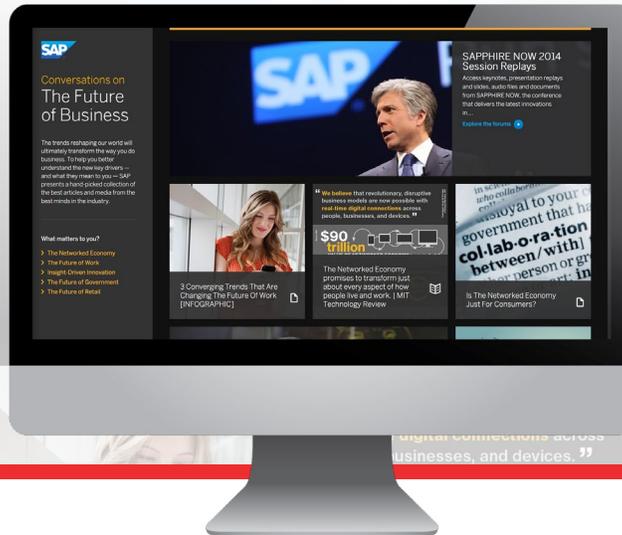


## Conversations on The Future of Business

The trends reshaping our world will ultimately transform the way you do business. To help you better understand the new key drivers — and what they mean to you — SAP presents a hand-picked collection of the best articles and media from the best minds in the industry.



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# 14 Days to a Real-Time Content Microsite

SAP, the market and technology leader in client/server enterprise application software, **needed real-time content** on niche business topics to launch a **conversion-oriented, content-driven microsite** to support an upcoming roadshow. And they needed it yesterday. Partnering with PublishThis, they achieved their goals and more. Here's their story:



"The missing piece was a platform that could bring all this together immediately."

**Celia Brown**, Sr. Director of Content Strategy & Marketing at SAP

## THE CHALLENGE

Celia Brown, Sr. Director of Content Strategy & Marketing, was tasked with driving registrations for their Future of Business events throughout the US. Celia knew that a targeted microsite highlighting subjects important to their prospective attendees would deliver registrations, but she needed more content than her team could produce — and fast.

"We wanted to organize a single destination for all of the best SAP content and complement it with high-value curated articles and social feed updates. The missing piece was a platform that could bring all of this together immediately," said Brown.

## THE SOLUTION

PublishThis worked with SAP to implement a rapid content scaling strategy called **Content Mixology**. By using the existing SAP library of content, high performing articles and videos from external news sources, and aggregated Twitter feeds, SAP found the perfect mix to deliver on their goal. PublishThis quickly worked with SAP's team to arm them with its easy curation tools, powerhouse content feeds, and a simple publishing API.

"The PublishThis team has been a pleasure to work with. **They have proven to be trusted advisors and I truly value their input on content strategy.** They made it clear that the success of our project trumped everything else and pulled out all the stops to help us deliver in record time," Brown said. She added, **"I find their software to be incredibly intuitive and the user experience is excellent."**

## THE RESULTS

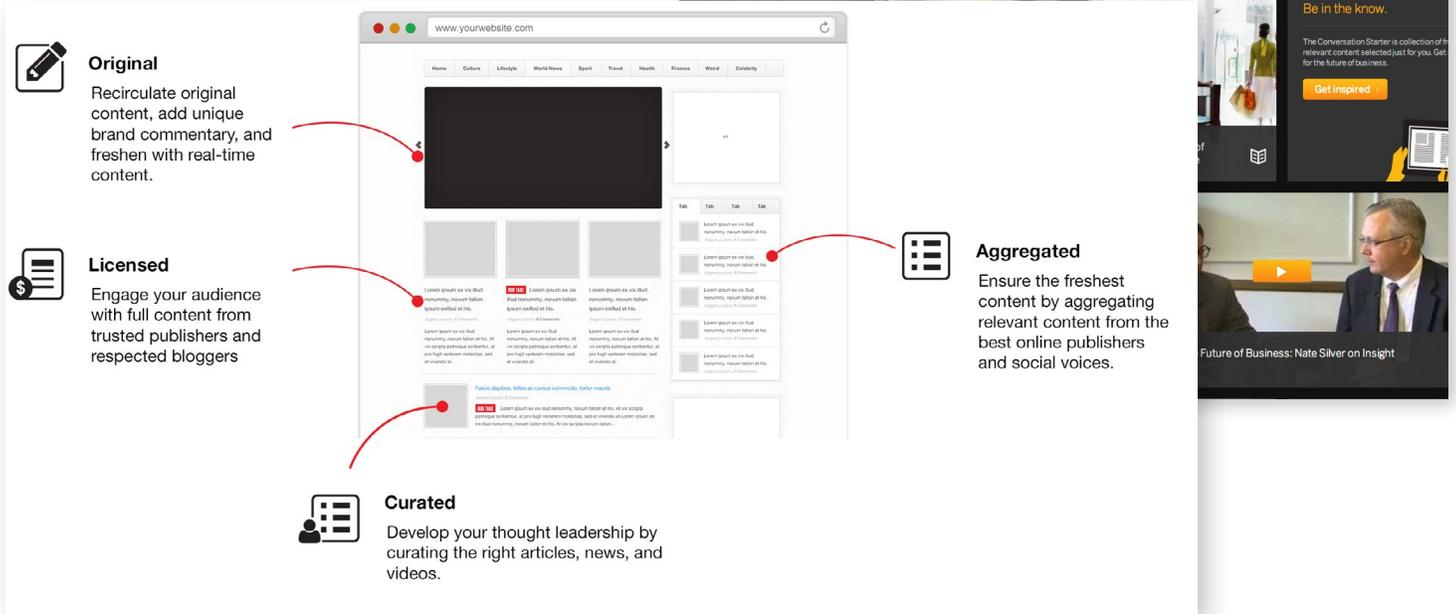
Before month-end, SAP launched a successful microsite with a range of specific business topics and deep content coverage on all of them.

“PublishThis **made it easy** for us to launch a conversion-oriented site in just a couple of weeks with the perfect mix of our own content and curated, relevant news and articles **without expanding our resource costs**,” said Brown.

- **Configured and launched** the Future of Business website in **less than 2 weeks**
- **Fresh content** flowing in five niche categories
- **Minimal IT** effort since the PublishThis platform delivered easily consumable content feeds



## CONTENT MIXOLOGY



“If you want a robust content platform and a skilled curation partner, I highly recommend PublishThis.”  
–Celia Brown, SAP

Learn more about how PublishThis can help you deliver better content more often.

[REQUEST YOUR FREE DEMO](#)