

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 Experience 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 site 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 suitability of this approach and its content

Bluestream has solutions for all your content challenges.

- > Complete, end-to-end, content management system.
- > Comfortably accommodates distributed work teams and collaborative workflows.
- > Agile, automated, responsive content delivery that readers can find and share.
- > Smart localization tools to help you manage and deliver translations to your global audiences.
- > Flexible, secure, supported, mature, and scalable system.

navigation depends on site design and documentation requirements.

Storage requirements and costs depend on the Salesforce configuration. If content is copied away from its source, plan how updates and permissions will stay synchronized.

Use an external federated search engine — it can connect Salesforce with other repositories. Results appear in Salesforce. Depending on the integration, result links may open on the source website or in a frame within Salesforce.

Perform federated search within Salesforce Experience Cloud — a configured external search provider and connector can return results from other repositories. The provider searches its source and returns results for display in Salesforce. Link behavior depends on the integration.

Search multiple repositories and open links within Salesforce Experience Cloud — a search term can be passed to a repository such as XDelivery. Results can appear alongside Salesforce results, with selected content opened in the Salesforce interface. XDelivery searches technical content using its search and metadata capabilities. It can also provide navigation based on the structure of the technical content, within the chosen Salesforce integration.

The presentation must fit the chosen Salesforce framework and integration. Evaluate user-interface requirements, implementation effort and maintenance costs before choosing this approach.

Search multiple repositories and open links in a separate delivery platform — a search term can be passed to XDelivery, with results presented alongside Salesforce Experience Cloud results. Selecting a result opens the content in the delivery platform. XDelivery supports full-text search and metadata filters to help customers find relevant information. The delivery platform can provide content navigation, filtering and embedded multimedia.

Run the delivery platform separately with single sign-on — users search technical content directly in XDelivery. Full-text search and metadata filters help them find relevant information, while content navigation and multimedia remain in the delivery platform. This approach does not itself integrate results with Salesforce search, so assess the experience of moving between the two systems.

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

Bluestream Fast Facts

- > Bluestream's flagship 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 1997 and has customers in many verticals, among them software, oil and gas, health care, military, manufacturing, and finance.



About Agile, Modular and Intelligent Content

General-purpose tools such as Word and Google Docs support document creation and sharing. DITA adds explicitly typed topics, metadata and reuse mechanisms for modular technical content.

Word and Google Docs support multiple export formats. Choose formats that suit your delivery requirements.

Structured content such as DITA XML supports reusable topics and separates content structure from presentation.

Structured XML can carry metadata for filtering and retrieval. Publishing tools transform the source into supported output formats; delivery options depend on the toolchain and configuration.

XDocs DITA CCMS is a component content management system. Bluestream also provides XDelivery, a dynamic delivery platform, supporting content management and delivery from a single vendor.

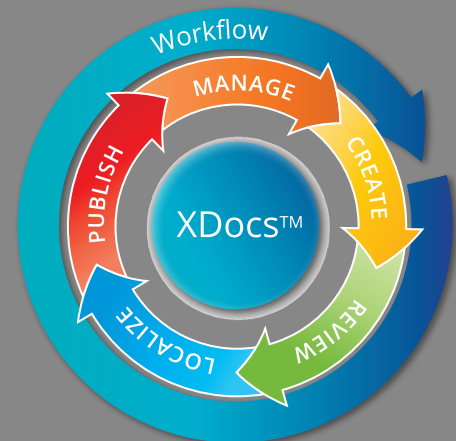
Maximize the value of your content

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.



salesforce

