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By establishing a content strategy model and facilitating an inclusive cross-functional process, we've focused our investments on delivering the right content to the right buyer at the right time.

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**50%**

reduction in content spend through  
priority alignment and strategic  
focus



## Challenge

NetApp had **high content expense, low impact and poor usage**. There were multiple content siloes and little focus on business priorities. Emphasis on high volume and misalignment of content to buyer needs. There was a lack of a central management system and inconsistent measurement of content impact.



## Solution

NetApp created a **repeatable, scalable and audience-centric content strategy and governance** addressing the complete buyer's journey, facilitated by a centralized content model. Deployment of the right team and implementation of a central content management system.



## Result

Dramatic cost savings, tight alignment with business priorities and streamlined content development. **Increased content quality, usage and demonstrable results** using objectives-based measurement.