



BRAIN

EXCEPTIONAL AND DISTINCTIVE INTELLECTUAL CAPACITY

Smart strategy to turn content
into your competitive advantage.

► SOLUTION OVERVIEW

Business today is digital. So content is critical. And that's where CS Brain comes in. With a sophisticated yet collaborative style, we advise and train on content strategy and operations.

► BENEFITS



Maximize return
on technology
and content



Thrive during
digital disruption



Orchestrate
outstanding customer
experiences

► PRODUCTS + SERVICES USED

Inspired by management consulting and distinguished by data, we partner with you to identify content opportunities and overcome content challenges.

- CONTENT AUDITING
- CS LAB ANALYSES
- CONTENT VISION DEFINITION
- USER / CUSTOMER / AUDIENCE RESEARCH
- CONTENT MAPPING AND GAP ANALYSIS
- STRATEGIC CONTENT RECOMMENDATIONS
- CONTENT PLAYBOOK DEFINITION
- CENTER OF CONTENT EXCELLENCE CONSULTING
- CONTENT OPERATIONS MATURITY ASSESSMENT
- CONTENT TECHNOLOGY SELECTION
- CONTENT MODELING AND TAXONOMY DEFINITION
- CONTENT PROCESS CONSULTING
- CONTENT LEADERSHIP TRAINING AND COACHING
- CONTENT SCIENCE ACADEMY CERTIFICATIONS

► SAMPLE CLIENTS



**“CONTENT SCIENCE PROVIDED US WITH GUIDANCE AND TOOLS TO LET US NOT ONLY SOLVE
OUR SHORT-TERM ISSUES BUT ALSO PUT A STRATEGY IN PLACE FOR THE FUTURE.”**

Lance Yoder, Cerner



CONTENT SCIENCE

Insight • Idea • Implementation • Impact