

Content Reimagined

An intuitive and bold content experience for Technical Documentation

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Key Topics

O1 Customer's content journey

? Problem statement

03 Demo

O4 Architecture



Customer's Content Journey

Before					
1. Awareness	2. Pre-Sales	3. Sales			
Develop possible user-stories/scenarios	Associate customer needs with product ROI	Sell Products			
Use-cases	Data Sheets, Videos, etc. (Product landing pages)	White Papers, Case Studies, Social Media, Release Notes, Config Guides, etc.			
Marketing	Mktg. and Sales	Mktg. Tech Docs, and Sales			





During					
4. Pre-Imp	5. Implementation	6. Operations			
Ensure the customer has the infrastructure to maximize Product ROI	Deploy product for max value	Guarantee customer's continued product ROI			
Planning, Solutions, etc.	Install, Release Notes, User, Config Guides, etc.	How-To, Config Guides, Tech Reference, PSIRTS, BTK, Support Community, Tech Zone Articles, etc.			
Prod Mgmt., Docs & Engg.	Tech Docs & Engg., & Mktg.	Tech Docs & Engg., TME, Support			





After			
7. Maintenance	8. Up-sell		
Protect and leverage product Investment against customer's changing environment	Associate customer's changing needs with enhanced product offerings		
Troubleshooting, Config, Licensing, PSIRTS, BTK, Support Community, Tech Zone Articles, etc.	AR/Video		
Services, TME, Engg, & Tech Docs	Mktg., and Tech Docs		

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 finegrained, Role Based Access Control to limit access to certain content



Proven

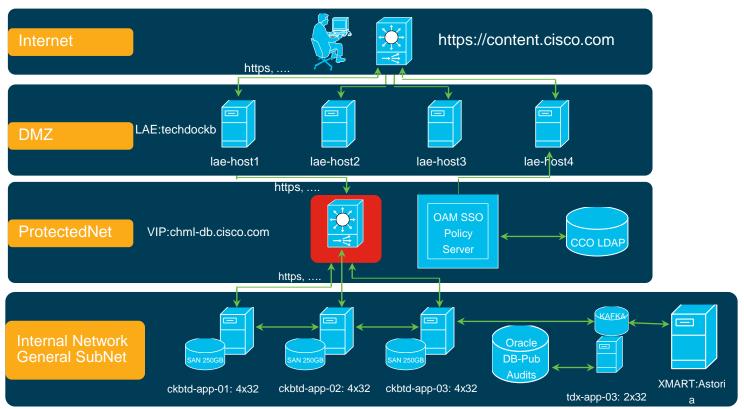
Trusted for mission-critical business operations at scale. Multi-statement ACID transactions (data consistency)



Ecosystem

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

Architecture



Key Stakeholders



Tech DocsSolution Owner



Cisco IT DocTools
Strategic Partner

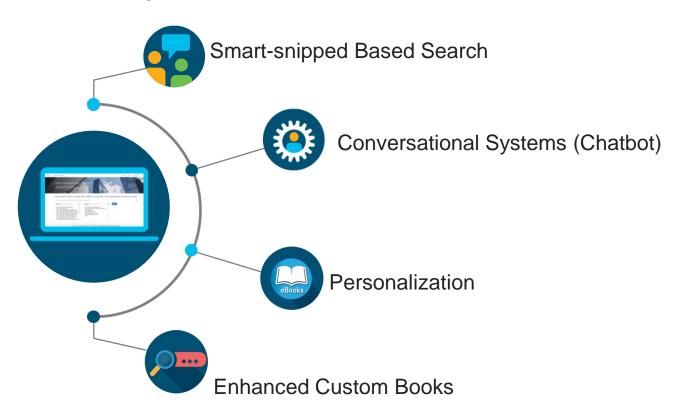


MarkLogic Vendor

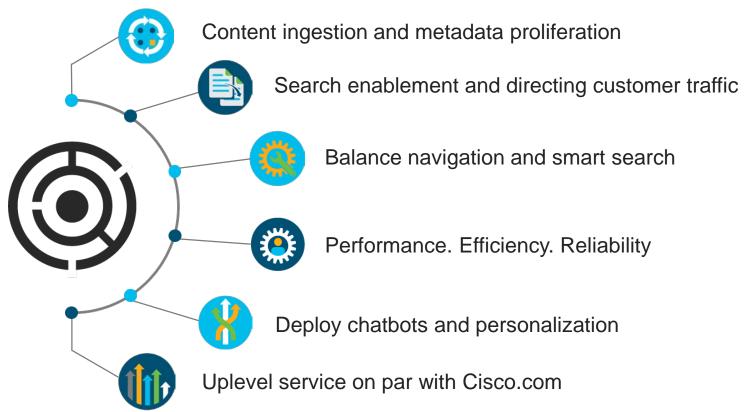


Product Owner
Business

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.

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