

# Interoperability for improved business agility

Data Sheet



## Integrate your marketing tools to create highly optimized, personalized experiences

Technology needs to work together for marketers to create a well-orchestrated customer journey across touchpoints bringing together:

- **Data that drives customer intelligence** – Tridion® Sites captures in-the-moment visitor behavior to enrich your existing data from your customer relationship management (CRM) or master data management (MDM) environments.
- **Content that delivers the right message** – Tridion Sites integrations enable you to access and use content in any system in which you store text, images, audio and video.

Tridion Sites helps you do both successfully by providing interoperability with the technology your company already uses.

### Tridion Sites Interoperability

It is often challenging to create custom integrations between CMS and other enterprise applications, frequently requiring months of work.

Tridion® Integration Framework and Connectors simplify this by enabling you to quickly connect with your DAM, CRM, ERP, Marketing Automation, Commerce, PIM, Portal technology, Analytics and Social Media platforms to name a few.

**The result?** You can integrate with the marketing tools that support better customer experiences, achieve operational efficiency across platforms and teams, and take full advantage of your company-wide corporate assets.

These integration points also make it much easier to replace an element of your technology stack while reducing the impact on your application landscape.

### Benefits of an interoperable CMS

#### Business Agility

- Easily add touch points or channels as new technologies emerge

#### Content Consistency

- Deliver consistent content across channels, reinforcing your brand

#### Customer Engagement

- Improve customer engagement by delivering exactly the right information to the right customer in the right channel



## Interoperability for improved business agility

### Easy deployment of integrations using add-ons

Deploying new and updated integrations across your CMS landscape is often difficult and time-consuming. Tridion Sites solves this problem using Add-ons, which include connectors, templates and configuration files packaged together to facilitate integration with other systems.

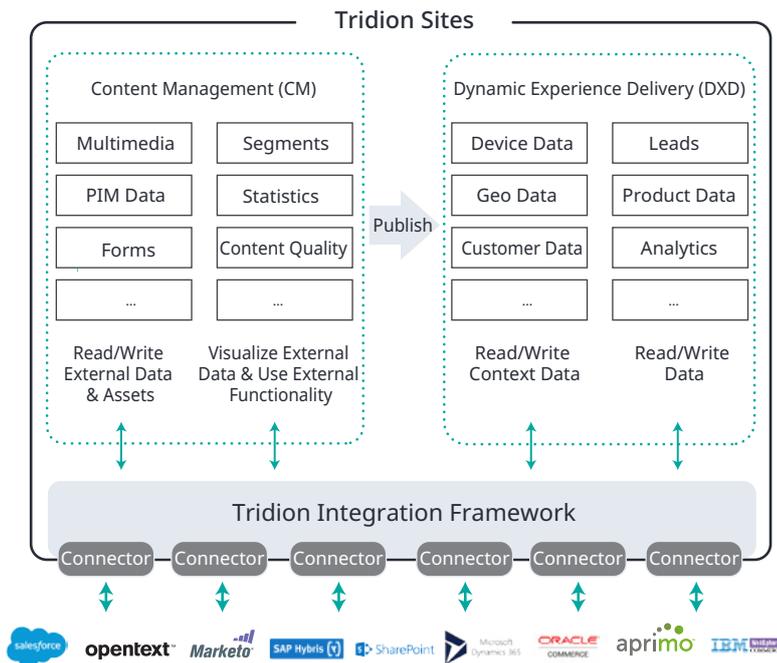
Tridion Sites automates and standardizes Add-on deployment, so your IT team can simply upload and deploy an Add-on with a click of a button. You or your partner can create custom Add-ons for specific business applications, or you can access existing Add-ons in the RWS App Store

Example add-ons	Description
<b>eCommerce</b>	<ul style="list-style-type: none"><li>• Blend Tridion Sites managed content with commerce content from your eCommerce or PIM system</li><li>• Avoid redirects from your main website to a commerce portal</li><li>• Ensure a consistent user experience across the customer journey</li></ul>
<b>CRM</b>	<ul style="list-style-type: none"><li>• Capture and transfer visitor information between digital channels and your CRM system</li><li>• Map webforms directly to your CRM system</li><li>• Use CRM segmentation data to drive personalized online experiences</li><li>• Ensure GDPR and data privacy compliance</li></ul>
<b>Marketing Automation</b>	<ul style="list-style-type: none"><li>• Personalize digital content based on visitor profiles from marketing automation software</li><li>• Enrich customer data with behavioral information from your websites</li></ul>
<b>Multimedia</b>	<ul style="list-style-type: none"><li>• Integrate with digital asset management (DAM), online video platforms (OVP) or other on-premise and cloud-based solutions</li><li>• Give web editors access to these multimedia assets directly from Tridion Sites</li></ul>
<b>Marketing Resource Management</b>	<ul style="list-style-type: none"><li>• Create a joined-up process for content ideation, planning and creation by combining Marketing Resource Management (MRM) with Tridion</li><li>• Streamline processes through automated workflows and real-time notifications</li></ul>
<b>Content Management</b>	<ul style="list-style-type: none"><li>• Unlock content stored in other traditional or headless content management systems (CMS)</li><li>• Build a layer of central control and governance on top of these CMSs without the need to replace them</li></ul>
<b>Cloud File Storage</b>	<ul style="list-style-type: none"><li>• Use content managed in cloud file storage platforms directly within Tridion and publish it on your digital channels</li><li>• Publish information back into cloud file storage platforms using bidirectional file sync capabilities</li></ul>

Custom integrations

Using the RWS Software Development Kit (SDK), IT can develop Add-ons in either Java or .NET. The Tridion Integration Framework deploys Add-ons across both the Tridion Sites Content Management and the Dynamic Experience Delivery environments.

Tridion Integration Framework



Tridion Sites Interoperability features enable you to:

- Enhance customer experiences unlocking your enterprise-wide content and data repositories
- Dynamically combine Tridion Sites managed content with information from PIM, ecommerce, ERP, transactional and other technologies
- Ensure both proper access control and fine-grained personalization using componentized content
- Deliver content dynamically in real-time using an API-first approach
- Ensure security and compliance
- Leverage Translation Memory and Machine Translation integrations

To learn more, visit [rws.com/tridion](http://rws.com/tridion)

About RWS

RWS Holdings plc is the world's leading provider of technology-enabled language, content management and intellectual property services. We help our customers to connect with and bring new ideas to people globally by communicating business critical content at scale and enabling the protection and realization of their innovations.

Our vision is to help organizations interact effectively with people anywhere in the world by solving their language, content and market access challenges through our collective global intelligence, deep expertise and smart technology.

Customers include 90 of the globe's top 100 brands, the top 10 pharmaceutical companies and approximately half of the top 20 patent filers worldwide. Our client base spans Europe, Asia Pacific, and North and South America across the technology, pharmaceutical, medical, legal, chemical, automotive, government and telecommunications sectors, which we serve from offices across five continents.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: [www.rws.com](http://www.rws.com)

© All Rights Reserved. Information contained herein is deemed confidential and the proprietary information of RWS Group\*. \*RWS Group shall mean RWS Holdings PLC for and on behalf of its affiliates and subsidiaries.