

# Hire that content assistant you have always needed.

Learn how IBM Watson Content Hub can help you build a consistent brand and win the hearts of your customers.

**Watson**

**IBM**

# 1

The goal of marketing is to build an iconic brand.

# 2

To build a brand, you need the right content at the right time.

# 3

Find assets quickly with a central repository of content.

# 4

You need an easy-to-use tool for content producers, designers and developers.

# 5

What you want is CMS with cognitive tagging and powerful search tools.

# 6

It's rewarding to build a brand and boost your organization.

# 7

The early adopter reaps the rewards.

You're doing great work

But sometimes its hard

Watson can make it easier for you

Watson helps your branding team

Here's how it works

Here's how you'll feel

Give it a try

# You're doing great work.

Do you know what it's like to really, truly love your job? To fire up your computer every day and feel good about the work you do? Most marketing and merchandising people are passionate about their profession, and there's nothing they love more than creating and building a brand.

Not just a good brand, but an iconic brand. A brand people admire. A brand people respect. A brand people want to claim as their own...and get tattooed on their arm. Or maybe just like it on Facebook.

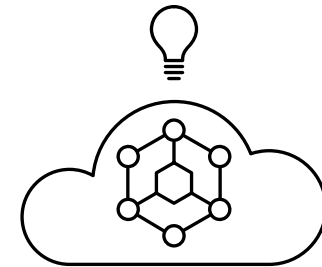


Building a brand is about as much fun as a marketing person can have. The name of the game is killer content that captures your customers' attention and compels them to engage. But it isn't easy to create. As a matter of fact, it's getting harder and harder every day. The market is cluttered and competitive. You have to break through a lot of noise if your voice is going to be heard. And, most importantly, you've got to move like lightning.

This takes energy, skill, ingenuity, imagination, innovation...and a killer content management system that helps you do it smarter, faster, better.

That's why you'll want to learn how you can consolidate, integrate and manage all your digital assets in a central repository so they're right

where you can find them. And where you and your colleagues can access them anytime to create a consistent customer journey from first touch in an email right through to loyalty programs they'll love.



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## But sometimes it's hard.

Let's say you suddenly discover an opportunity in the marketplace, and you're struck by a bolt of inspiration. You immediately kick into action because you know the timing is right. You'll build mindshare and loyalty while simultaneously clearing excess inventory. It's brilliant! You're a genius! Bravo!



And then you start working on your email campaign or web page. Where's that photo you know would be perfect? What is that promotional offer that worked so well in the past? Instead of responding to opportunity, you waste time searching for materials. And then you spend more time making sure they're formatted for the web, mobile browsers, and apps...for the myriad of ways your potential buyers prefer their digital experiences.

Then, when you've finally put it all together, and you're ready to send your brilliantly personalized, fabulously contextual message to your anxiously receptive audience...ping! You get a text from one of your colleagues.

*The competition has beaten you to it.*

As good as your idea was, you weren't able to put it into action. It's happened a hundred times. Don't ever let it happen again.

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# Watson, your content assistant, can make it easier for you.

Imagine having an idea for content, then also having the ability to develop it, refine it, and share it in a central repository almost instantly. Imagine feeling absolutely assured that your message is precisely what's needed...because it's precisely what your market responds to.

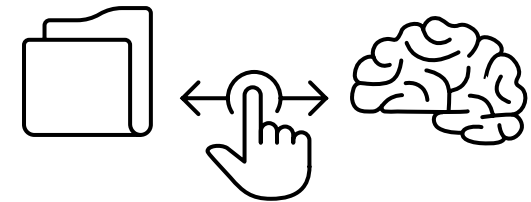
That's what IBM Watson Content Hub can do for you.

IBM Watson Content Hub is a central repository for all your digital files. It's an intelligent content management system that lets you create, manage and distribute content across omni-channel customer interactions. Quickly. And easily.

Unlike other content management systems, it's smart. It learns and assists you in creating better communications for your specific brand, market and objectives. That's because IBM Watson Content Hub has cognitive features for organizing and finding content, and then analyzing what works best. If you want to know how it functions, keep reading.

And if you want to know what it costs, stop worrying. It's a cloud-based system that's offered as a service so your company pays only for what you use. There's no expensive or complicated hardware or software that your IT team has to support.

Just wait until you tell them all about it. They're going to be totally thrilled. Sure...they might not show you exactly how thrilled they are, but that's because IT guys are chill.



Watson is a content assistant.

Watson is a cognitive assistant.

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# Watson helps your branding team.

It's a good thing when you can make your own job easier. It's a great thing when making your job easier also helps you and your colleagues create an iconic brand.

IBM Watson Content Hub helps improve the performance of web developers, designers, content creators, marketing communications staff, merchandisers...and everyone else who is connected with the creation and storage of digital assets.

It provides you with a central repository that can likely be accessed using your existing marketing and commerce systems, so you and your colleagues can do a better job using the tools you already use and understand. And with the addition of Watson, you're using powerful cognitive capabilities to create brilliant content that can be applied to all your customer engagement activities.

In short, IBM Watson Content Hub can help your entire branding team do better jobs—being more responsive, productive and innovative—while you enjoy your work a lot more.

That's because it's cloud based, cognitive and compatible.

## Cloud based

- Enables consolidation of assets from throughout the globe
- Can be accessed anywhere
- Reliable service with minimal outages
- Unlimited storage capacity for infinite scalability
- SLA performance guaranteed service
- Content as a Service (CaaS) to help reduce costs

## Cognitive

- Analyzes large amounts of data
- Learns from its own analysis
- Applies that learning to improve performance
- Presents patterns and insights
- Enables better, more confident decision making

## Compatible

- Headless system that easily integrates with others
- Easy to adapt to changes in technology
- Can be accessed remotely using desktop or mobile devices

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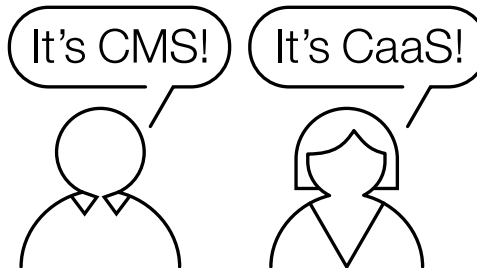
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### What is CaaS/headless CMS?

To some people it's headless CMS. To others it's Content as a Service (CaaS). Either way, it's a terrific new way for organizations to separate content storage from content delivery, and achieve the greatest flexibility using their existing—and future—brand assets.

CaaS is a central content repository for images, videos, documents, and even specific text. While it won't publish materials on its own, it's designed to work with API's, so users can push their content out to multiple channels and devices. From there, they can integrate that content with their existing

marketing automation or commerce software to produce contextual ecommerce sites or campaigns. With CaaS, organizations are better able to manage their materials, while customers get a more relevant, fulfilling branded experience regardless of how they connect.



## Here's how it works.

Some content management systems are so difficult to learn that nobody wants to use them. This isn't the case with IBM Watson Content Hub.

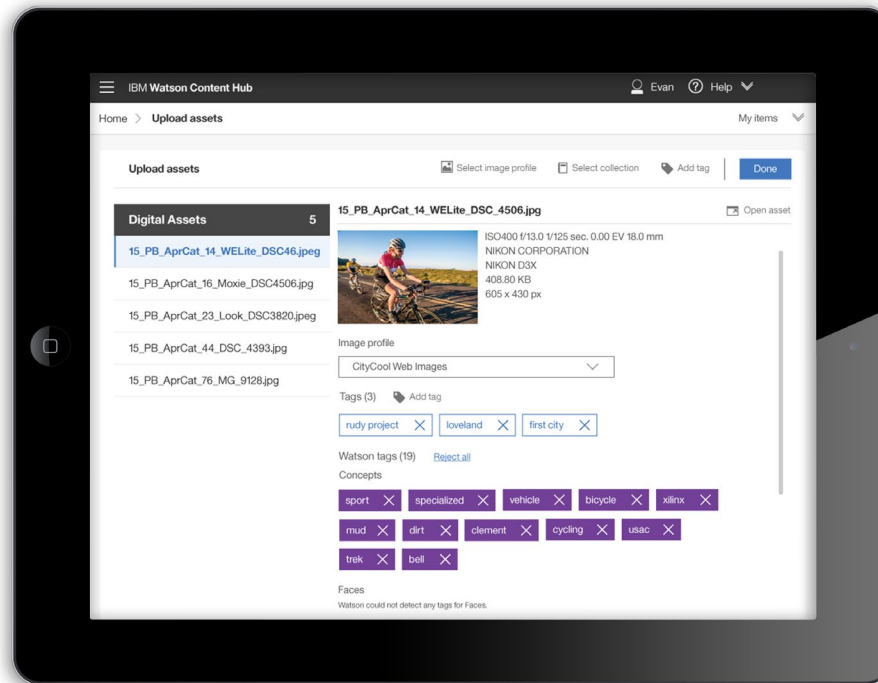
Like all Watson services, the content hub was designed with the end user in mind. So it was adapted to how humans think and work, rather than developed for technological gurus to master.

After it's set up, you'll be amazed at how easily it functions and how quickly you become proficient.

### Step 1 – Upload

Automatic cognitive tagging of contents at upload saves time and effort, and allows your system to learn and better understand over time what it's storing.

- Upload your content (pictures, videos, documents, text) using drag and drop tools
- Watson scans the content and suggests tags



Watson Content Hub automatically tags content (pictures, video, documents, text) as it is being uploaded.

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- Watson Content Hub also creates the image renditions you need at upload, ensuring the right image appears across different channels
- You can accept or reject the suggested tags

**Step 2 – Retrieve**

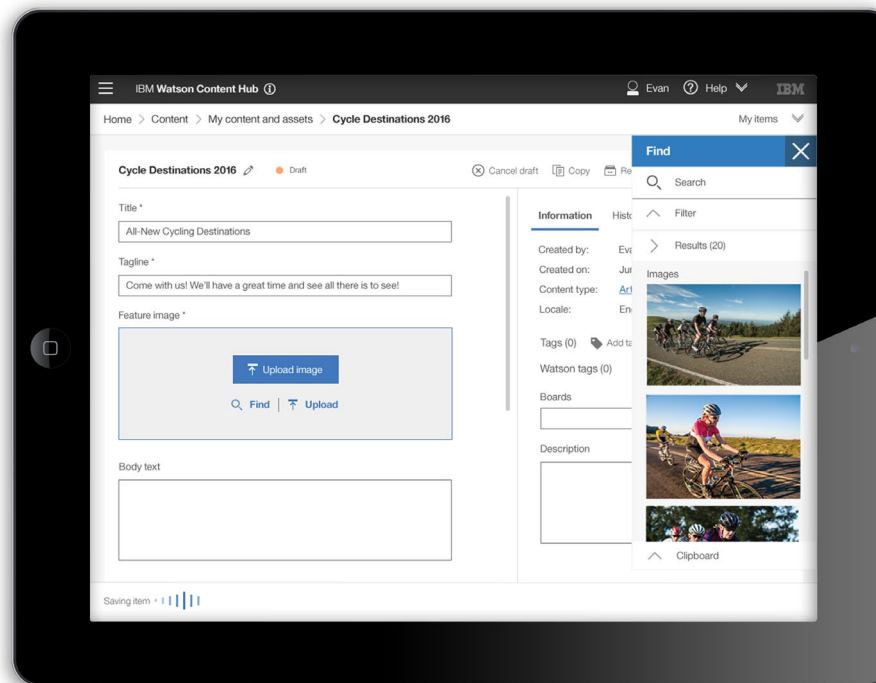
Content search and selection tools help you choose the best elements for your specific purpose.

- Using categories and tags, search for the exact content you need
- Locate content instantaneously
- Watson analysis helps you determine which elements work best

**Step 3 – Create**

IBM Watson Content Hub templates allow you to quickly create compelling materials that leverage your most effective content and assets.

- Select the elements you want
- Use drag and drop tools to create your messages
- Adjust images using the imaging tool



The most suitable content can be quickly and easily found using filters.

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### Step 4 – Distribute

Give your customers, prospects and partners a fulfilling, personalized omni-channel experience that helps build loyalty for your brand.

- Publish to websites and mobile apps and whatever new technologies emerge.
- Watson learns from the results and applies that learning to future communications.

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### Here’s how it works for web developers.

If you’re like most web developers, you’re thinking, “Okay, that’s all well and good for marketing people. But what does it do for me?!”

You’ll be happy to know that the same content management solution that works magnificently for them is going work brilliantly for you.

Watson Content Hub can save you time and effort with easy-to-use REST APIs that are fully documented and swagger-compliant. Addition-

ally, they’re supported with comprehensive documentation at [api.ibm.com](http://api.ibm.com) where you’ll find working sample code in a variety of languages.

What this means is that you can quickly become proficient with Watson Content Hub using your existing web development skills and standard tools. Your friends in marketing will be very impressed by your new talents and wonder how you were able to master the new system so quickly. (If you don’t tell them, we won’t.)

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## Here's how it feels.

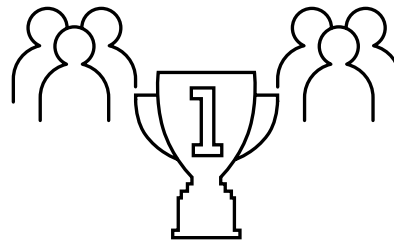
You know that feeling you get when you do a fantastic job, your peers are impressed, and your boss smiles and says she's thrilled with the results of your work? With the help of IBM Watson Content Hub, you'll feel that way a lot more often.

The best thing is that your customers will feel terrific, too. They'll receive a relevant, consistent experience that will make them even happier to do business with you. They'll want to buy your products—maybe even more of them!—and become fiercely loyal to your brand. They might even tell their friends. And probably like you on Facebook, follow you on Twitter, show you on Snapchat...and check you out on LinkedIn because your company seems like such an amazingly cool place to work.

But that's not all!

Let's say you're a public company with shareholders and analysts who are monitoring everything you do. They're going to feel really good when sales go up, profits increase, the stock price rises and investors come flocking to your doors. No, you can't really take credit for that. But you can be proud that your contribution to your brand is a factor in your company's success.

Trust us. You're going to feel really, really good once you're working with IBM Watson Content Hub. And you're going to make your boss look good, too.



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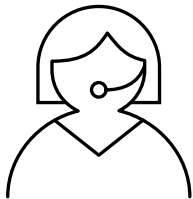
## Give it a try.

When something this good comes along, you want to learn more without delay. Because as you well know, it's the early adopters who get the competitive advantage and all the joys that go with it.

So be bold. Be brilliant. And, most of all, be first!

To learn more about IBM Watson Content Hub, the magic of cognitive content management, and the strategic advantages of cloud as a service, contact your IBM representative.

Or visit: [ibm.com/cms-as-a-service](https://ibm.com/cms-as-a-service)



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