

BluePrinting® - Manage multiple sites, brands and languages

SDL Tridion



SDL Tridion Sites' foundational technology, BluePrinting, simplifies the way you manage content

Today, global organizations need to manage a great breadth of content online. For different brands, across a wide array of sites and platforms and in multiple languages.

With BluePrinting, you map your organization's information architecture into a content hierarchy which in turn enables you to maximize content reuse and synchronize web elements across channels.

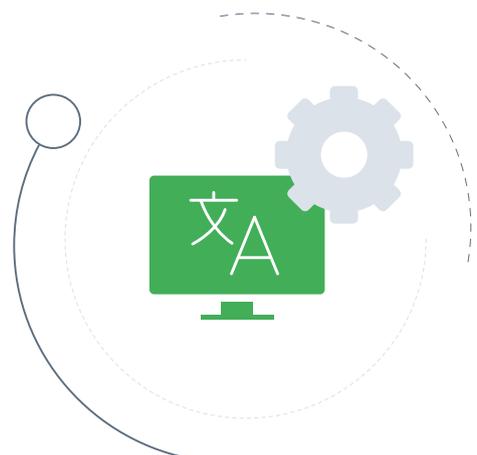
SDL Tridion Sites and its BluePrinting technology enable you to:

- **Centralize control and reuse.** Create foundational corporate content, design, functionality, structure and pages that can be reused and translated across online channels. Ensure content governance through integrated workflow capabilities.
- **Ensure brand and message consistency.** Manage visual brand elements and look and feel centrally and synchronize shared content across direct and indirect channels.
- **Reach worldwide markets.** Manage localized and translated content through integrated translation management and translation reuse, achieving channel coordination across websites, apps and any digital channel.
- **Create impact.** Adapt source content to address the specific needs of a particular profile or market, combining the best of centrally managed content with channel-, location- or market-specific content.

Benefits of BluePrinting

"Organizations can support on average 1.7X as much content without increasing the size of the content team. Centralization and standardization with SDL reduces team size and enables content publishers and web developers to realize 42% efficiency by Year 3. SDL's BluePrinting® functionality, templates, modular components, and integration with language technology reduces the effort associated with creating new sites, managing content changes, and localizing content."

– Forrester (2018)
The Total Economic Impact™ of SDL Tridion DX Content Management And Language Technology & Services





Core Concepts

Content Inheritance

A content inheritance model is the basis of BluePrinting. It includes 'Parent' publications and 'Child' publications.

A publication groups together the different elements that make up the experience for a specific channel: brand images, templated layouts, content, workflows, translated content, a security model and content organization. Content may include text, translations, images, multimedia and brand elements.

Child publications inherit content from one or more parent publications. In a nutshell, this means that multiple websites and channels can inherit and reuse navigation, structure, functionality, design, content and translations.

Unique to BluePrinting – and unlike competitive solutions that copy/clone content – the relationship to parent content is always maintained, which means content updates in parent publications continue to be synchronized to child publications, enabling long-term content quality and consistency.

Componentized Content

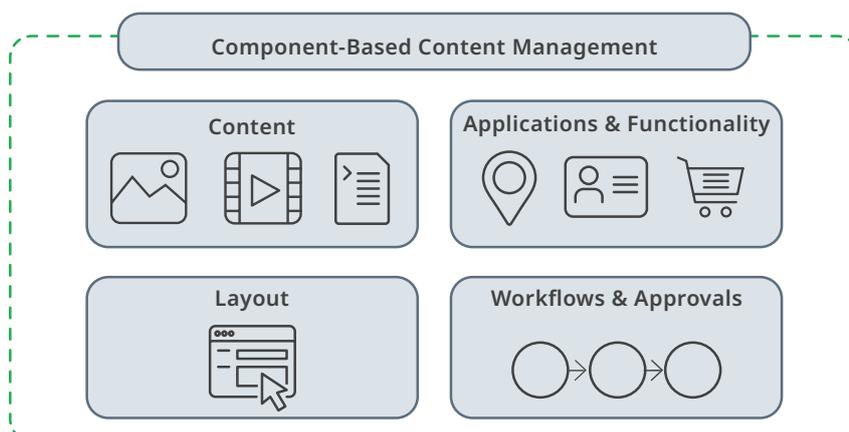
Unlike a page-based model, BluePrinting separates content, layout, code and targeting information as individual building blocks ("components"). These components can be combined, reused and published.

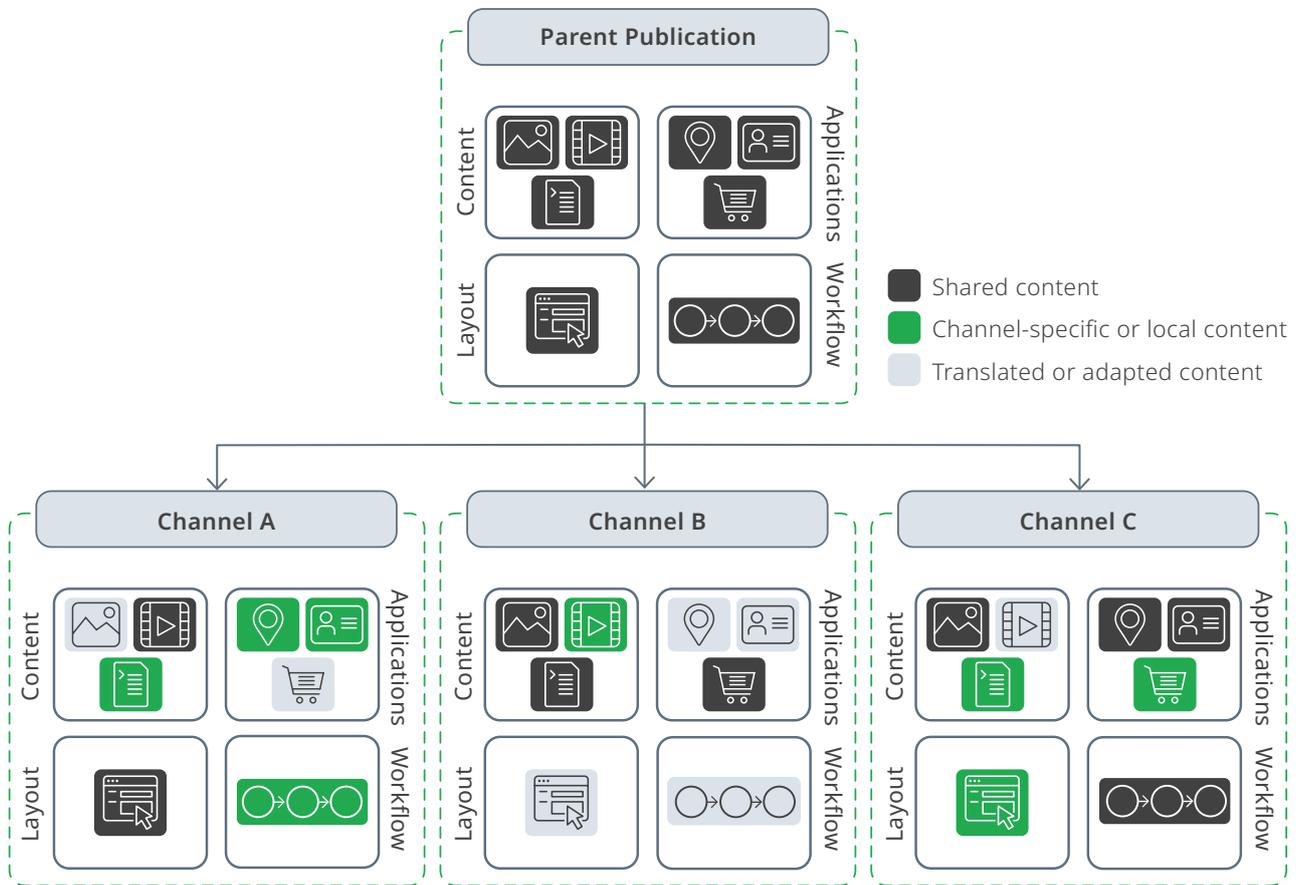
SDL Tridion Sites saves content as format-independent XML, which enables you to easily adapt formatting for different devices and channels using templates that define what and how content is rendered.

Adaptive BluePrinting

A BluePrint may have to change for various reasons, like a company reorganization, because of mergers and acquisitions or because of a different go to market model.

Adaptive BluePrinting lets you move content in the content hierarchy to reflect the new desired organizational structure. This flexibility allows you to deal with change while still enjoying all the benefits of a reliable, system-wide information architecture.





A Blueprint

For any SDL Tridion Sites implementation, the Blueprint is the relationship between parent and child publications.

In a Blueprint, inheritance is top-down. The eventual published customer touchpoints and channels can be any combination of shared/reused elements, channel or market-specific content, or adapted and localized/translated content tailored to your organization's objectives, governance and business model.

You can tailor workflows, as well as roles and access rights to your organizational structure, providing you with control over corporate content, as well as giving local content contributors the agility they need to add or update content when they need it.

Find out more: sdl.com/tridion

You can tailor your Blueprint to support your broader business objectives:

- Rolling out and maintaining multilingual websites
- Publishing to multiple channels
- Managing multiple brands for different stakeholder audiences
- Launching new functionality
- Providing website functionality for different organizations like partners or branches
- Rolling out campaign or microsites

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SDL*

SDL (LSE: SDL) is the intelligent language and content company. Our purpose is to enable global understanding, allowing organizations to communicate with their audiences worldwide, whatever the language, channel or touchpoint. We work with over 4,500 enterprise customers including 90 of the world's top brands and the majority of the largest companies in our target sectors. We help our customers overcome their content challenges of volume, velocity, quality, fragmentation, compliance and understanding through our unique combination of language services, language technologies and content technologies.

Are you in the know? Find out why the top global companies work with and trust [sdl.com](https://www.sdl.com). Follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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