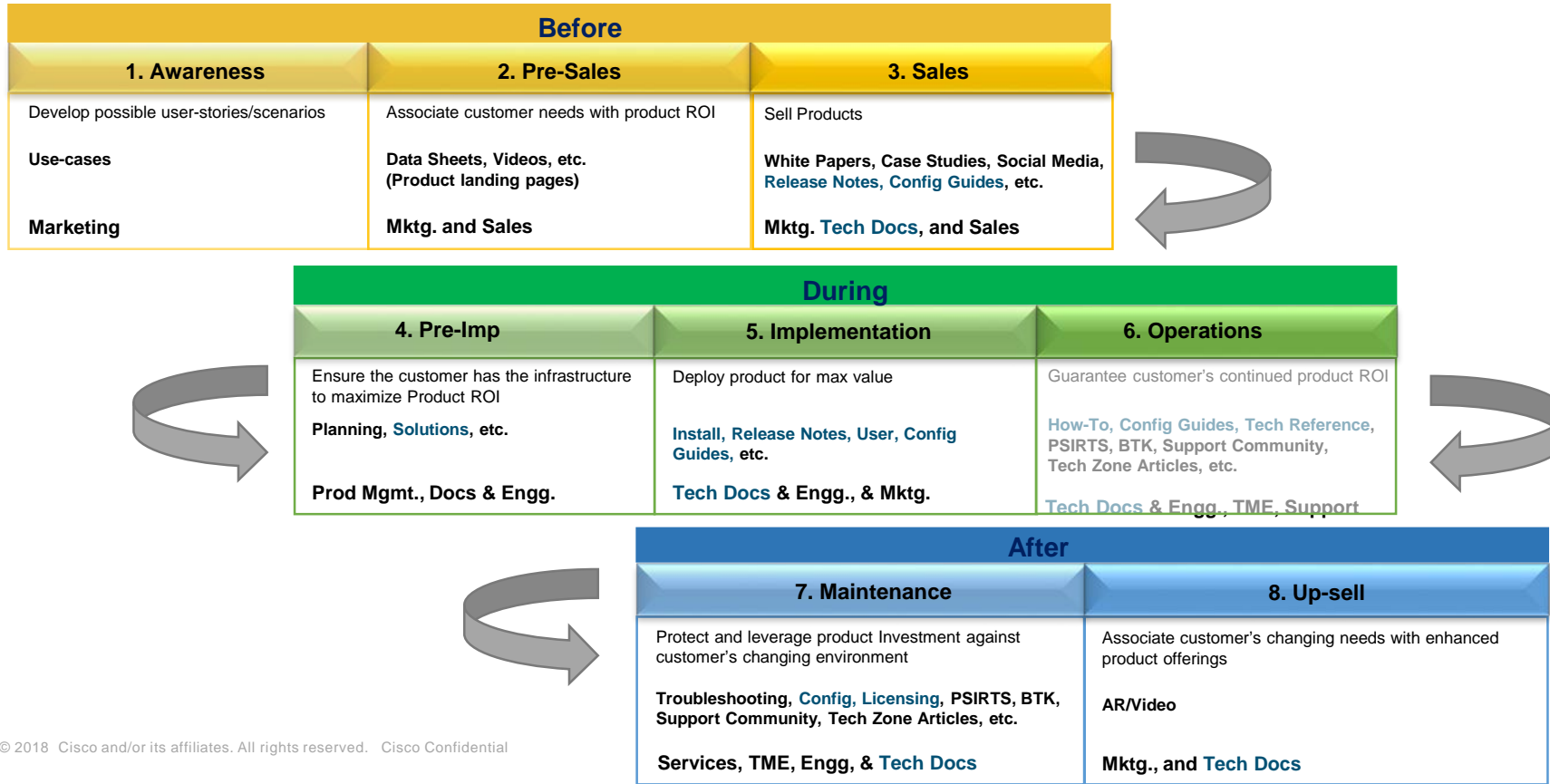
Demo

04

Architecture



Customer's Content Journey



Problem Statement

Findability

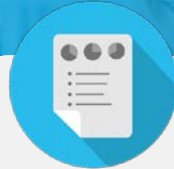


An average of 65,000 support cases raised because customers could not find existing, relevant documents

Search engine relevancy scores not representing Cisco products effectively

Addressing content findability issues would lead to higher support case avoidance

Content



- Accessed ~8 million times in a month
- Lack of insights into content utilization patterns

Improving content experience would have a significant-positive impact on the Cisco customer base

Productivity

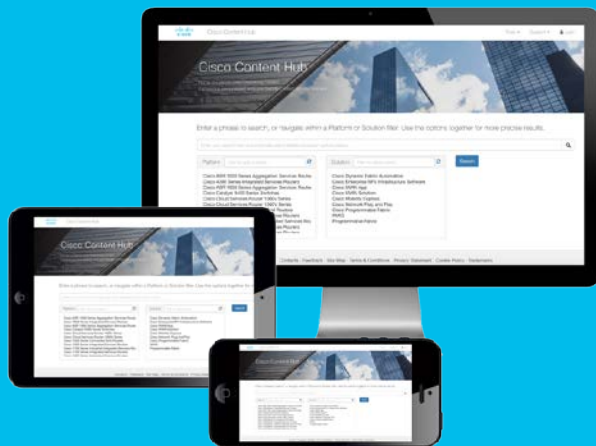


90% of content access is for achieving specific customer tasks (Configuration, Installation, etc.)

Providing instant access and proactive recommendations would substantially increase customer productivity

Test Drive Content Hub

Content Hub



<https://content.cisco.com/>



Faceted Search

Explore Products and Solutions by applying multiple filters



Posts

*Contribute to Cisco's technical content.
Share valuable insights with others*



Notes

Add personalized notes. Utility application similar to sticky notes



Custom Books

Gather topics of interest and create own eBook



Tools and Resources

Access top Cisco websites with one click



Analytics

Navigate to popular topics, recent searches, and recommendations



Single Sign-On

*Access the content hub through
Cisco Single Sign-on*

Why Marklogic?



Innovation

Super easy ingest with a schema-agnostic database that has built-in search to provide fast, advanced data indexing/access.



Security

The most secure NoSQL database, with fine-grained, Role Based Access Control to limit access to certain content



Proven

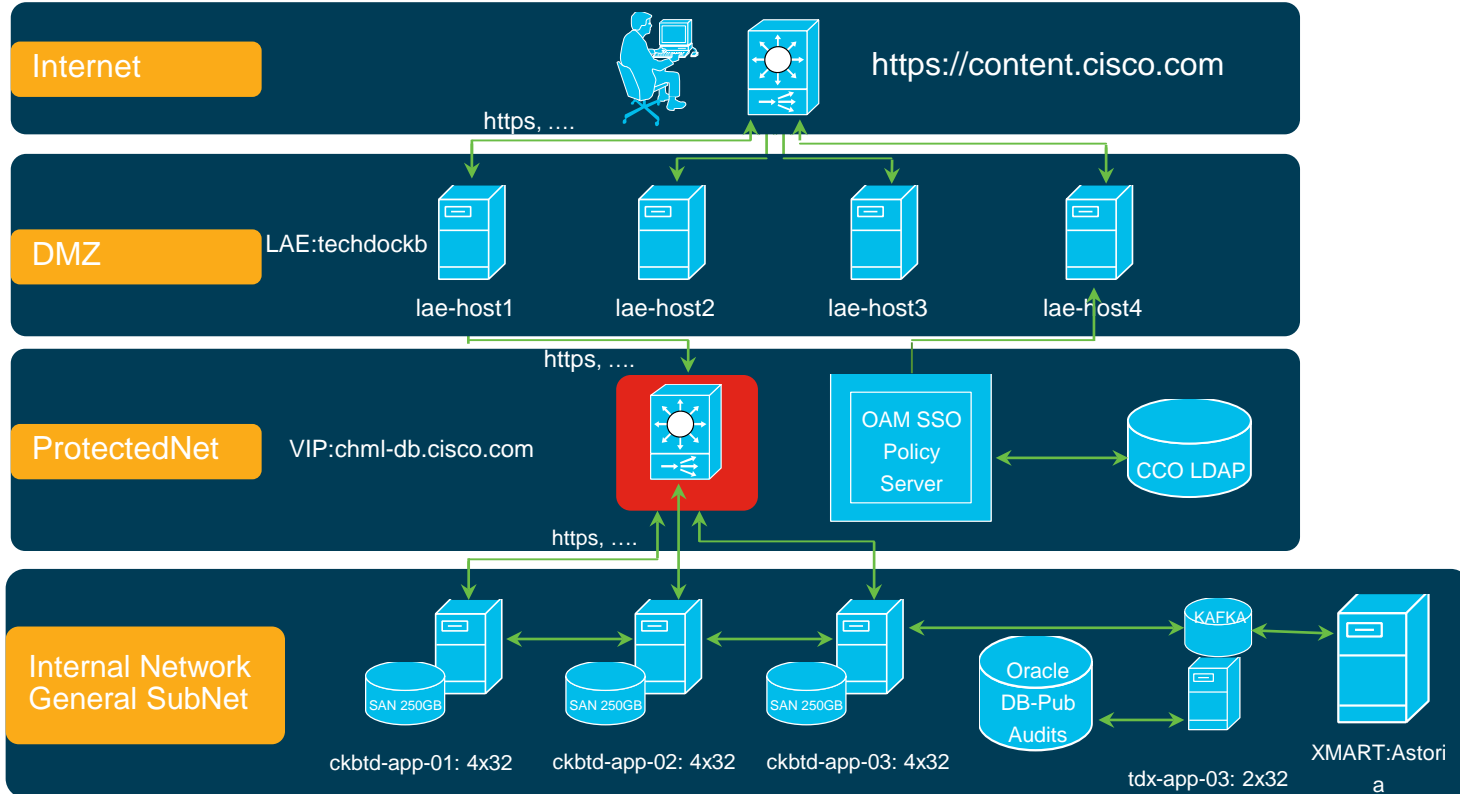
Trusted for mission-critical business operations at scale. Multi-statement ACID transactions (data consistency)



Ecosystem

Use of standards for file formats and APIs, and also market-segment agnostic. No lock-in

Architecture



Key Stakeholders



Tech Docs

Solution Owner



Cisco IT DocTools

Strategic Partner



MarkLogic

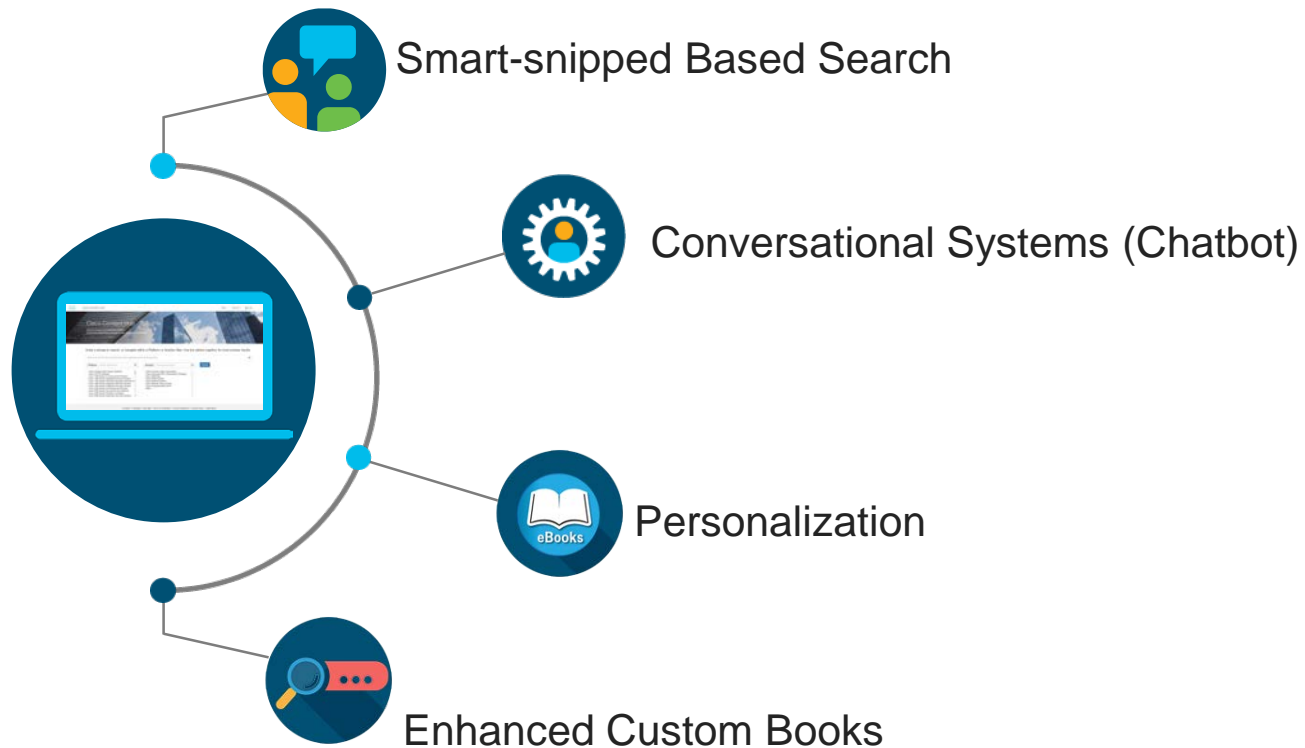
Vendor



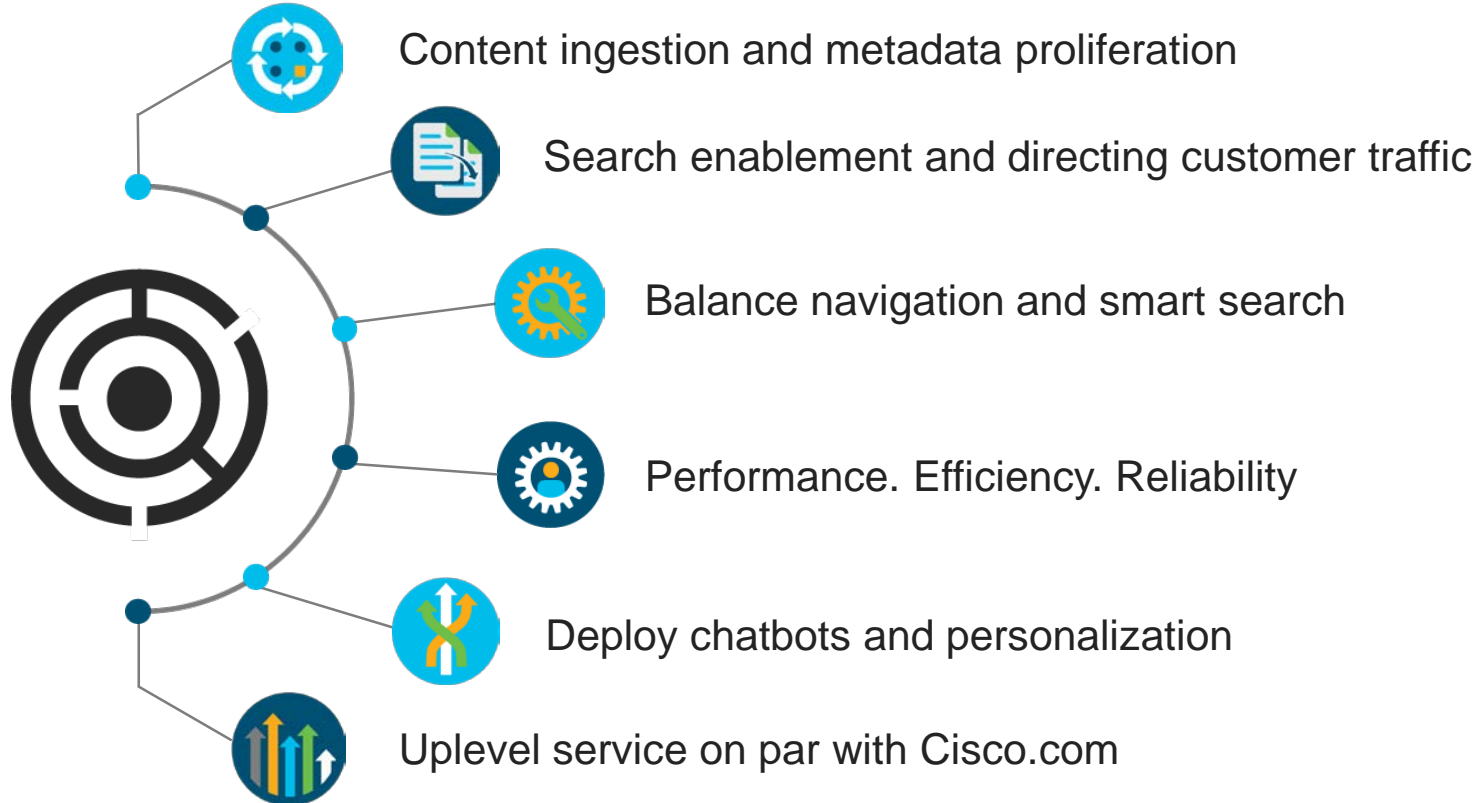
Product Owner

Business

Roadmap



Challenges & Opportunities



Any Questions?



Our Learning

- Content and content consumption have a direct correlation to product customer experience
- Collaborate with technology partners to build a solution
- Get buy-in from internal IT to host the solution
- Continuous software sustenance and feature development is needed
- Begin *your* bold journey to make content a differentiator

Backup

Results and Some Stats

- 57K files on Content Hub
- Load test results:

Total users	Run time	Avg. response time	Total iteration	Estimated page view/min
100	22.17	8.45s	13406	604

- User rate of about 13K/month, since search integration at Cisco Live in January.
- 95% desktop, 5% mobile or tablet device.

