

Innovation Case Study ContentHQ
a yuuvis® hackathon creation · 2019 · Austin

Keep content organized in a customized hub

CONTENT
HQ

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The Challenge Marketing and business development projects often require content and resources from many different business areas and departments. A particular project may have associated video, written content, and other resources that are either siloed (in the case of enterprise-level companies) or simply forgotten in the crush of content. Getting a full picture of what is available, and being able to access a specific piece of content when you need it is often a time-intensive and frustrating experience.

The Solution Content HQ is a content management operations solution that allows marketing professionals and others to navigate multiple internal knowledge bases to retrieve, edit and leverage content.

The solution provides a visual dashboard of all projects based on a user's role and access level. Operational tasks are based around this customized hub. Some key functions include the ability to upload multiple kinds of content for retrieval at a later date such as raw footage which can be reused later for smaller videos on social media, analyzing legacy files, and publishing to multiple platforms.

Content HQ leverages the robust API functionalities of yuuvis® Ultimate to create a media-focused solution that cuts across internal knowledge bases to enable flexible, robust content management operations.

Benefits:

- Organize content of all kinds according to project
- Restrict permissions based on user role
- Upload content to be stored, archived, and searched later
- Break down content silos for easier access to materials and knowledge

