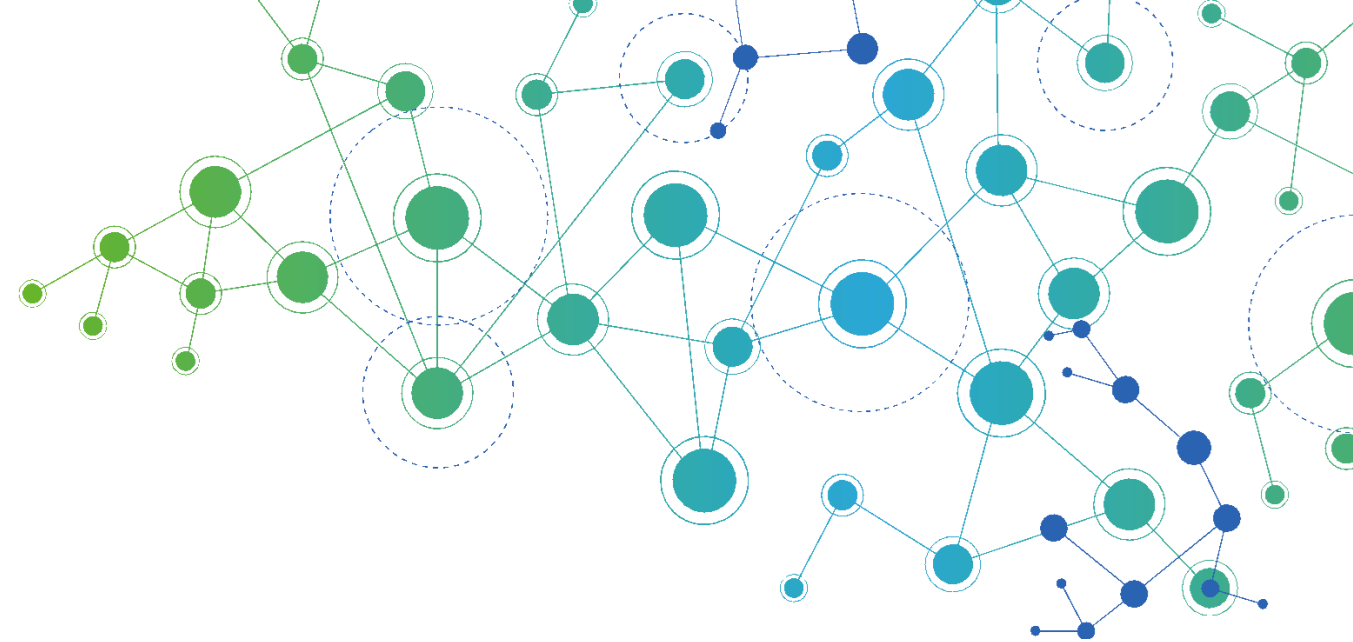




Unlock Your Content



Speaker:
Leslie Farinella, COO
Xyleme, Inc.



XYLEME

CONTENT MANAGEMENT FOR LEARNING

Content Personalization at Scale

3 Ways a "Building Block" Approach Helps Drive Success



What is content personalization, and why is it so hard to do at scale?

Delivering the
right content
to the right people
at the right time
in the right format

3 Main Obstacles to Personalization

Personalization Projects Fail Because...

Content is not
**tailored to
audiences**

Personalize & localize content by role, region, skill level, product, etc.

Content is
**trapped in a
single format**

Separate content from design & presentation with dynamic publishing

Content is not
**accessible where
people need it**

Distribute content anywhere via any channel from a single source





What's keeping you from achieving your organizations vision for content personalization?

Delivering the **right content** to the **right people** at the **right time** in the **right format**



1

Personalization projects fail because ... content is one size fits all.

	S	M	L	XL	XXL
length	54	55	57	59	60
width	40	44	48	50	52

Proprietary Content

Isn't as Tailored as Curated Content



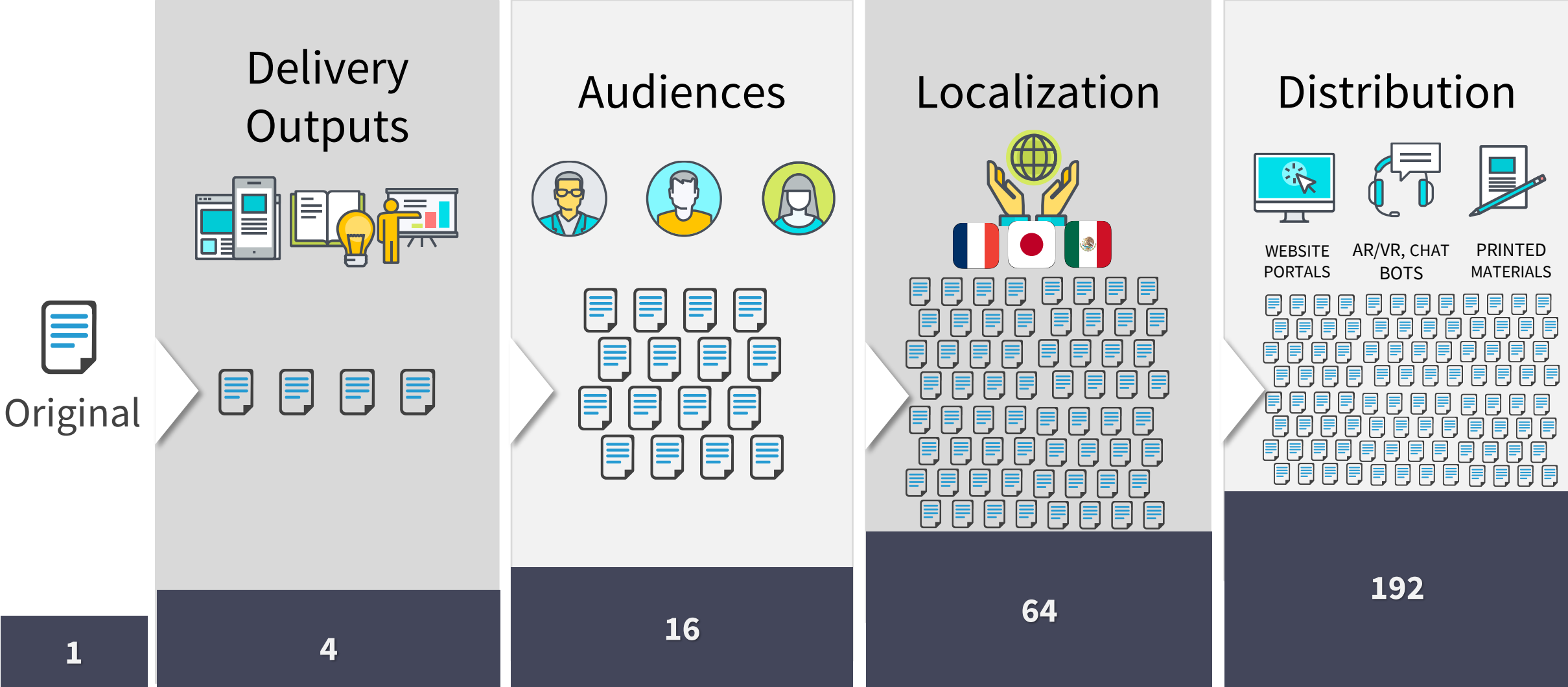
Tailored to audience

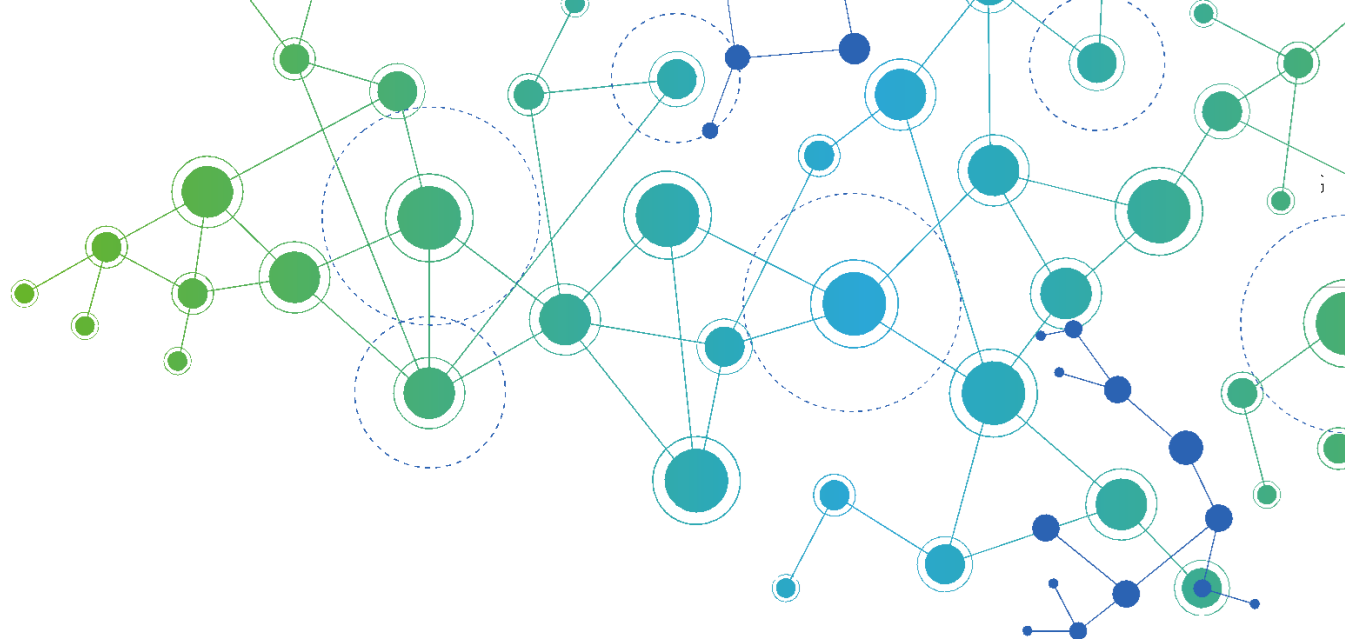


One size fits all

Brandon Hall survey found that 70% of content is proprietary to your organization.

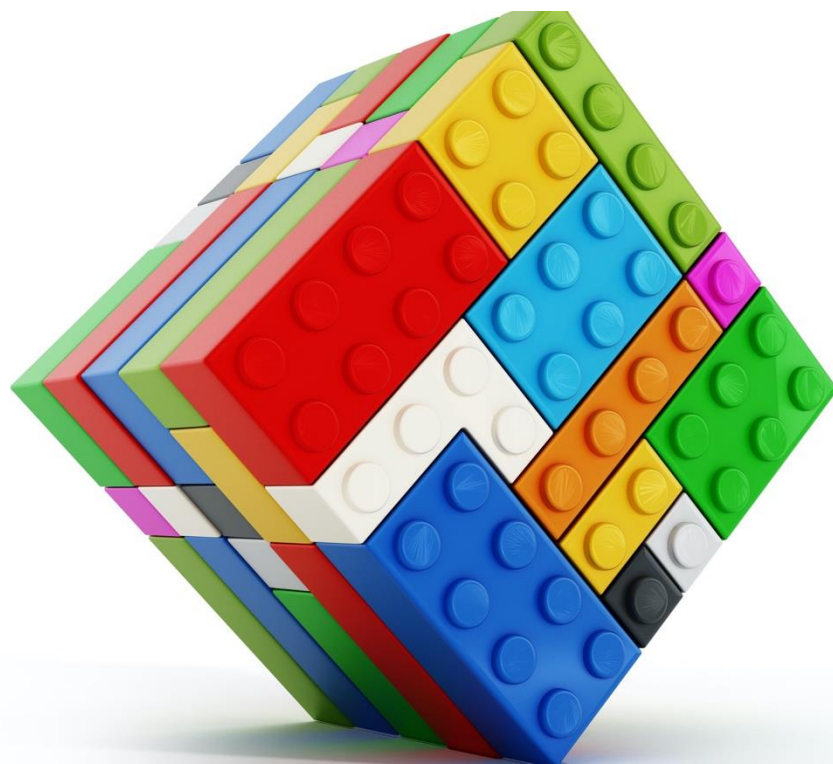
Maintenance is the Limiting Factor





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Achieving Personalization
at Scale: The "Building
Block" Approach



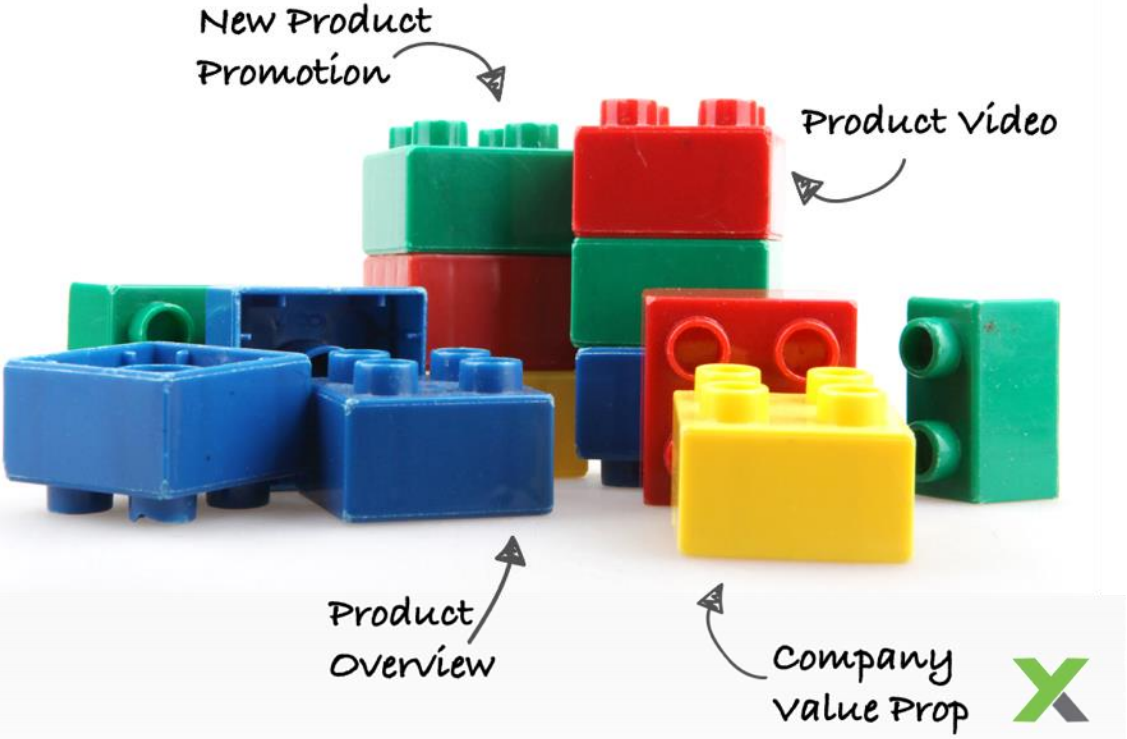
Leverage the Overlap



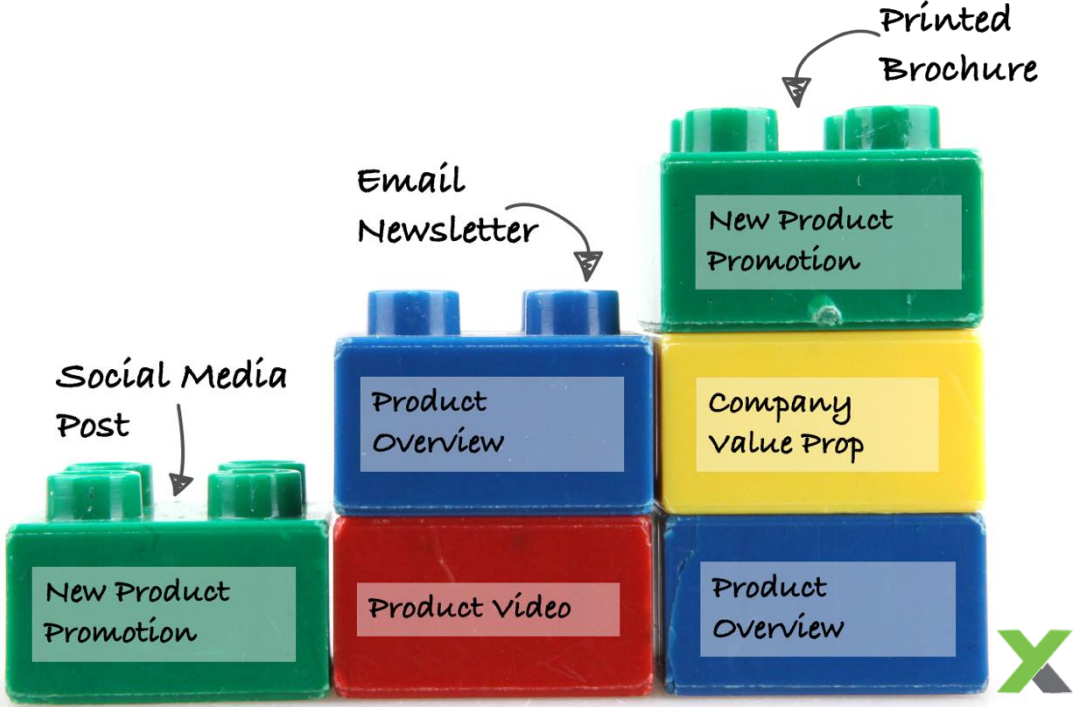
Topic / Output	User Guide	Support Training	Sales Training	Learning Portal
Product Benefits	X	X	X	
Product Features	X	X	X	
Troubleshooting Guide	X	X		X
Procedure				X
Video Demo		X	X	X
Case Study			X	X
Assessment		X	X	

Build as Reusable Blocks

START WITH TARGETED CONTENT ASSETS



GAIN LIMITLESS POTENTIAL FOR REUSE



Link, Don't Copy

Linking = update once and done.



ON-DEMAND & KNOWLEDGE SEARCHING



CONTEXTUAL HELP & AR/VR SUPPORT



LEARNING LIBRARIES & RESOURCES



PRINTED MATERIAL





2

Personalization projects fail because ... content is trapped into a single format.





Ability to
create more
tailored
experiences.

Source: Reimagining L&D Capabilities to Drive Continuous Learning, Bersin by Deloitte

Separate Content From Presentation

Traditional Tools Limit Flexibility



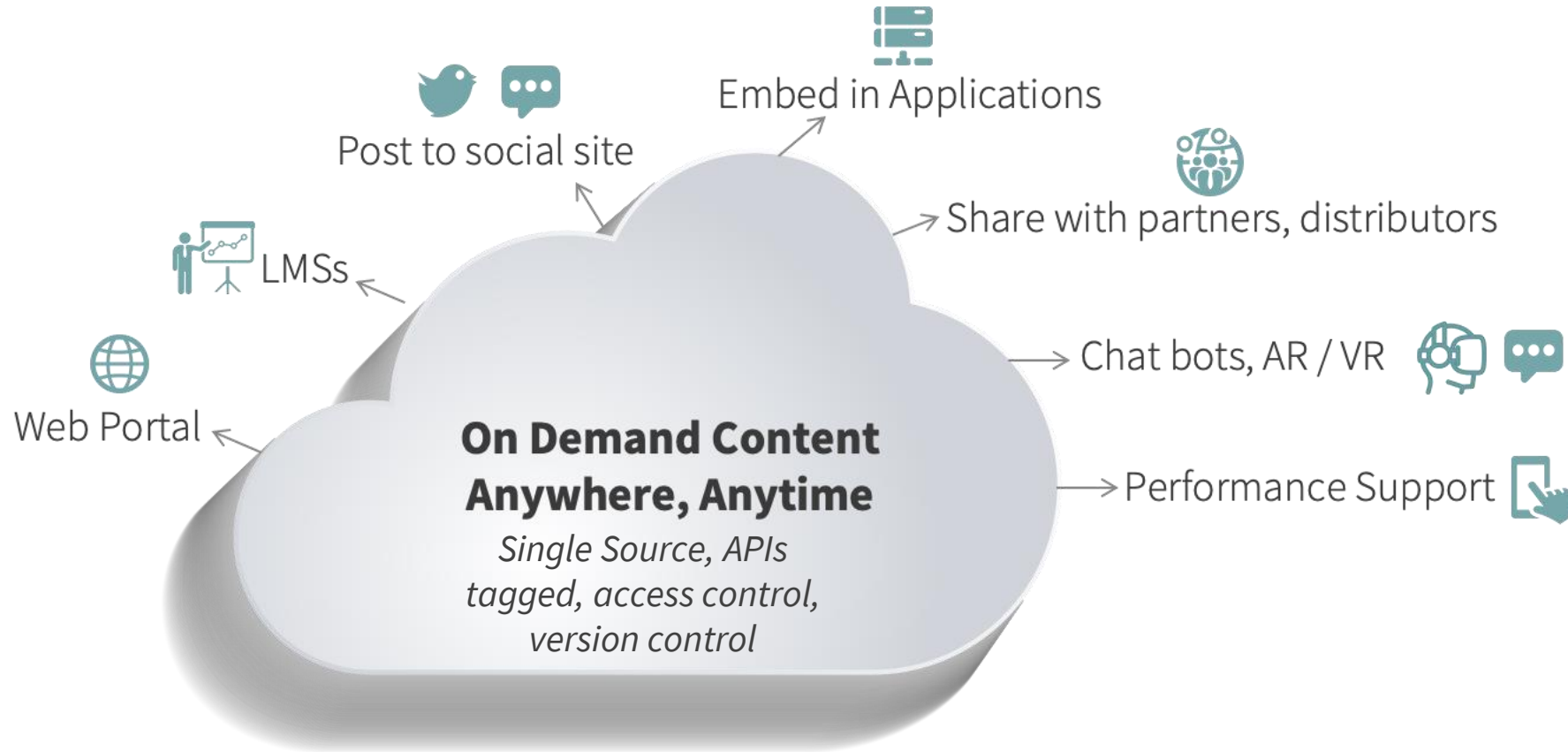


3

Personalization projects fail because ...
it's hard for people to access



Access Content Where You Need It





Unlock Your Content

Manage Content at Scale

Summary

Personalization Projects Fail Because...

Content is not
**tailored to
audiences**

Personalize content
by role, region, skill
level, product...

Content is
**trapped in a
single format**

**Separate content
from presentation**
with dynamic
publishing

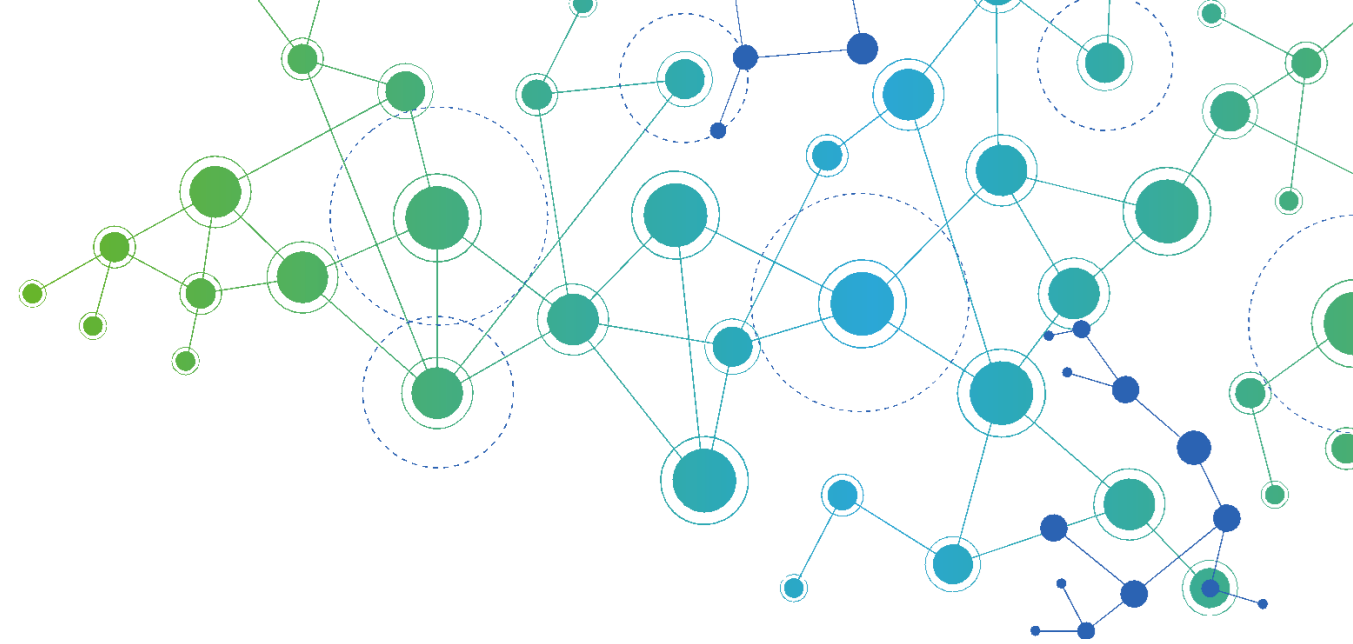
Content is not
**accessible where
people need it**

**Distribute content
everywhere** from
a single source





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