Simplify CCM migration and modernization

Consolidating and modernizing your CCM systems sounds like a great idea, but the manual processes required to migrate legacy content are both ridiculously expensive and time-consuming. Professional services organizations might have a few rudimentary tools in their bag to help, unfortunately, these don't help enough and the average enterprise migration effort ends up costing millions of dollars and takes an average of three years to complete.

"Content and template rationalization should be a goal of every CCM professional…"

ASPIRE CUSTOMER COMMUNICATIONS SERVICES   Kaspar Roos, Aspire Customer Communications Services

Content Migration without AI

Average program cost = $$ Millions

Start
YEAR 1

1 Your content is locked in antiquated and disparate systems

The Challenge
Content is scattered across your organization in thousands of file formats in disparate systems

2 It takes an army of people to figure out what you have, what to keep, and how to migrate it.

The Reality
- The process is incredibly manual
- Toll on resources is high
- The time it takes to accomplish this task is underestimated and it might never be seen to completion
- Costs are very high

3 At best you are left with a lift-and-shift project, tackling small groups of documents at a time.
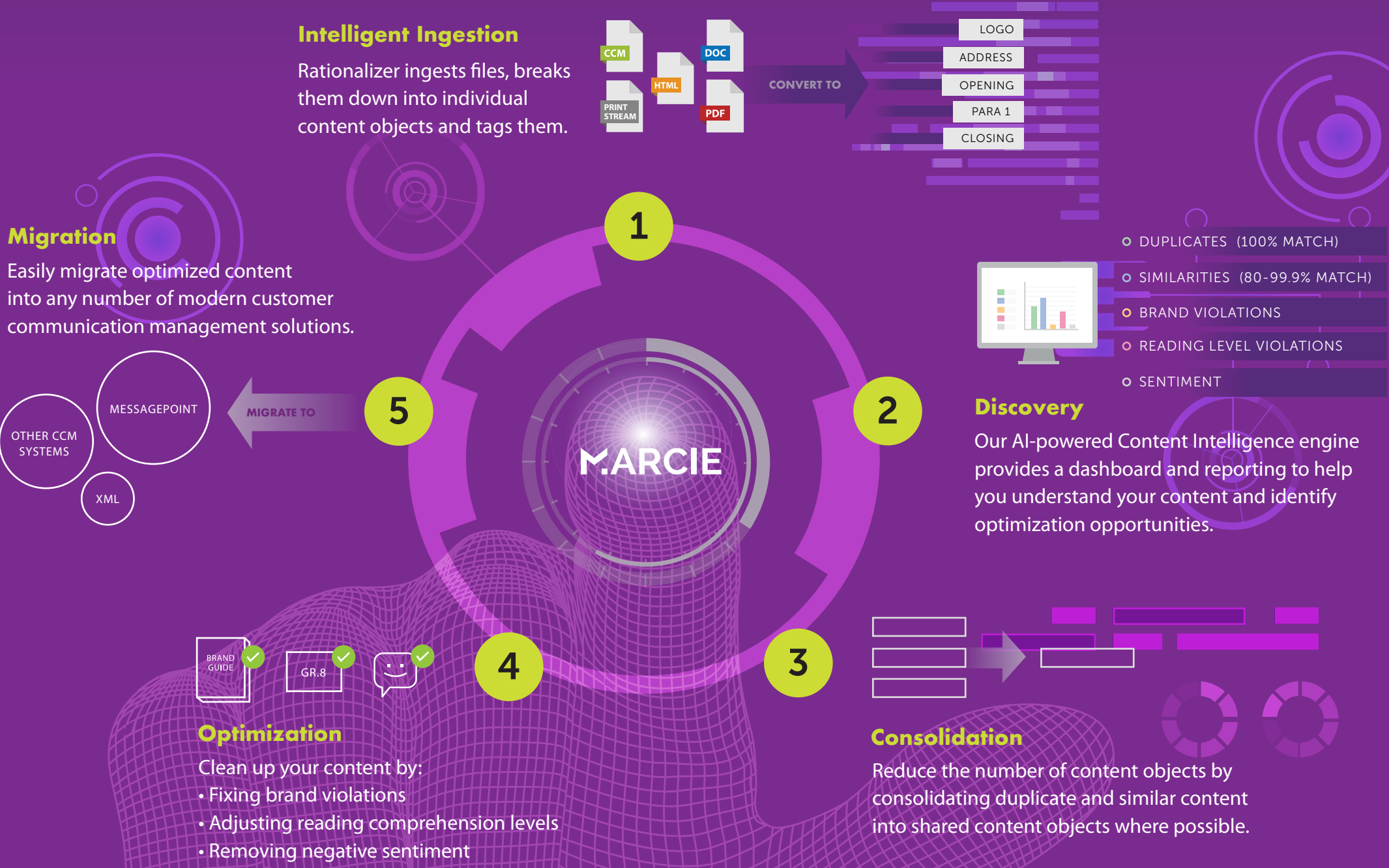
The Danger
- It will take years to modernize and drive a consistent omni-channel customer experience – while your competitors leap forward
- Shortcuts to reduce timelines will require you to skip necessary content optimization steps
- Manual processes will inevitably lead to missed content, errors, and redundancies that lead you back to where you started

Finish
YEAR 3

AI-Powered Content Migration

Rationalizer leverages Artificial Intelligence, machine learning, and natural language processing to simplify CCM modernization by making it easy to get your content off of legacy systems, consolidate and optimize that content, and migrate it to your new environment.

Intelligent Ingestion
Rationalizer ingests files, breaks them down into individual content objects and tags them.

CCM · PRINT STREAM · HTML · DOC · PDF → CONVERT TO → LOGO / ADDRESS / OPENING / PARA 1 / CLOSING

1

Migration
Easily migrate optimized content into any number of modern customer communication management solutions.

OTHER CCM SYSTEMS · MESSAGEPOINT · XML → MIGRATE TO

5

M.ARCIE

2

Discovery
Our AI-powered Content Intelligence engine provides a dashboard and reporting to help you understand your content and identify optimization opportunities.

- DUPLICATES (100% MATCH)
- SIMILARITIES (80-99.9% MATCH)
- BRAND VIOLATIONS
- READING LEVEL VIOLATIONS
- SENTIMENT

3

Consolidation
Reduce the number of content objects by consolidating duplicate and similar content into shared content objects where possible.

4

Optimization
Clean up your content by:
- Fixing brand violations
- Adjusting reading comprehension levels
- Removing negative sentiment

BRAND GUIDE · GR.8

Rationalizer reduces the time to migrate, tag, and consolidate legacy content by 99% and in the process enables content optimization – all while reducing overall costs by 57%.

Visit www.messagepoint.com/rationalizer to learn more.

messagepoint®