Traditional Production Process

1. **Production**	1. Siloed: Product marketing, agencies, marketing groups, training, field,
2. **Purpose**	2. Promote product offers and vendor
3. **Stage focus**	3. Advertising, PR; "air cover"
4. **What to build**	4. Individual groups decide; "random acts…"
5. **Messaging**	5. Product/vendor oriented; simple
6. **Output**	6. Single "point productions"
	7. Format: creative & text based; high end video
7. **Format**	8. Centralized "professional" content producers – agencies
8. **Process**	
9. **Review & governance**	9. Time consuming @ back end
	10. "One-&-done, one directional, marketing "messaging"
10. **Delivery model**	
11. **Quality**	11. High production values, creative
12. **Time & timing**	12. Reactive, typically lengthy, SME time is high; create from scratch
	13. Expense; what the budget will afford; high
13. **Cost**	14. "One size fits all" – produce for all readers
14. **Relevance**	15. Few "point production" process doesn't scale
15. **Volume**	16. None, zero; start over
16. **Maintain; Share; Re-use**	17. Tedious, expensive process, text, outsourced; regions re-do their own
17. **Languages**	18. Opens, hits, views, no analytics
18. **Metrics**	

Publishing Operations Model

1. Distributed; front-line & vendors,
2. Address customer problems, buyer useful content
3. Entire buyer's journey (all stages) & selling
4. Marketing directs a strategic & programmatic approach; calendar;
5. Customer centric; documented Content Frameworks
6. Multiple purposes: marketing, sales, training, channel
7. Multiple formats, video important
8. Publishing: production steps and functions are dis-aggregated & distributed – "best" resources, "front-line" involvement; create content "extensions"
9. QC designed in at each stage of process
10. Sequences of multiple touches, designed as conversations; sales delivery
11. "Good enough" for each objective; professional but affordable;
12. Planned, pre-produced, rapid development; short cycle; use pre-built modules; assets & Content Source
13. Assets; lower average cost; marginal costs approach zero;
14. HIGHLY individualized and personalized
15. Exponentially higher; process designed to: scale, relevance, formats, purposes, global,
16. DAM; Content Source, shared modules, finish work; extend content asset life
17. Audio narration; distribute to regions with support
18. Extensive; support for analytics

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