



WHAT FEATURES TO LOOK FOR IN A DIGITAL QUALITY MANAGEMENT SOLUTION

Choosing the right digital governance approach for your organization

Now that you understand how an automated DQM solution can help your organization manage complex digital governance initiatives, it's time to begin researching providers.

Unlike the saturated CMS market, evaluating DQM providers is a fairly straightforward process. Because of the scale and complexities involved in global, multi-channel digital content marketing, there are relatively few DQM solutions, and even fewer able to address the many complex demands of global companies.

We recommend working with a DQM provider that acts as a trusted advisor through the planning and implementation process. There are a multitude of benefits an organization can realize through just the standard settings of a strong DQM solution.

However, you'll experience greater value by setting up unique checkpoints based on your company's specific guidelines and standards. That's why it's essential to have a solution expert who has experience with the almost limitless ways it can be used.

Crownpeak has performed hundreds of implementations, so we're able to act in a consultative manner that helps our customers to very quickly begin enjoying the full benefits of our product.

As an organization in need of DQM, you will want to assess potential providers by first establishing functionality requirements.

Here's a list of DQM requirements that's derived from the needs of global digital content marketers, and the operational results associated with each.

REQUIREMENT	RESULT
<p>Workflow Integration: Must integrate with any current CMS/WCM systems (even multiple systems within the same enterprise) and existing publication workflow.</p>	<p>Makes it easy to add digital governance to your existing processes without ripping or replacing the system you already have in place.</p>
<p>Centralized Control: Must feature centralized & C-level review capabilities for all quality and compliance issues across your entire digital presence.</p>	<p>Empowers centralized, multi-site customer experience management and quality control.</p>
<p>SaaS-based Deployment & Adoption: Should allow easy deployment across dispersed offices and teams, and painless adoption by web publishing teams.</p>	<p>Encourages quick implementation and usage across the entire organization, regardless of location.</p>
<p>Accessibility: Should fully support Web Content Guidelines (WCAG) 1.0 and 2.0 and Section 508 accessibility.</p>	<p>Enables users to universally access websites, content and functions regardless of browser or platform; legally mandated in many countries.</p>
<p>Flexibility & Customization: Must be customizable to your needs and standards, including creation of customized checkpoints and functions.</p>	<p>Create and enforce brand and business-specific rules for content and user experiences, and tailor reporting to meet the specific needs of your end-users and stakeholders.</p>
<p>Branding Checkpoints: Must enforce customized brand + presentation rules based on your branding guidelines.</p>	<p>Ensures your websites and digital touchpoints stay on-brand for all users.</p>
<p>Editorial Checkpoints: Allows you to embed your content and display rules, terminology, prohibited terms/phrases, styles and more.</p>	<p>Maintains clarity and consistency of your content, correctly optimized for display on any screen.</p>
<p>Legal Checkpoints: Ensures all legally mandated content is present on your site including: data protection, privacy policies, terms and conditions, intellectual property protection and corporate disclaimers.</p>	<p>Protects your intellectual property and helps control risk and exposure.</p>

REQUIREMENT	RESULT
<p>Mobile Web Optimization: Optimizes content, image and technical formatting for UX on mobile devices.</p>	<p>Assures an effective user experience no matter what mobile platform they're using to access your content.</p>
<p>Search Engine Optimization (SEO): Assures effective implementation of your SEO strategy and best practice protocols.</p>	<p>Drives more traffic through better search engine rankings thanks to effective use of tags, keywords, links and more.</p>
<p>Site Integrity Monitoring: Provides rapid detection of broken links, orphan files, and quality assurance of other site integrity components.</p>	<p>Ensures a clean, solid foundation for websites with all key components in proper working order.</p>
<p>Spell Checking: Contains a multi-lingual spell checker capable of working on multi-language web pages.</p>	<p>Detects misspellings, assuring consistency and quality of user experiences on all sites and pages.</p>
<p>Usability Assurance: Features embedded UX/UI standards for readability, language clarity, rich media and more.</p>	<p>Guarantees users have a more efficient, positive digital experience, driving more conversions.</p>

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Founded in January 2001, Crownpeak was the first company to offer web content management through a SaaS solution. Today, leading brands trust Crownpeak's cloud-first Digital Experience Management (DXM) platform to quickly and easily create, deploy and optimize customer experiences across digital touchpoints at scale. Crownpeak provides a complete solution for DXM featuring content management, personalization, search and hosting, in addition to fully integrated Digital Quality Management (DQM) to ensure brand integrity and meet compliance requirements. More than 180 customers including Unilever, BNY Mellon, Thomson Reuters, Eli Lilly, and Aflac rely on Crownpeak to deliver engaging experiences that delight customers, promote loyalty and deliver results.