

# The Value of Managing Content Experience

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Enhancing Customer Experience. Understanding User Behavior.  
Ensuring Sustainable Operations.

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## INTRODUCTION

Content experience is a higher-level notion that speaks to the importance of not only content, but how people interact with it. Properly managing it requires more than visibility. It requires actionable insight.

*Where there's smoke, there's fire.* Waiting to respond to a rapidly spreading blaze results in more damage and effort than catching it at first spark. Someone inside a house, familiar with its design, aided by detectors, and holding a fire extinguisher would be better equipped to avoid or remediate damage than someone outside who may only eventually see smoke and flames. Early action is critical for circumventing disaster.

This same principle rings true when managing the systems that manage your content. Although general-purpose tools may be able to eventually spot a problem, they won't provide early detection, avoidance and remediation. Toss in multiple vendors and solutions in your modern content services platform (CSP), and it quickly becomes apparent that only a tailored management solution viewing and acting from the inside out enables this needed insight. The risks of taking a reactive (house on fire) versus proactive (caught at first spark) approach to managing your CSP can result in outages, terrible customer experience, and frustrated IT staff who struggle to diagnose the root cause of problems. Do-it-yourself approaches can burden even the most experienced practitioners and increases your fire risk. These general approaches are missing the contextual understanding of the CSP application, its stack, and user behavior.

Tier-one content services applications demand management visibility. Reveille can sit alongside your existing monitoring, incident management and notification technology and make it smarter. We complement the generic visibility that performance tools offer by providing in-depth insight inside all components of your CSP. Rich integrations coupled with deep domain expertise provide specific context to your content world. Our ability to provide intelligent operational and behavioral data visualizations, proactive alerting, automatic repair and detailed reporting helps to lower CSP operational costs and guarantee service levels.

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# THE POWER OF REVEILLE - CONTROLLING CONTENT EXPERIENCE

## Customer Experience

### Performance

- Out-of-the-box key performance indicators (KPIs) track, measure and report on critical application processes while allowing automated remediation.
- Contextual alerts to manage performance at the application process level. This allows the application support team(s) the ability to be notified when downloading, searching, or viewing documents exceed desired levels.

### Adoption

- Real-time end-user transaction visibility enables you to see the relationship between users and application flow.
- Understanding user activity allows you to understand app adoption from the highest to lowest levels.

## User Behavior

### Security Hardening

- Insight into user behavior and baselines allows detection of hard-to-spot deviations from normal/ approved activity, giving far more information and control than simple access rights.
- Intelligent visibility provides the ability to monitor client IP addresses, recognize invalid login patterns, and automatically corroborate user credentials.

### Audit

- Drill down into current and historical user activity, and know which users accessed which repository or piece of content.
- Impress auditors with speed of reply without slowing your momentum.

## Sustainable Operations

### Private Cloud

- Enhance your shared services environment by supporting the ability to monitor, provide reporting, view usage, cross-charge and more across multiple LOBs or groups.

### Capacity & Upgrade

- Dashboards and reports that provide day-to-day operational insight, baselines and trends – adding intelligence to capacity and upgrade planning.

## LET'S TALK ABOUT THE BOTTOM LINE

Large enterprises are continuously looking for opportunities to improve their bottom line while delivering solid customer experience and ensuring SLAs are met. Achieving these normally conflicting goals requires deep application and user visibility coupled with precise control of the entire content experience.

Adding Reveille brings needed clarity to your content stack helping you squeeze every ounce of productivity and value from your existing investments.

- **Drive end-user productivity.** When your application runs at optimal speed, your users are more efficient, which promotes app adoption and availability.
- **Ensure customer SLAs.** By providing SLA reporting and automated remediation, you minimize contract penalties, increase chargebacks and gain recognition for delivering high customer experience.
- **Decrease trouble tickets.** With per-ticket operational costs increasing, you need to catch issues early, getting ahead of support calls and outages that hammer productivity.
- **Reduce time to resolution.** Knowing exactly what is happening inside the CSP-delivered pieces of all apps, makes it easier to pinpoint and troubleshoot issues, resulting in swift resolution.
- **Do more with less.** By automating checkpoints and restarting applications (or specific components), you eliminate manual hassles, reduce off-hours coverage time and costs, and are able to focus on higher-value tasks such as delivering new content services applications.
- **Provide reference baseline information.** With objective visibility into utilization and capacity, along with the impact upgrades, migrations and consolidations will have you making better business decisions.

We've done the homework. By building upon Reveille's out-of-the-box content platform integrations, agentless auto discovery, and our decades of content domain operating knowledge, your content experience management needs can be quickly removed from your gap list.





## SAMPLE SAVINGS CALCULATION

How can we work for you? The following provides an example of the real ROI you can experience by implementing Reveille.

The chart below is an estimate based off of a typical small to medium-sized business.

Sizing	Value
Number of End-Users	2,000
Total Number of IT Staff	18
Number of Cases per Month	33
ROI Period	1 Year
<b>Potential Savings with Reveille</b>	
Low Savings Estimate (30%)	\$74, 144
Medium Savings Estimate (50%)	\$171, 574
High Savings Estimate (70%)	\$269,003

**Get in touch!** We would be happy to show you how impactful Reveille can be using your own specific environment data. [info@reveillesoftware.com](mailto:info@reveillesoftware.com)

## YOU'RE IN GOOD HANDS

**EFFORTLESS DEPLOYMENT. LIGHTWEIGHT. BUILT BY PROFESSIONALS.**

- Pre-configured, out-of-the-box tests and metrics, including nearly 100 tests for each piece of your CSP.
- Injects rich context from your content into existing enterprise monitoring tools.
- Auto-discovery and application-aware configurations enable implementation in days.
- Agentless design means simple install, effortless maintenance and no added performance footprint to your CSP.
- Deep content expertise and strong partnerships with CSP providers, such as OpenText, IBM, Box and Microsoft ensures comprehensive application management.
- Certified and in step with vendor updates ensuring easy implementation and version compatibility with your content stack.

“Top 20 Global Pharmaceutical company decreased unplanned outages by 75%; saved \$3.75M that would have otherwise been lost to stalled productivity.”



## READY TO MANAGE YOUR CONTENT EXPERIENCE?

Beyond the hard-dollar savings, Reveille provides your team the needed transparency to better communicate with all stakeholders within your organization. By providing context around operational events and user behavior from deep inside your content stack, organizations are able to eliminate stressful fire drills and war room meetings. Reveille's proactive approach to managing your CSP supports continuous improvement – ensuring all components perform at optimal levels for your business needs.

Organizations significantly invest in platforms that are key to day-to-day operations. Your CSP is mission critical; if immediate access to documents and files are not available, your business can be severely impacted. The health and maintenance of your platform should be prioritized, but can result in cumbersome cycles for IT staff. Partnering with a provider that not only offers performance insight but a holistic view of customer experience, user behavior, and operational sustainability will ensure your investment is optimized.

**"Global Financial Services company reduced trouble tickets by more than 80%."**

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# Reveille

SEE. KNOW. PROTECT.

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