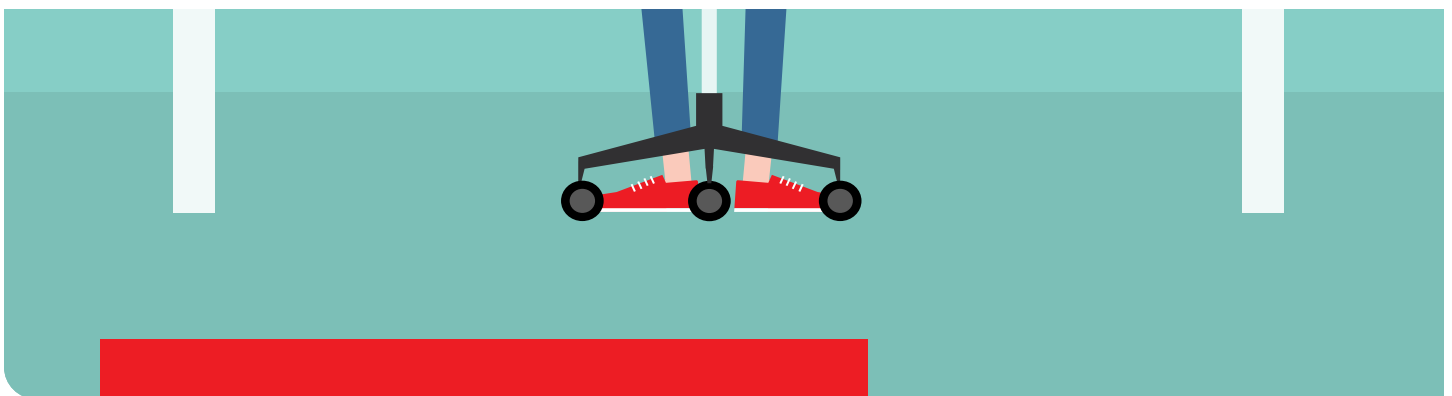




A Guide for Optimizing Content Management Across Your Business

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INSIGHTS FOR EMPOWERING INTERNAL TEAMS AND EXTERNAL PARTNERS TO LEVERAGE CONTENT EFFECTIVELY AND CREATE PROCESSES THROUGHOUT RETAIL ORGANIZATIONS

INDUSTRY TRENDS IMPACTING CONTENT MANAGEMENT

The digital content landscape is constantly evolving, requiring an agile approach from retailers and brands looking to better connect with consumers. With more channels and more opportunities to get your brand and its products in front of consumers, retailers must have a plan for how, when and where they can build customer relationships by simplifying and digitizing processes throughout the customer journey.

The increasing importance of content in retailers' customer acquisition and retention efforts, particularly digitally, is a trend being seen across the industry. Consumer expectations for personalized and frictionless online shopping experiences are rising. As more digital channels emerge for consumers to engage with brands and potentially make purchases (from traditional e-commerce to social commerce to live shopping to the metaverse), it's incumbent upon retailers to create an omnichannel strategy.

At the same time, speed is of the essence for consumers, meaning retailers must act quickly to keep up with demand. Products need to get out to market quicker than ever; employees need to be onboarded and trained in as little time as possible and from anywhere; and timely marketing campaigns must be carefully planned and executed across multiple channels. And content is part of all these actions. While some industry trends, such as inflation and supply chain disruption, remain largely out of retailers' control, the need to quickly, securely and accurately manage content for a variety of different business functions remains squarely within retailers' purview. As such, automating certain content management processes can improve workflows and meet the demand of accelerated production cycles.

With digital channels more prevalent — both for internal and external communications — and reports of data breaches increasing, retailers are rightfully looking for ways to more securely transmit sensitive customer & corporate data and content. Retailers recognize that protecting their brands' sensitive information is critical to any content strategy, whether it relates to employees, customers, products, etc. Taking the necessary steps to secure sensitive information is a prerequisite for any content management strategy.

Lastly, while retailers are facing a number of external consumer pressures, internally they're dealing with labor shortages — which has a ripple effect on all areas of their business. Retailers have been hit hard by the “Great Resignation” and are looking to quickly ramp up their hiring and onboarding processes to keep operations running smoothly. Helping employees to get onboarded and trained quickly and effectively involves a great deal of communication and content management.



CONTENT USE CASES AND CHALLENGES

In this increasingly complex and diversified content landscape, retailers are dealing with a number of challenges when it comes to managing their content. So how do content teams meet the internal and external demands that are being placed upon them?

Companies are turning to cloud-based content management solutions to improve and modernize the way they work in a variety of different ways. The following use cases spotlight a few of them.

Collaboration on Product Development

An energy drink company is partnering with a juice company to put out a new product. It's a big project involving multiple people from different departments across the company, as well as external partners, contractors and vendors. Product teams from both companies — as well as their vendors — must find a way to collaborate on the product's ingredients, bottle design and logo, among other details, to get the product to market quickly. They'll need to be able to view and control their content from anywhere and avoid interruptions in workflows to meet established deadlines.

With a cloud-based content solution, both internal and external teams can work in harmony through one central platform. Rather than having to retrieve contracts, proprietary documents, design files from other applications – and risking them getting lost or placed in the wrong hands – a cloud-based platform allows all project stakeholders to collaborate in one place, sharing notes and getting feedback in real time, expediting the process (and time to market for the product launch). Such a content management system allows multiple people to add, edit or update content directly within the platform, right from their own devices, anytime, anywhere.

Protecting Intellectual Property Within a Marketing Campaign

A footwear company launching a marketing campaign for a new sneaker is worried about potential leaks while the campaign is being worked on by various teams across multiple organizations. Content systems without security checks in place leave retailers vulnerable to valuable information being leaked or breached. How can the footwear company prevent sensitive intellectual property from getting into the wrong hands? Without the ability to classify files as confidential and ensure only certain users have access to important documents, the risks of sensitive content being handled incorrectly are high.

A cloud-based content management solution offers companies and their partners security in knowing sensitive information isn't going to be seen by the wrong people. A secure, cloud-based content management platform helps prevent data leaks with auto-classification for various file types, granularity for access permissions, and threat detection to reduce the risk of ransomware attacks.

Employee Onboarding

A large enterprise retailer needs to hire seasonal store and warehouse employees during the holidays. Without a content management system, the hiring process can become cumbersome, with offer letters, employee information and onboarding materials having to be manually shared, stored and secured via email or in person. A streamlined process, including the ability to have e-signatures for contracts and offer letters directly within the platform, can alleviate some of the pain points around hiring a lot of people quickly. Organizations can create transparent onboarding experiences with automated workflows, and employees can access those onboarding and training materials at their leisure.

These are just a few examples of how retailers can leverage a cloud-based content management solution to give control back to users, enabling streamlined workflows, easier collaboration with internal and external stakeholders, and secure communications. A cloud-based content solution leads to more efficient workers, which translates into cost savings. In addition, improved employee productivity generates additional revenue opportunities.

GETTING STARTED WITH A CLOUD-BASED CONTENT MANAGEMENT SOLUTION

Work happens anywhere, anytime, from any app or device. Your customers, partners and employees are interacting digitally every day, and they need a secure, collaborative, central platform in order to be their most productive and meet increasing demands for speed.

To meet those needs, retailers are increasingly turning to cloud-based content management solutions. Specifically, they're looking for a solution that has a shared internal workspace, prevents negligence, secures sensitive content, reduces time to complete tasks, has the ability to scale up and down depending on current needs and/or available resources, and allows for seamless integration across multiple applications and customer touchpoints.

Moving your content management processes from an existing platform to a cloud-based solution is the first step towards increasing your company's productivity. Migrating from legacy infrastructure to the cloud is a technical endeavor, but it's also a change management opportunity.

Start by looking at your current content management processes as well as your existing infrastructure – your users, your data sources, your content, and your applications. This step will help your business determine what needs to be migrated. Think about what goals you want to achieve. Do you want better collaboration between internal teams and external partners, including product suppliers? More safeguards for the sharing of sensitive documents, such as contracts and proprietary information? A streamlined process for talent recruitment and employee onboarding? All of the above?

Also consider how your content strategy could improve in the cloud, including how you can use existing applications to be more productive through integration. What businesses do you want to connect? Whether it's enabling productivity by integrating Microsoft Office 365 into the cloud or centralizing business dealings by integrating Salesforce, take a look at what makes the most sense to bring together for your business.

Once you've executed the migration to a cloud-based content management solution, take the time to educate and train your users, both internally and externally. Invest in talent and training to leverage the full capabilities of the solution. Doing so will enable users to be more productive, leading to cost savings and a healthier bottom line.

You'll want to retire your legacy content management system after ensuring everything within the cloud solution is working properly and your users are trained up. This will help you achieve your financial, operational and management goals, allowing your organization to truly see the financial benefits that come from investing in a cloud-based content solution.

Once you're set up with a cloud-based solution and you've retired your legacy platform, your internal teams and external partners will be empowered to leverage content effectively across your organization through best-in-class collaboration, secure applications, and streamlined workflows to meet the rising expectations and demands of the retail consumer head on.



WHO WE ARE



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WHO WE ARE

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