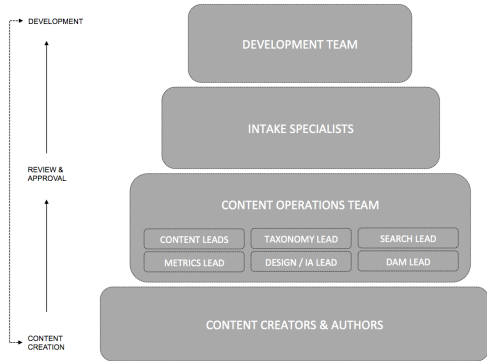


<i>Script</i>	<i>On-screen Text (Layout &amp; Animation TBD)</i>	<i>Image / Action Ideas (Animation TBD)</i>
<p>You asked. We listened. And now, we're here to deliver.</p>		
<p>Say hello to <i>Autonomy</i>... the new Digital Content Management system for Travelers.</p>	<p><b>AUTONOMY</b> Digital Content Management System</p>	
<p>The <i>Autonomy</i> platform gives you the power to author, approve, and leverage on-target, on-brand content to support your sales and marketing efforts.</p>	<p>Author Approve Leverage consistently branded messaging</p>	
<p>Our new, centralized approach to web content and digital asset management makes it easier to maintain, create, find, and re-use web and rich media assets across business units.</p>	<p>Maintain Create Find Re-use content across business units</p>	
<p>It combines powerful technology, a streamlined process, and a multidisciplinary team of internal resources to enable fast, flexible distribution of content that differentiates Travelers' products, services, and expertise in the marketplace...</p>	<p>Powerful technology for fast, flexible distribution of content...  that differentiates Travelers' products, services, and expertise</p>	
<p>delivering the right message,</p>	<p>The right message</p>	

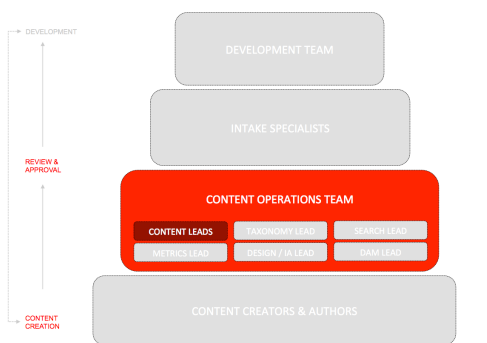
<i>Script</i>	<i>On-screen Text (Layout &amp; Animation TBD)</i>	<i>Image / Action Ideas (Animation TBD)</i>
to the right people, at the right time.	The right people The right time	
This new approach to web content management can only be successful with the right technology, the right process, and the right people.	Success depends on having the right:  Technology Process People	
<b>First, let's talk about the technology.</b>	<b>TECHNOLOGY</b>	
The Digital Content Management system — or, DCM — provides technology and tools to control:		
Web Content Management for standardization of page layouts and copy, search engine optimization, meta data creation, and cross-channel distribution, including web, mobile, and social platforms...	Standardization of: Site design and management SEO optimization Cross-platform distribution	<i>Fan of multiple site pages leveraging same template</i> <i>Google search for car insurance with Travelers pages at top</i> <i>Travelers page or asset shown on multiple devices</i>
as well as Digital Asset Management for audio, video, graphics, images, icons, and other rich media or interactive elements.	Brand and digital rights management of: Audio Video Graphics and images Rich and interactive media	<i>Quick montage of various Travelers assets, video, images, quizzes, carousels, etc.</i>
<b>Having the right process in place is our next key to success.</b>	<b>PROCESS</b>	

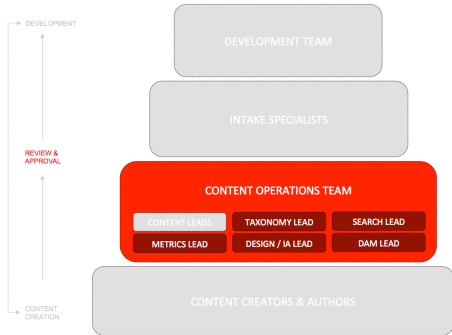
<i>Script</i>	<i>On-screen Text (Layout &amp; Animation TBD)</i>	<i>Image / Action Ideas (Animation TBD)</i>
Standardization of rules, templates, and workflows in the DCM support the process of creating, approving, and publishing web content and rich media assets that are:	Standardization supports the process	
searchable,	Searchable Easy for content creators and visitors to find content	0'40" – 1'37" of DCM_Demo - sped up
re-usable,	Re-usable Leverage and publish content across channels	
personalized,	Personalized Customize, optimize, and target messaging to audience	
and governed.	Governed Reviewed for alignment to brand messaging and digital strategy	
	<b>SEARCHABLE</b>	
Searchable means you can...	Content is <b>searchable</b> ...	
leverage and apply Travelers approved taxonomy to tag web content and rich media by keyword, topic, audience, or geography, and;	Tag content by: Keyword Audience Geography	
quickly find content and assets by keyword, title, meta data, or taxonomy.	Find content by: Keyword Title Meta data	

<i>Script</i>	<i>On-screen Text (Layout &amp; Animation TBD)</i>	<i>Image / Action Ideas (Animation TBD)</i>
	Taxonomy	
	<b>RE-USABLE</b>	
Re-usable means you can...	Content is <b>re-usable</b> ...	
share content and assets across sites and pages;	Across websites and pages	<i>Show quiz, video or right-rail element used on multiple site pages</i>
distribute content and rich media for use across channels, including web, mobile, social, email, and print, and;	Across channels	<i>Show and scale Travelers page or asset from desktop to mobile device (framed by device)</i>
edit once to automatically update content everywhere it appears.	Universally editable	<i>3'10" – 3'50" of DCM_Demo - sped up</i>
	<b>PERSONALIZED</b>	
Personalized means you can...	Content can be <b>personalized</b> , based on...	
customize sites and pages based on context, behavior, geography, profile data, or previous visits... as well as define business rules for personalization.	Context Behavior Geography Profile data Previous visits Defined business rules	
	<b>GOVERNED</b>	
Governed means all content is reviewed and approved to ensure...	Content is <b>governed</b> to ensure...	
alignment to best practices and digital marketing strategies;	Strategic alignment with digital goals	

Script	On-screen Text (Layout & Animation TBD)	Image / Action Ideas (Animation TBD)
consistency with brand voice and value proposition;	Consistency of brand message	
standardization of workflows for publishing, distribution, and training, and;	Standardization of process	
oversight for version control and digital asset rights management.	Control of versions and rights	
<b>Lastly, the success of our new DCM initiative relies on you — and all the other people who make it work to support our brand.</b>	<b>PEOPLE</b>	
<p>A variety of internal resources and teams will play important roles in maintaining the DCM.</p> <p>Each resource has specific responsibilities and skillsets. In some cases, a single person may fill multiple roles, which include the following:</p>		 <p>The diagram illustrates a content workflow process. At the bottom is a box labeled 'CONTENT CREATORS &amp; AUTHORS'. Above it is the 'CONTENT OPERATIONS TEAM', which includes 'CONTENT LEADS', 'METRICS LEAD', 'TAXONOMY LEAD', 'DESIGN / IA LEAD', 'SEARCH LEAD', and 'DAM LEAD'. Above that is 'INTAKE SPECIALISTS', and at the top is the 'DEVELOPMENT TEAM'. On the left side, a vertical flow is indicated by arrows: 'CONTENT CREATION' (pointing up), 'REVIEW &amp; APPROVAL' (pointing up), and 'DEVELOPMENT' (pointing up).</p>
	<b>CONTENT CREATORS &amp; AUTHORS</b>	
<p>Content Creators and Authors are Subject Matter Experts using tools <i>outside</i> of the DCM, like Microsoft Word, to develop content that supports specific business unit strategies – ensuring that the content is engaging to the audience,</p> <p>and written to be optimized for search engines and digital distribution.</p>	<p>Content Creators and Authors are Subject Matter Experts creating content for website pages and experiences that is:</p> <ul style="list-style-type: none"> <li>- Engaging</li> <li>- Optimized for search</li> </ul>	

Script	On-screen Text (Layout & Animation TBD)	Image / Action Ideas (Animation TBD)
Content Creators and Authors suggest content or receive specific assignments from Content Leads, and are responsible for...	Content Creators and Authors are responsible for:	
writing content for website pages and rich media assets according to best practices;	Writing content for web pages and rich media assets	
optimizing content for search engines and digital distribution;	Search engine optimization	
addressing specific content creation requirements for social sharing, responsive design, and performance metrics;	Addressing requirements for: Social sharing Responsive design Performance metrics	
ensuring compatibility and consistency with similar or related content, and;	Ensuring consistency with similar content	
reviewing or updating content, at a minimum, on a yearly basis.	Reviewing and updating content	

Script	On-screen Text (Layout & Animation TBD)	Image / Action Ideas (Animation TBD)
<p>Content Leads are business owners who control all aspects of content created to promote their business unit's products, services, and areas of expertise — developing and implementing content strategies for their business unit to ensure all content adheres to web best practices, aligns to the Enterprise Message Platform, and is consistent in tone and voice.</p> <p>Working mostly outside of the DCM, they are responsible for...</p>	<p><b>CONTENT LEADS</b></p> <p>Content Leads oversee content creation for a specific business unit, ensuring alignment to:</p> <ul style="list-style-type: none"> <li>Web best practices</li> <li>Enterprise Message Platform</li> <li>Travelers' tone and voice</li> </ul>	
<p>developing and implementing content strategies for their business unit that align to enterprise-wide marketing objectives;</p>	<p>Developing and implementing content strategies for business unit</p>	
<p>creating content, or assigning content creation tasks to the appropriate members of their team;</p>	<p>Delegating content creation tasks to team</p>	
<p>working with the Content Operations Team to ensure content aligns to the Enterprise Message Platform;</p>	<p>Ensuring content aligns to Enterprise Message Platform</p>	
<p>reviewing and editing content for consistency in voice and tone, as well as with similar or related content;</p>	<p>Maintaining consistent voice and tone</p>	
<p>overseeing the work of assigned Content Creators and Authors to ensure their content adheres to web best practices, is optimized for search, addresses requirements for responsive design, supports cross-platform and social sharing, and aligns to success metric tactics, and;</p>	<p>Overseeing that submissions from Content Creators and Authors:</p> <ul style="list-style-type: none"> <li>Adhere to best practices</li> <li>Are optimized for search</li> <li>Address responsive design</li> <li>Support social sharing</li> <li>Align to success metrics</li> </ul>	

Script	On-screen Text (Layout & Animation TBD)	Image / Action Ideas (Animation TBD)
<p>reviewing and approving all content developed by or for their business unit.</p>	<p>Reviewing and approving all business unit content</p>	
	<p><b>CONTENT OPERATIONS TEAM</b></p>	
<p>The Content Operations Team is a centralized group that coordinates, prioritizes, and provides guidance and approval of content across business units.</p> <p>Content Operations Team members ensure content aligns to digital best practices, and provide support for strategies such as taxonomy, search, metrics, design, and user experience.</p>	<p>Members of the Content Operations Teams coordinate content creation across business units, and:</p> <p>Ensure alignment to digital best practices</p> <p>Provide support for use of DCM</p>	
<p>The team consists of the Taxonomy Lead, who manages the enterprise-wide taxonomy system and helps content creators apply and create new classifications when necessary;</p>	<p><i>Taxonomy Lead</i> Sarah Bathrick manages master taxonomy classification</p>	<p>Lead's image?</p>
<p>the Search Lead, who is available to provide content tagging, meta data development, and search engine optimization support to Content Creators and Content Leads, as needed;</p>	<p><i>Search Lead</i> Sarah Bathrick supports SEO strategies</p>	<p>Lead's image?</p>
<p>the Metrics Lead, who is responsible for tracking and reporting website traffic and usage statistics;</p>	<p><i>Metrics Lead</i> Kam Chinta monitors and reports on website usage</p>	<p>Lead's image?</p>
<p>the Web Design and IA Lead, who creates the visual design, interaction models, and creative layouts for all web pages and</p>	<p><i>Web Design / IA Lead</i></p>	<p>Lead's image?</p>



<i>Script</i>	<i>On-screen Text (Layout &amp; Animation TBD)</i>	<i>Image / Action Ideas (Animation TBD)</i>
templates;	Eulah Sheffield designs page layouts and interactions	
the Digital Asset Management — or, DAM — Lead, who owns and maintains all aspects of the MediaBin image library, and;	<i>Digital Asset Management Lead</i> Krista Garcia maintains <i>MediaBin</i> image library	<i>Lead's image?</i>
the Content Leads, who own and oversee the strategy and development of content to support your business unit.	<i>Content Leads</i> owns content strategy for your business unit	<i>List of BU Content Leads</i>
	<b>INTAKE SPECIALISTS (EDITORS)</b>	
Intake Specialists, also known as Editors, understand the ins and outs of the DCM.  They receive approved content from the Content Operations Team, then enter, tag, and process this content into pre-defined templates and workflows — using specialized tools to ensure enterprise-wide branding and user experience standards are maintained.	Intake Specialists enter, tag, and process content into the DCM, maintaining:  Enterprise-wide branding  User experience standards	
Intake specialists are responsible for...		
understanding and leveraging the content delivery and UX capabilities of the DCM;	Leveraging capabilities of DCM	
editing content to align with branding strategies, voice, and tone;	Editing content for consistent voice	
selecting and using the appropriate templates for submitted content;	Selecting appropriate templates	

Script	On-screen Text (Layout & Animation TBD)	Image / Action Ideas (Animation TBD)
choosing and adding approved images from the MediaBin library;	Selecting images from <i>MediaBin</i> library	
applying tags and meta data to optimize content for search, and;	Applying tags and meta data to content	
coordinating workflow of approved content through the development phase.	Coordinating workflow through development	
	<b>DEVELOPMENT TEAM MEMBERS</b>	
<p>Finally, we have Development Team Members, who are responsible for daily management of the DCM templates, as well as ongoing exploration and enhancement of the system to deploy new technologies and innovative ways to deliver content.</p>	<p>Development Team Members leverage platform capabilities to deliver final, approved content... and explore new, innovative ways to deliver content</p>	
Once content is created, approved, and input into the DCM, the Development Team uses advanced platform and programming skills to bring the content to life in coherence with submitted strategies and specifications.	Prepare content for publication	
Content Leads and other members of the Content Operations Team have a final chance to review, edit, and approve content before it is published to the website.	Work with the Content Operations Team for final approvals	
Ongoing responsibilities of the Development Team also include...		
exploring the capabilities of the DCM platform;	Keeping current on DCM capabilities	

<i>Script</i>	<i>On-screen Text (Layout &amp; Animation TBD)</i>	<i>Image / Action Ideas (Animation TBD)</i>
developing new, innovative ways to deliver content via the DCM, and;	Developing new ways to deliver content	
training Content Operations Team members and Intake Specialists in the capabilities of the system.	Training team members on system capabilities	
	<b>DELIVERING SUCCESS</b>	
Working together, we will use the DCM to streamline and standardize the way we create and deliver content.	The DCM technology streamlines and standardizes the content creation and delivery process	
This new approach to maintaining our web and rich media properties will make it easier to control the quality of all content we produce and ensure that it...	Provides quality control for all Travelers' content	
works cooperatively to support specific business unit, as well as enterprise-wide sales and marketing goals;	Supports both business unit and organizational messaging needs	
is accurate and compliant;	Easier to ensure content is Compliant	
maintains consistency in look, feel, and tone, and;	Consistent	
aligns to the Enterprise Message Platform.	Aligned to the Enterprise Message Platform	
Collective commitment to this new process and technology will deliver a better content creation experience for us as content creators,		
as well as a better user experience — and ultimately, better perception of the Travelers brand — for our prospects, customers, agents, and partners.	Better content creation experience = Better user experience	