

# srijan:

## EzContent:

What, Why and  
How





# THE WHAT

EzContent is a one-stop Drupal solution for media & publishing enterprises. It utilizes AI and machine learning algorithms to deliver engaging digital experiences for customers, both quickly and easily.



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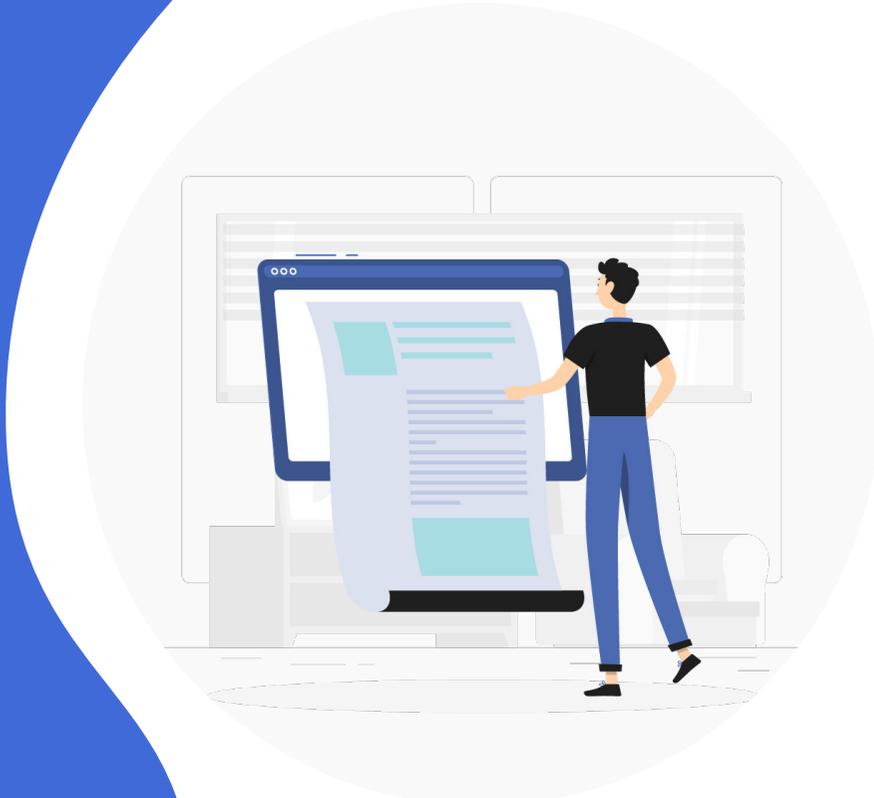


# THE WHY



For enterprises in the publishing arena, a major challenge is to create and generate content at a fast clip. Your content needs to be unique, compelling, visually engaging and generated rapidly to reach the market, well before your other competitors. In the media industry, getting content out there is the key and you can't depend on your developers everytime your editors need a new feature or functionality to enhance their content.

You need a rich content model with features that enable editors to not only write, but create visual layouts by themselves for their content piece. This will reduce your dependencies on the developers, enabling you to create new formats on-demand, and also ensure a faster time-to-market. And your enterprise can easily practice content management on-the-go.



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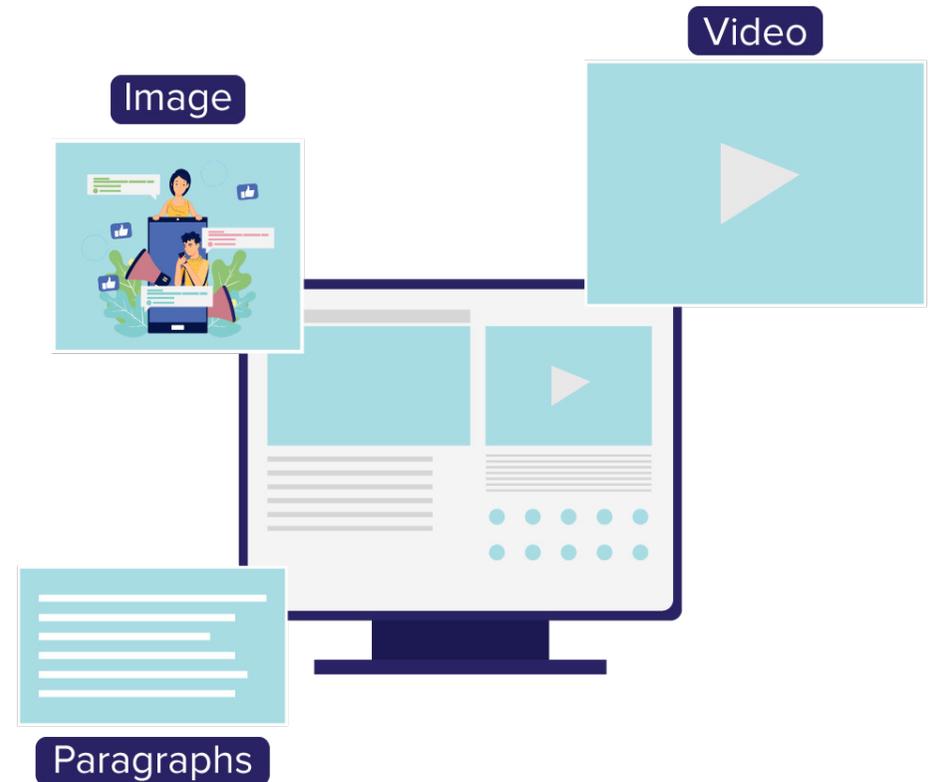




Thus, EzContent comes with the following features:

- **Easy Content Creation & Publishing**

Content creation and publishing is no longer chaotic, with the content modelling approach. You can build a rich content model with WYSIWYG, preview, layout builder, paragraphs, drag and drop the content wherever you like it. This helps take account of all different types of content you will have for a given project. And also provides flexibility to accommodate any last minute design changes. This can also be reused for a long term.





## • Powerful Landing Page Builder

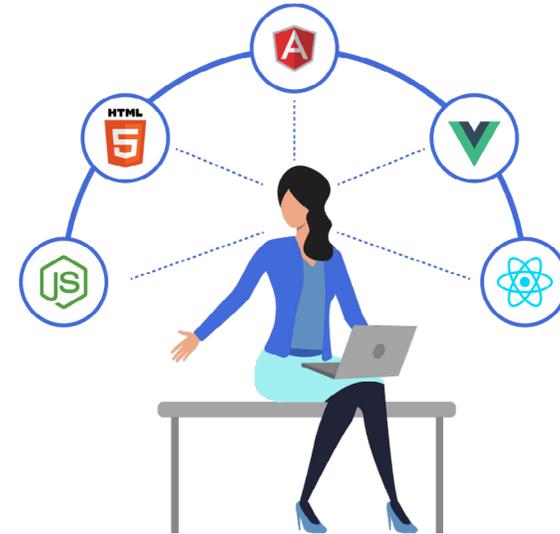
EzContent comes with a powerful landing page builder that lets editors create visual layouts for displaying content without any dependency on the developer. Editors can drag and drop site-wide blocks and content fields. They can easily manage blocks using reusable components and add regions on the fly.





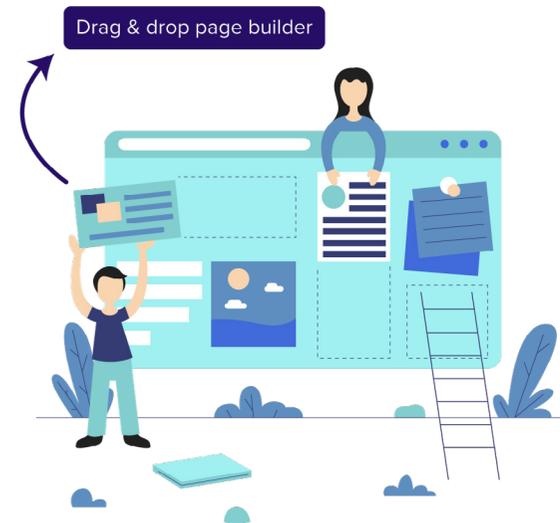
- **Front-end Technology of Your Choice**

You can render dynamic articles and landing pages using Drupal's front end template engine or using a Javascript framework of your choice (Decoupled CMS).



- **Decoupled CMS**

EzContent decoupled support enables you to retain the traditional CMS functions like the drag & drop page builder and content preview. It's a nimble solution to drop all your dependencies from developers while managing content on-the-go. Can be deployed whenever and wherever you want.



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## • AI Powered Content Generation

EzContent keeps you one step ahead of your competitors by using modern AI and machine learning based distribution. This supports auto-tagging, content generation, as well as personalized messages. Also makes it a breeze with the predictive intelligence feature to expedite ROI.



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# THE HOW



But what makes EzContent so effective? Or how do you know it's well suited for the media and publishing industry?

Well that's keeping in mind Srijan's experience, and an unending support from the vast community of Drupal enthusiasts.

## Srijan's Expertise

Srijan has more than 15 years of experience in working with media and publishing industries worldwide. Some of its major clients include Crain, Conde Nast Traveller, Vogue and India Today Group. Using its Drupal expertise, and experience based insights, Srijan has successfully built EzContent to solve media enterprises' challenges with respect to creating content independently.



## A Supportive Drupal Community

Drupal is backed by a supportive community of 100,000 Drupal enthusiasts who are actively contributing with more than 2,000 commits per week, hence you need to look no further in terms of what EzContent is or may become.



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Srijan is working with leading media enterprises in the US, Europe and APAC regions. We are aiding these enterprises' digital transformation journeys, helping them drive superior digital customer experience and future-proof their content ecosystem with Drupal. Our teams work closely with enterprise business and technology stakeholders to create solutions that align with the organizations' overarching strategic goals.

Looking to enable editors with an easy publishing experience? Let's do a little brainstorming and see how we can help.

**TALK TO AN EXPERT**



Srijan is a creative technology firm that builds transformative digital paths to better futures for Fortune 500 enterprises to nonprofits all over the world. We have championed open-source technologies over the last two decades, bringing advanced engineering capabilities and agile practices to some of the biggest names across FMCG, Aviation, Telecom, Technology, and others.

We lead in Drupal with 300+ Drupal engineers and 75+ Acquia certified Drupal developers and are amongst the 4th globally. With preferred partnerships with Acquia, advanced consulting partnership with AWS, and APIGEE we offer the best technology stack in the market.

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