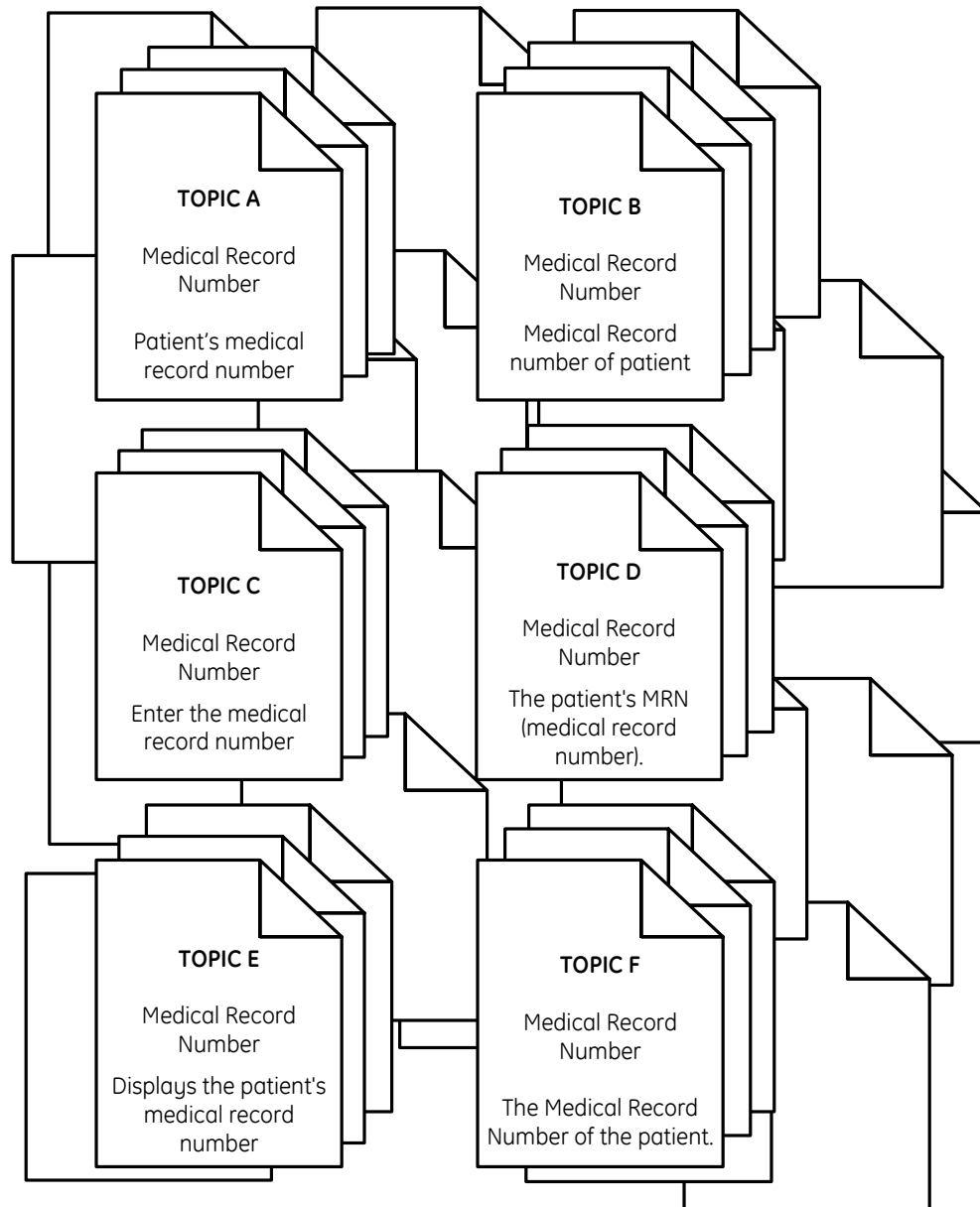


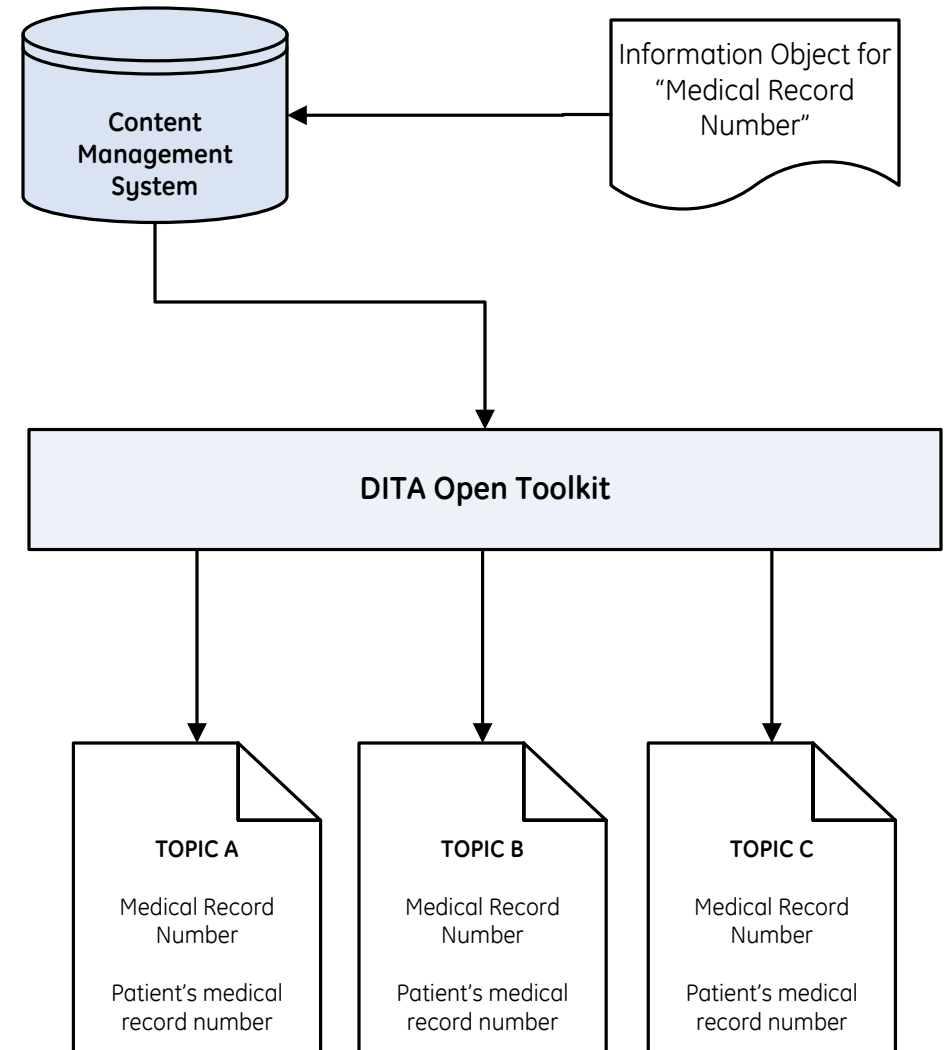
# Content Management Reduces Variation

## Now: Waste and Inconsistency



140 Separate Copies of Field  
With Variable Content

## Future: Efficiency and Consistency



Single, Consistent Copy of Content  
Used in 140 Topics

# Content Management Reduces Effort

## Now: More Copies Means More Effort



Write 140 Times + Edit 140 Times + Review 140 Times + Test 140 Times + Localize 140 Times = 700 Tasks

## Future: Fewer Copies Means Substantially Less Effort



Write 1 Time + Edit 1 Time + Review 1 Time + Test 1 Time + Localize 1 Time = 5 Tasks

Lower Effort = Lower Cost