

“

Our most important assets were getting the least attention. Now, our editorial process prioritizes content based on risk/impact, and we are aligning resources to the business priorities.

Christine Elliott

Content Strategy and Operations Executive

75%

reduction in time to
produce content



Challenge

Crowe Horwath decentralized content development and **focused on content quantity, not quality**. The result was minimal content impact, high reputational risk and misalignment of editorial resources.



Solution

Overall **content development was centralized to provide scale, governance and optimization**. A new content model was implemented to sharpen focus on business priorities and use editorial resources according to greatest impact.



Result

Eliminated 14 content development process steps for some content assets. Education is **driving change to more engaging formats and a more strategic approach** to content development while reducing risk.