

Watson Content Hub

Content Management Made Easy

Managing content to present a consistent and attractive customer experience is a messy process. You should be working on creating a great customer experience, but other tasks get in the way.

You're acquiring and storing more and more content from disparate sources and struggling to keep it organized for quick retrieval. You want your global team to work together, but it's hard to share assets. You may have to re-enter the same information for each channel, or rely on a developer to help you.

You're wasting time and energy on less valuable content management tasks when you should be working on customer experience design and creation.

IBM Watson Content Hub is an intelligent content management system that uses the power of Watson to make content management faster and easier.

- **Centralized:** Immediate access to content in the cloud for all your teams and apps
- **Rich:** All the content you need at your fingertips, with access from within Watson Content Hub to the Shutterstock library of images, videos and music
- **Omnichannel:** No more static one-off authoring – digital experiences adapt automatically across channels
- **Smart:** A next-gen CMS that knows and understands every piece of content in your system

Content and website creation is simple and fast. Find the assets you need, edit them on the spot, and publish everything within Watson Content Hub.

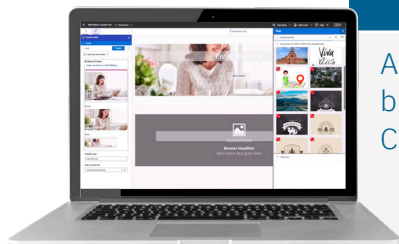
The business team can manage rich and responsive omnichannel experiences on their own, without an over reliance on IT.



With intelligent tagging powered by Watson technologies, disorderly assets are transformed into an easily searchable library.

The development team can code in modern frameworks and use robust APIs to create templates and apps and publish to the latest channel.

Watson Content Hub is a cloud-based solution that can be a single content repository to help you build content for any application, from mobile apps to single page applications, billboards, embedded devices and more. Packaged in two flexible editions, WCH is designed to be easy and powerful for both line of business and development professionals.



Essentials Edition Headless CMS

A SaaS-based, headless CMS with built-in Watson intelligent tagging. Content- enable any application.

Standard Edition Headless CMS + Website Management

Builds upon Watson Content Hub Essentials by adding business user tooling, to manage content-driven websites with developer-created templates

All [Watson Content Hub](#) users will have in-app access to the Shutterstock asset library and editing tooling. Non-watermarked assets are available at an additional cost.

User-Friendly, Intuitive UI

Easily locate and manage all of your content in one place with a user-friendly interface, and inline help that gets you started with a minimum of fuss.

Content-Rich

With a library of quality content from Shutterstock, you've got content choices at your fingertips. And with Watson Content Hub, you can quickly narrow down your options to find just the right piece.

Website Editing and Management

Save time with a fast search of one, limitless content repository, in-line editing capabilities, responsive templates, publishing review and approvals and more.

Smart Tagging

Work with Watson to augment your content metadata and make it easier to find just what you need. When you upload content, Watson analyzes it and automatically proposes tags to save you time.

Omnichannel Delivery

Present the right version of images for a multi-channel brand experience that is consistent across customer touch points, whether mobile, tablet, or wearable, with automatically generated, right-sized image renditions.

Rich REST APIs

All Watson Content Hub features are expressed via swagger-compliant REST APIs. Watson Content Hub gets out of your way and lets you easily integrate both content and content management functions inside your applications.

Learn more and take Watson Content Hub for a free test drive:
ibm.biz/watson-content-hub