

# Cloud Content Management (CCM)

CCM encapsulates how data is captured, managed, stored, preserved, and delivered to employees, business stakeholders, and customers. It is essential that a company with a large volume of content has a defined content management plan to remain in line with compliance mandates and regulations and increase operational efficiencies.



## Crayon Advantage

Headquartered in Oslo, Norway, the company has about 1,400 employees in 43 offices worldwide. Crayon builds integrations between cloud content layer of choice (Box, Amazon Web Services (AWS), OneDrive, and Azure) and boundary systems for a unified solution. Content migrations include observations and **application of metadata from source to cloud**. Crayon uses machine learning to extract data learnings from media and text while continually embracing solutions with the highest industry standards for security and compliance.

## What is your CCM Strategy?

- Do you have a legacy Enterprise Content Management (ECM) in your environment that you are looking at replacing and modernizing?
- Can you consume content on a single platform across all enterprise application from any device, anywhere, at any time?
- Do you need to share content externally to customers or partners in a secure way?
- Are you trying to gain business value from unstructured data (images, video, audio, and documents)?

## CCM Workshop for Structured Data

The CCM workshop allows Crayon to efficiently and effectively gather all the information to help build a plan for generating value from the data and increasing business efficiencies to save customers money through reducing company costs. The Cloud Content workshop is a two to four workshop assessing:

- What content does the organization produce
- How is the content shared
- How is the content secured
- How is the content stored

## Data Workshop for Unstructured Data

Two to four hour data workshop initiates the discussion around what data the organization produces, receives, and how the data drives business value.

## Crayon Creates Scalable Folder Structure to Eliminate Security Risk for Large Global Ride Sharing Company

Challenge: A large ride sharing company is growing globally at a tremendous rate. The company needed a way to share documents internally in a compliant ways with compliant repositories.

Solution: Crayon created a scalable and universal folder structure where all content can be stored. The new folder structure makes content easier to find, prevent data loss, and maintain compliance. To accommodate mapping from existing source, Crayon created a mapping tool to move content and add appropriate metadata. Additionally, Crayon created a global content management solution through which the company can share content across the globe in an intuitive, secure web portal and eliminate security risk of email attachments and file shares.