

**DELL**Technologies

# Content Ecosystem Vision

Requirements for systems, tools, and experiences



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## Introduction

### Purpose of the Document

This document aims to articulate Dell's future vision for the Content Ecosystem, encompassing systems such as DAM, CMS, and WYSIWYG. It will also outline the ideal requirements for these systems to ensure seamless integration and optimal future performance.

### Scope

The scope includes examination of the features, capabilities, and user expectations for each system within the Content Ecosystem. It will focus on how these systems can be leveraged to enhance content management, streamline workflows, and improve user experience.

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## COPS model at Dell

### Introduction

The COPS model at Dell is a framework designed to optimize content management and user experience. It consists of four key components: Content, Organization, Process, and System. This model aims to streamline workflows, enhance content management, and improve user experience by integrating these elements effectively.

### Explanation

The COPS model is a framework designed to optimize content management and user experience. It consists of four key components: Content, Organization, Process, and System. This model aims to streamline workflows, enhance content management, and improve user experience by integrating these elements effectively.

Understanding the COPS model is essential, especially when describing the future desired state of tools and systems. For example, a capability built in one COPS lane should be pluggable into other COPS lanes to ensure reusability, scalability, and pluggability, thereby saving resources, reducing costs, and minimizing time.



## Content in COPS

Content in the COPS model includes all the content across Dell's channels where there is no direct purchase option. The primary purpose of this content is to educate and inform the end user before they make a purchase decision. Essentially, it aims to influence, inform, and convince the user to choose Dell's products or services.

# Content Ecosystem

## Overview



## High-level Goals

## Users

### General principles:

exact structure. Role-Based Access Control (RBAC) and Attribute-Based Access Control (ABAC) should be enabled, allowing the business to define roles and departments while maintaining system flexibility.

## Marketing



Juana Weaver  
Content Manager

**Responsibilities:**

Creates and manages the content and experience strategy.

**System:**

CMS, WYSIWYG



Mario Rhodes  
Content Creator

**Responsibilities:**

Creates written content.

**System:**

CMS, WYSIWYG



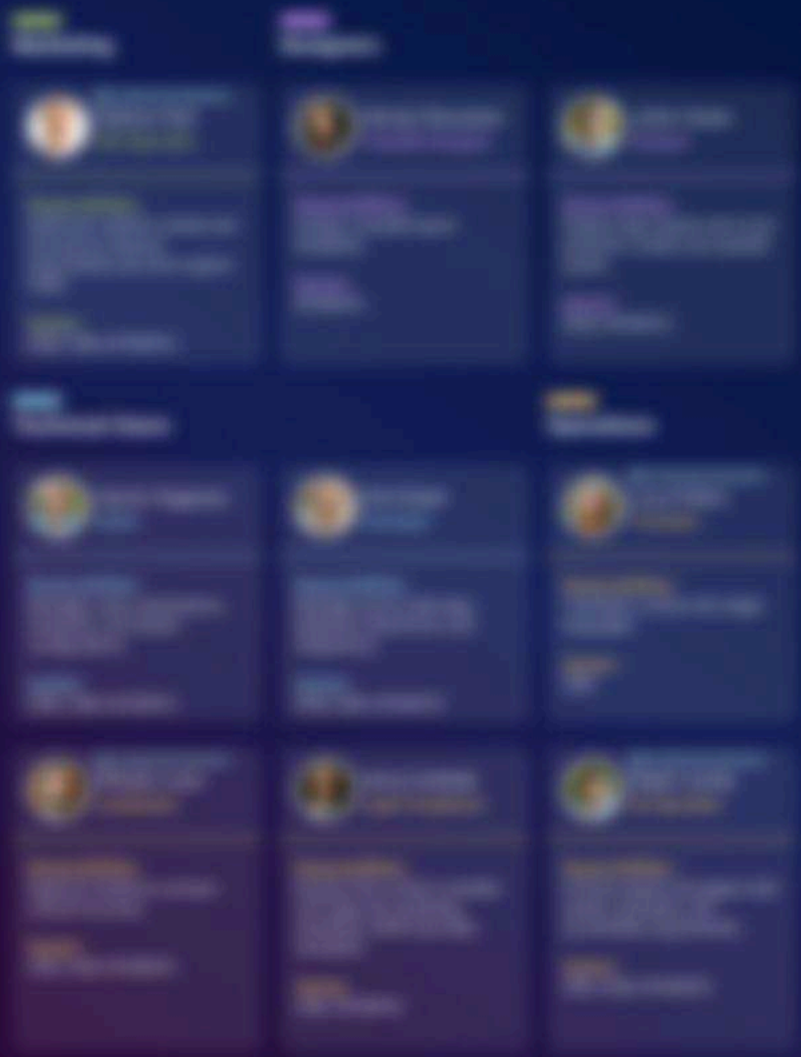
Jay Saunders  
Content Editor

**Responsibilities:**

Edits, refines and reviews content.

**System:**

DAM, CMS, WYSIWYG



## Main Principles

### Modularity & Pluggability

Every capability or feature is designed to be **modular, portable, and reusable**, allowing for seamless integration into any workflow and system.



- (+) No repetitive design and dev work
- (+) Anyone, anywhere can use the features

### Streamlined Process

The **streamlined process** eliminates intermediaries, making it more efficient. The simplicity of the processes and tools **empowers decision makers to directly engage** in the work.



- (+) Brings work and decisions closer to the final state
- (+) Decision maker can perform the work

### Reduce the tools needed for the job

The user uses few tools and avoids multitasking, refraining from copying and pasting data between systems.



- (+) No repetitive design and dev work
- (+) Anyone, anywhere can use the features

## DAM System Requirements

### Overview

Ultimate centralized solution for all types of assets (photos, design files, video, audio, documents). DAM should streamline asset management with minimal manual intervention, automating the upload process, including auto-tagging, to ensure images are well optimized and quality-checked. Well-integrated with CMS and WYSIWYG systems, it ensures the best personalized experience for our customers, empowering teams to work more effectively and ensuring assets are always up-to-date, easily maintained and optimized.

**26** Capabilities/Features in total

### Key Features & Capabilities

Multi-Format Support

Asset Organization

Automated Tagging

Versioning

Metadata Generation

Integrated Media Editing

Expiry Control

Workflow Automation



## Accessibility

Accessibility	Accessibility
Accessibility	Accessibility

## Searchability & Discoverability

Searchability & Discoverability	Searchability & Discoverability
Searchability & Discoverability	Searchability & Discoverability

## Workflow & Collaboration

Workflow & Collaboration	Workflow & Collaboration
Workflow & Collaboration	Workflow & Collaboration
Workflow & Collaboration	Workflow & Collaboration

## Access & Permissions

Access & Permissions	Access & Permissions
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## CMS System Requirements

### Overview

The CMS should serve as the backbone for content creation, management, and distribution. It should facilitate seamless workflows for content creators, editors, and publishers, enabling them to efficiently manage both structured and unstructured content. Integration with DAM and WYSIWYG systems is essential to ensure a cohesive and streamlined content management process. The CMS should also support robust collaboration features, allowing different roles to work together harmoniously.

**29** Capabilities/Features in total

### Key Features & Capabilities

Structured & Unstructured Content

Omnichannel Delivery

Dynamic Content & Personalization

Content Modelling

Taxonomy & AI-Powered Tagging

Scalability

AI Content Assistant

Workflow Automation

# Full List of Capabilities

## 🏠 Architecture & Core Features

Architecture	Cloud-native architecture
Architecture	Multi-tenant architecture
Architecture	Scalable architecture
Architecture	Secure architecture

## 🔗 Integration & Extensibility

Integration	API integration
Integration	Third-party integrations
Integration	Custom integrations

## 📺 Content Delivery & Channels

Content Delivery	Multi-channel delivery
Content Delivery	Personalized content delivery

## 👤 User Management & Access

User Management	Role-based access control
User Management	Single sign-on

## ✍️ Content Creation & Management

Content Management	Version control
Content Management	Workflow management
Content Management	Collaborative editing
Content Management	Content moderation

## 👥 Collaboration & Workflow

Collaboration	Real-time collaboration
Collaboration	Task management
Collaboration	Approval workflows



## WYSIWYG System Requirements

### Overview

The WYSIWYG editor should empower non-technical users to easily create, edit, and publish content. It should be perfectly integrated with the DAM and CMS, efficiently handling both structured and unstructured content. Additionally, it should enable seamless collaboration between different roles, allowing editors, designers, and developers to work together efficiently, ensuring high-quality and cohesive content output.

**29** Capabilities/Features in total

### Key Features & Capabilities

Ready-to-use Templates

Live Feedback

Inline Editing

Smart Suggestions

Live Collaboration & Feedback

Automated Updates

Responsive Previews

Next Best Action (NBA)



## 📌 Branding & Guidelines

Brand Identity

Brand Guidelines

## 🔍 Discovery & Search

Discovery

## ✔ Validation & Testing

Validation

Testing

## 📊 Analytics

Analytics

## 🔗 Integration & Extensibility

Integration

Extensibility



The vision for Dell's content ecosystem is to create a seamless, integrated environment where the DAM, CMS, and WYSIWYG systems work together to enhance content creation, management, and delivery.