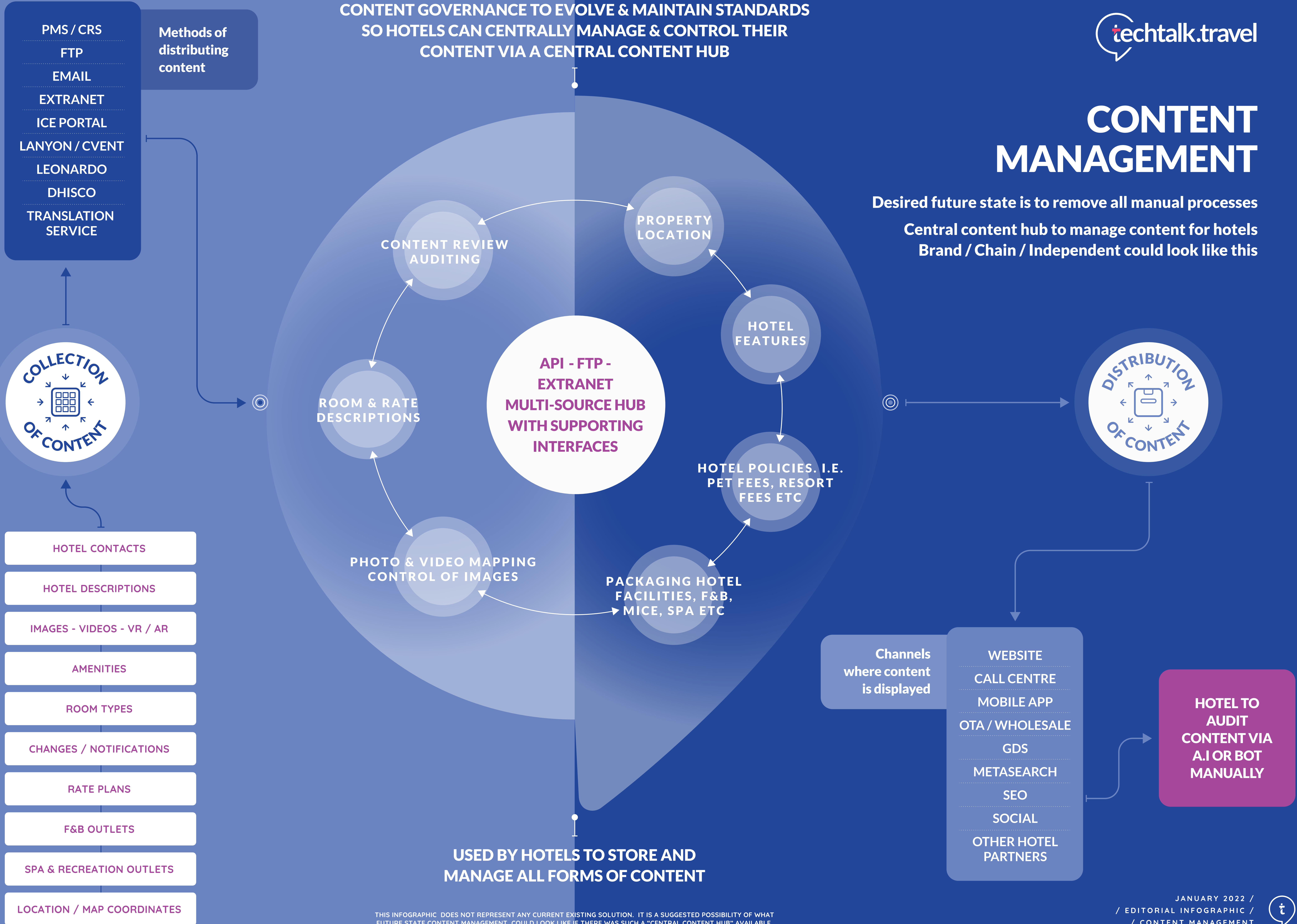


CONTENT MANAGEMENT

Desired future state is to remove all manual processes
 Central content hub to manage content for hotels
 Brand / Chain / Independent could look like this

CONTENT GOVERNANCE TO EVOLVE & MAINTAIN STANDARDS
 SO HOTELS CAN CENTRALLY MANAGE & CONTROL THEIR
 CONTENT VIA A CENTRAL CONTENT HUB



THIS INFOGRAPHIC DOES NOT REPRESENT ANY CURRENT EXISTING SOLUTION. IT IS A SUGGESTED POSSIBILITY OF WHAT FUTURE STATE CONTENT MANAGEMENT COULD LOOK LIKE IF THERE WAS SUCH A "CENTRAL CONTENT HUB" AVAILABLE.