

SOLUTION

MULTI-CHANNEL CONTENT MANAGEMENT

rivetlogic



Reach Your Customers Whenever, Wherever

Today's transformational businesses are turning to Rivet Logic for help in delivering intelligent, high value content solutions through innovative technologies. Our strategy is to provide our customers with the ability to address multiple business challenges with solutions that engage end-users across all applications, devices and channels.

Our Multi-channel Content Management solution is a seamless integration of Crafter CMS and Alfresco, enabling businesses to create and manage all content types through a user-friendly authoring tool, then publish to any or all channels and formats in a single step!

SUCCESSING IN A CUSTOMER-CENTRIC ERA

To succeed in today's customer-centric era, businesses must not only undergo a digital transformation, but to also do so with their customers' needs in mind.

The modern consumer's demands are ever increasing, they want the convenience of researching and comparing products online, and they want that information to be delivered on their terms. They also want options, with the ability to choose when, where, and how they interact with your brand.

Meanwhile, the digital landscape is ever changing, with the number of touch points on the rise, and each interaction with your brand is a piece of the overall experience. The key to a successful multi-channel approach is to put users at the center of your digital strategy and offer them a consistent experience

COMMON USE CASES

- Media company publishing to multiple web properties
- Retailer publishing promotional offers across web, social and mobile channels
- Insurance provider making information accessible through member portal and mobile app
- University publishing to departmental websites and employee / student portals
- Technology company publishing to business systems and partner portal
- And more...

throughout the entire journey that may span across multiple channels in a single transaction.

Your technology needs to simplify this otherwise complex process, through a flexible solution that can effectively engage a variety of audience groups across all applications, devices, and channels.

POWERFUL & SEAMLESS MULTI-CHANNEL DELIVERY

Rivet Logic's Multi-channel Content Management solution is a seamless integration of Crafter CMS and Alfresco, leveraging Alfresco for its powerful content management capabilities and Crafter CMS for its modern platform for building and managing rich online experiences across all digital channels. The result is a solution that creates an environment for facilitating engaging, two-way interactions between your users and your brand, ultimately leading to higher conversion rates and sales!

FEATURES

- Channel-agnostic content management
- Content transformation
- Multi-channel publishing
- Seamless integration with third party systems

BENEFITS

- User-friendly content modeling
- Maximizes use of existing IT infrastructure
- Caters to non-technical users

MULTI-CHANNEL CONTENT MANAGEMENT ARCHITECTURE

