bluestream
<content solutions>

Enriching Salesforce with the Bluestream XDelivery Platform

info@bluestream.com
www.bluestream.com

WHITE PAPER

Summary

Salesforce is ubiquitous; it is being used to drive self-service portals, support internal staff, increase sales, and much more. However, Salesforce can now be made more powerful and give you an even greater competitive advantage. Whether you are using Sales Cloud, Service Cloud, Marketing Cloud, or Community Cloud, you are sharing your information. If your core content isn't agile, modular, and intelligent you are restricting what you can

achieve.

The Objective

Every company aims to improve their customer's experience while also removing obstacles that affect their employee's productivity.

The Possible

Help your customers easily find great support information through Community searches, right beside your community forums, blog posts, and Salesforce Knowledge Base articles. Dynamically update content through Bluestream's end-to-end solution. Use Bluestream's sophisticated tags to customize information based on user profiles, permissions, and languages, and deliver customer- and configuration-specific documents, policies, or procedures.

Your technical publications team is already creating intelligent structured content that can be enriched with

Bluestream XDocs DITA CCMS. This and other content can be further enhanced by using the XDelivery dynamic delivery platform to integrate the material directly into the Salesforce Clouds. Using XDelivery enables you to deliver sophisticated technical content through Salesforce, with navigation hierarchy, embedded multimedia, and information structure.

Integrating XDelivery puts your rich technical content in the hands of your customers and support team when and where they need it irrespective of device or platform.

Integrating Content with Salesforce

There are multiple approaches to providing an integrated content experience for your customers on Salesforce.

Import all your content into Salesforce for native display, search, etc. within Salesforce — making your content fully integrated. The drawbacks of this approach include the fact that

Bluestream has solutions for all your content challenges.

> Complete, end-to-end, content management system.

> Comfortably accommodates distributed work teams and collaborative workfows.

> Agile, automated, responsive content delivery that readers can fnd and share.

> Smart localization tools to help you manage and deliver translations to your global audiences.

> Flexible, secure, supported, mature, and scalable system.

Salesforce content navigation is weak at best.

Additionally, Salesforce storage is costly; and disconnecting output from the information source makes it cumbersome to update source content and synchronize the output.

Use an external federated search engine — this can be integrated with Salesforce and search multiple repositories or sites for results. Results are shown in the Salesforce interface. Clicking on a link takes you out of Salesforce. This is potentially costly but viable.

Perform a federated search from within Salesforce Community — the search extends to external systems or sites and returns tabbed search results. Clicking on a link takes you out of Salesforce. This option requires customization of Salesforce search to extend into external databases/ websites, and relies on Salesforce's ability to search external databases and return meaningful results.

Search multiple repositories and open links from within Salesforce Community — when you enter the search term in Salesforce, the term is passed to a repository such as the XDelivery platform in real-time. Results are presented in the Salesforce Community alongside Salesforce search results. When you click on a result, the content is opened in the Salesforce interface. In this case, the search of your technical content is performed by XDelivery, which communicates with Salesforce, and yields more accurate search results. Moreover, some content navigation within the Salesforce interface becomes possible since the intelligence to provide the navigation hierarchy is being supplied by the

delivery platform. The downside of this is that the presentation must conform to the Salesforce framework, which imposes some technical limitations. This approach can be expensive and may not yield a powerful User Interface.

Search multiple repositories and open links in separate delivery platform — when you enter the search term in Salesforce, the term can be passed to a repository such as Bluestream's XDelivery platform in real time. Results are presented in the Salesforce Community alongside Salesforce search results. When you click on a result, the content is opened in the delivery platform. This is a powerful and cost-efficient option. Since Bluestream processes the search, we ensure that the information returned matches your customer's needs. There are few limits on content presentation; you can leverage information structure to provide great navigation, search, content filtering, embedding of multimedia content and so on.

Run Delivery Platform separately, with SSO — this is a very cost-effective option that allows powerful searches of your technical content. Since Bluestream processes the search, we ensure that the information returned matches your customer's needs. There are few limits on content presentation; you can leverage information structure to provide great navigation, search, content filtering, embedding of multimedia content, and so on. However, this option does not provide any integration with Salesforce search, so the user experience is fragmented.

Bluestream supports all these options and can help you to determine the optimal architecture for your specific needs

Bluestream Fast Facts

> Bluestream's fagship product is the XDocs Component Content Management System (CCMS), a standards-compliant single sourcing solution that enables technical communicators to create, manage, dynamically publish, and store large volumes of both XML and non-XML content.

> XDocs customers range from Fortune 100 organizations seeking complex cross-departmental DITA solutions to small businesses containing single author documentation teams.

> Bluestream has been in business since 2013 and has customers in many verticals, among them software, oil and gas, health care, military, manufacturing, and fnance.

About Agile, Modular and Intelligent Content

Content created using tools such as Microsoft Office or Google Docs has little if any inbuilt intelligence. Locating content generally requires full text search, resulting in time consuming and often inaccurate processes.

Additionally, the content can normally only be viewed in its original format or PDF which itself is often inappropriate.

Structured content such as XML created using specialist tools or as the result of a conversion process is far more powerful.

This content can be effectively tagged with metadata and consequently searches are far faster and accurate. XML can also be published to any format, allowing delivery to any device or platform as appropriate.

XDocs DITA CCMS is a leading component content management system, and Bluestream are unique in also having developed XDelivery — a dynamic delivery platform to offer a complete content lifecycle management solution from a single vendor.

Maximize the value of your content

The Dynamic Delivery Platform offers agile, automated, and responsive updates and delivery of your content directly from your source server.

Your readers can search, browse, find, and share your approved knowledge assets faster in both HTML and PDF.

Publishing outputs:

> Knowledge Base
> PDF
> HTML
> Help
> EPub
> FrameMaker
> WebWorks
> Adobe InDesign
> and many more
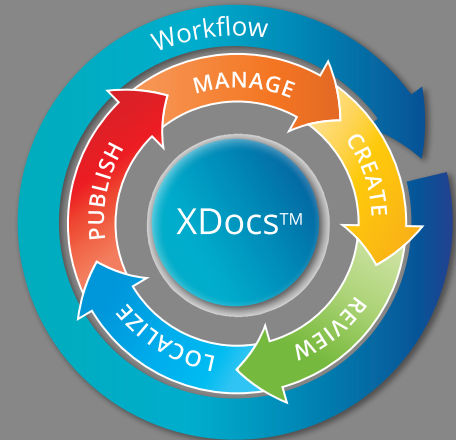
*Control every step of your content lifecycle with unparalleled agility. **XDocs** provides you with an enterprise end-to-end content solutions.*