

# Business Guidance – Embedded content and documents

Business processes or procedures are usually complex. To depict them in a clear and comprehensive manner to employees, it's a good idea to create a type of website or web article. Keep reading to find out how to create business guidance content.

When supporting employees, a distinction is made between technology guidance and business guidance. Both forms of guidance provide in-depth information about work processes in their own way. Technology guidance focuses on the technical side and provides, for example, detailed step-by-step instructions on how to perform tasks within an IT application.

On the other hand, **business guidance** provides insights into the business-related aspects of processes and procedures. The focus here is on fostering an understanding of business processes and their interconnections and requirements. Due to the diversity and complexity of business processes, various media formats are used in the field of business guidance in order to promote a deep understanding of interrelationships and facilitate quick comprehension of their workings. Business guidance content is usually presented in a manner similar to that of a website or web article.

The following section explains how business guidance content is structured.

## 1 Use of embedded media

The **Creator** allows you to design business guidance content in a variety of ways. You can create content using a range of **templates** that are specifically tailored to suit your needs. These templates are so flexible that they can be used to embed different media such as text, simple or interactive graphics, videos or process-related illustrations.

What is embedded, inline content and how is it created?

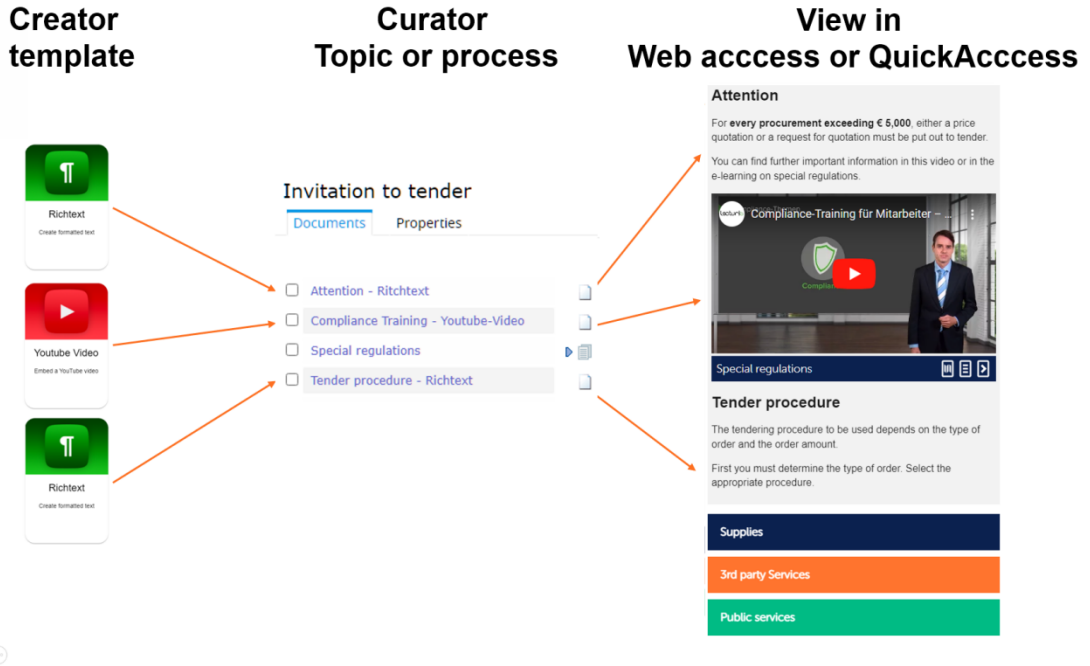
Embedded content displayed inline are documents with metadata like all other documents. However, they have the property that they are displayed in the QuickAccess hit list as a document with a title. However, in the process and topic view in QuickAccess and WebAccess, the content is displayed directly instead of the document title.

Creator templates such as Richtext, Video and Image have this feature. These templates are often used in conjunction with Business Guidance to enrich structures editorially. Find out more about the available templates here.

The overview below, based on tendering procedures, illustrates how best to proceed with the creation of such content.

Start by creating new documents in the Creator for each medium one after the other. In doing so, select the appropriate Creator template (left) and fill it with the desired content. In

this example, the Richtext, Video and Imagemap templates were selected as the best media to convey the content. These documents are then listed one below the other in the Curator (middle). On the right you can see how the content will be displayed to the employee.



For embedded media, you must decide on a case-by-case basis whether they should be found independently in QuickAccess via a search. If you do not want this, e.g. for the text elements in this example, **hide** them via the **performance support category**. Which Performance Support category hides Creator templates in QuickAccess is configured individually in your system.

## 2 Providing additional information via documents

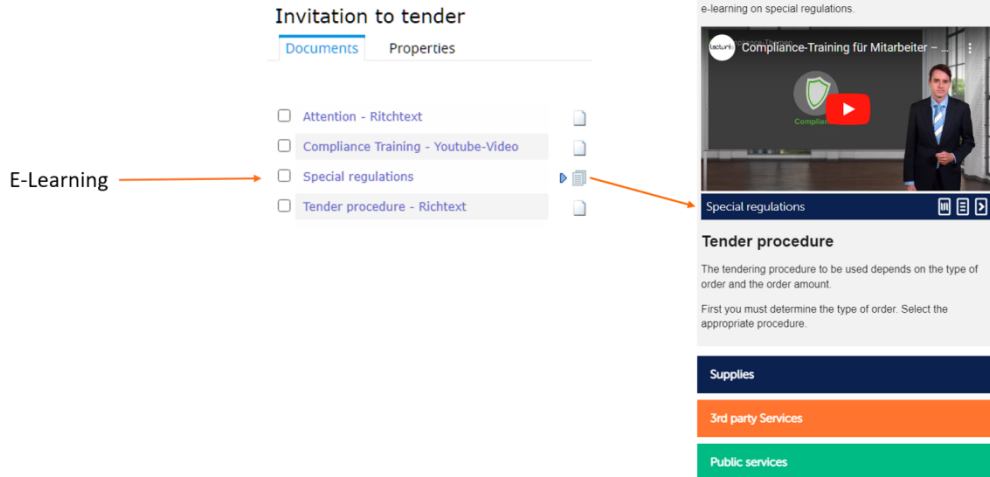
It's possible to combine the content you just created with other documents, which you can use to provide more in-depth content and which the employee can easily access with a click. You have the option of using different document types, including all types of Producer documents, step-by-step lists compiled in the Creator, link documents or uploaded files.

In this example, an e-learning lesson on special regulations was added to the mix.

Producer document

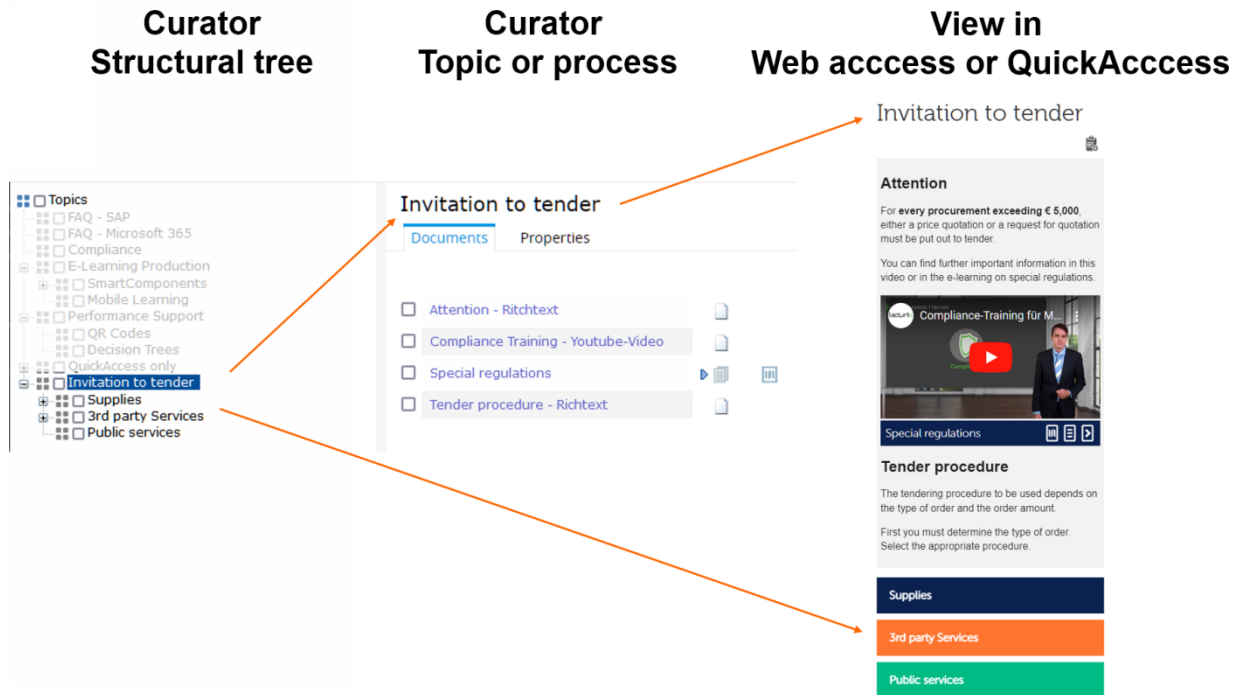
Curator Topic or process

View in Web access or QuickAccess



### 3 Defining the entry point and using structural elements to provide additional information

A structural element in the Curator’s Topic or Process tree is always the launch pad for the implementation of business guidance. In addition to the content, this also contains the appropriate **context** and a **Performance Support category** as metadata items. The **title** of the structural element is always displayed as a heading in WebAccess or QuickAccess. It serves as an **entry point** for the employee.



If you want to include **subpages**, simply add **other structural elements** below the existing one. Additional information on goods, services and public services are stored here. These are inserted as interactive elements in the view and can be opened by clicking on them.

Regarding the subpages, you must now decide whether they should be found independently in QuickAccess. If you do not want this, **hide** them via a **Performance Support category**. Which performance support category hides subpages in QuickAccess is configured individually in your system.

## 4 In a nutshell

Business processes or procedures are usually complex. To depict them in a clear and comprehensive manner to employees, it's a good idea to create a type of website or web article. To facilitate this, tts performance suite comes with convenient functions for **embedding** a wide range of **media** in the page and providing in-depth content in the form of **documents** or **structural elements**. Combined with the **context** and **search terms**, and classified into a **Performance Support category**, business guidance represents a highly efficient form of digital Performance Support for employees.