

# THE ENTERPRISE SOLUTION FOR CONTENT PERSONALIZATION AT SCALE

From authoring, publishing, syndication, and  
translation management, streamline the entire  
content development lifecycle

- » Workforce Learning & Development
- » Customer Training & Product Education
- » Performance Support & Field Service Operations
- » Product & Skills Certification
- » Product Documentation
- » Franchise Operations Training



# Supercharge your content strategy to accelerate adoption, engagement & revenue



## Transform content supply chain to maximize speed to market

Deliver new standards of speed, personalization and performance across the extended enterprise — even on a global scale.



## Simplify reuse & integrate content across enterprise platforms

Centralize content management to improve the user experience & deliver content to the right person, in the right place, at the right time.



## Ensure regulatory compliance with detailed audit reporting

Harness detailed analytics dashboards to assess content and user trends via a built-in xAPI-compliant Learning Record Store (LRS).



## Slash content development & maintenance costs

Create content once in reusable blocks & link — don't copy & paste — to facilitate reuse & reduce the ongoing maintenance burden.



## Drive productivity with data-driven omnichannel content optimization

Use built-in, customized themes to publish to print or web with responsive designs optimized for any device, format, or language.

# Xyleme centralizes the enterprise learning content lifecycle

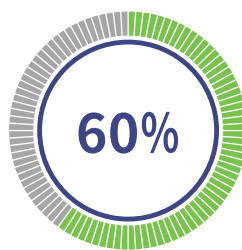


Establish a single source of content truth with Xyleme's platform. Xyleme centralizes content authoring and management, simplifies maintenance, management, reuse and searchability at scale.

## A full suite investment that pays off



Reduction in  
Content  
Development  
Time




Reduction in  
Content  
Maintenance  
Time



Savings on  
Content  
Translation  
Costs





# Xyleme connects with the tools and platforms you use everyday

From content authoring, asset management, translation & localization, to data analytics, ecommerce and more, most organizations manage a large portfolio of platforms and tools. But how do you keep your content updated and in sync across the tech stack?

Xyleme is designed to simplify integrations, making it easy to connect each of your enterprise platforms to establish a single source of content truth.

**It's time to break free from content silos and streamline your enterprise tech stack with Xyleme**



Combine Xyleme with your LMS, LXP while utilizing and adding new capabilities to the tools you already use today

**"Xyleme changed the way we do business.  
We are more efficient, effective, and productive."**



# Xyleme's Partners

Xyleme's solution partners work together to provide a true content strategy to get you to a strategic omnichannel approach. Our partners help enterprise organizations design and author content, migrate existing content, perform content audits, and more.

Xyleme's Solution Partners are the most innovative agencies and consultancies enabling digital teams to deliver content faster.

Our solution partners are experts in:



**DESIGN & AUTHOR  
CONTENT**



**CONTENT  
MIGRATION**



**CONTENT  
AUDIT**



**CONTENT  
STRATEGY**



**TRANSFORM &  
IMPORT DATA**



**"Highly versatile platform, great ROI, and outstanding customer support for the long haul!"**

# Xyleme CREATE™

Xyleme's Create™ is a market-leading enterprise platform that enables teams to effortlessly author, publish and personalize content at scale.

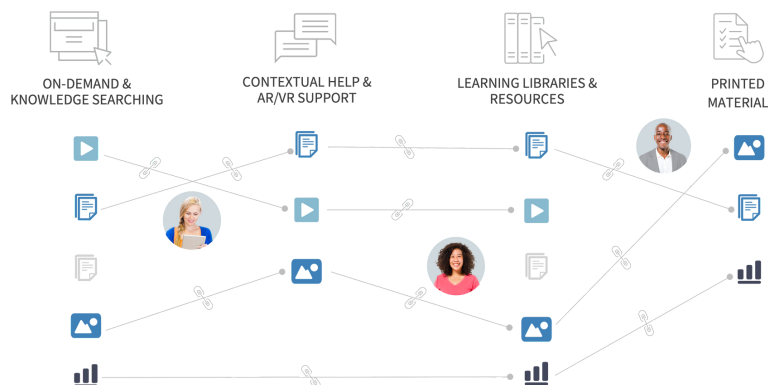


 **Author Reusable Content Components**

 **Reuse Components & Track Where they're Used**

 **Link Content to Keep it in Sync**

 **Publish Content in Many Different Formats**



Link content components to repurpose and reuse existing content in new configurations and formats for a wide range of audiences, experiences and use cases.

Seamlessly integrate and embed content into any system or platform in any format — HTML5, web pages & custom portals, SCORM, LMSs, LXPs, chat bots, PowerPoint, Word, PDF, etc.



**Ford's Finance Division was able to reduce average translation costs from approximately \$2,600 per course, to just \$650 per course with Xyleme — a 75% savings, totaling more than \$175,000 in the first year alone**

# Xyleme SYNDICATE™



Xyleme's Syndicate™ is an enterprise-class platform that empowers organizations to organize, deliver and analyze content — all from a single source of truth.



**Centralize & Streamline Content Management**



**Integrate Content Across Enterprise Platforms**



**Ensure Content Accuracy & Consistency**



**Collect Actionable Content Metrics**

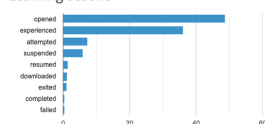
Customize content access permissions by role, region, team, etc. — down to the component level — and track detailed content consumption records to simplify compliance management.



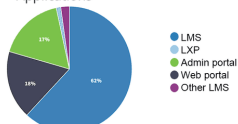
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Learning actions



Applications



Gain a clear, objective understanding of user engagement and content performance with built-in reports and dashboards, empowering teams to optimize content over time.



**With Xyleme, Allina Health's content team was able to centralize & streamline content management for 11 hospitals & more than 100 clinics — cutting content development time by 66%**

To find out why more the world's biggest brands trust Xyleme to power their content management strategies, visit our website at [www.xyleme.com](http://www.xyleme.com) or call us at 303-872-9872.

You can find Xyleme on LinkedIn, Twitter, Facebook, and YouTube.



#### About Xyleme

Xyleme's Component Content Management System (CCMS) — sometimes called a Learning Content Management System (LCMS) — powers the digital transformation of complex content authoring, management, and syndication, enabling the delivery of personalized digital experiences to stakeholders around the world with previously impossible speed and scalability. The company's proven systems manage the entire content lifecycle process, improve productivity, enable sales and growth initiatives, ensure compliance, and drive optimization to employees and stakeholders across the extended enterprise. Founded in 2004, Xyleme's Create and Syndicate solutions have won numerous industry awards and are used by the world's leading Fortune 500 brands across every major industry vertical including: 3M, Cisco, Christus Health, Dunkin Brands, T-Mobile, and VMware.