

The Easiest Part of Your Content Migration Project

# Kapow Content Migration

## Key Benefits

### Increase Accuracy to 100%

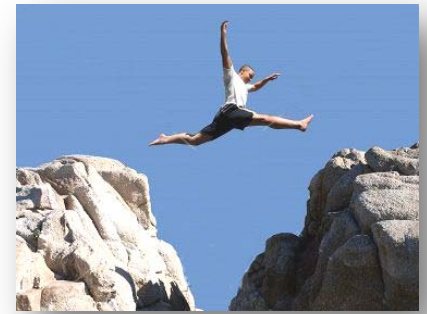
- Develop extraction and transformation rules while viewing the actual source content
- Verify the accuracy of your business rules in real-time
- Keep control of your content

### Reduce Time & Costs

- Instantly see business rules in action
- Remove unnecessary process and personnel
- Automate discovery, extraction, transformation and loading of content

### Eliminate Content Freezes

- Overnight migrations once all of the instructions have been staged and verified
- Synchronize source and target systems (Bidirectional)
- Prevent the need for risky ad-hoc systems that hold content during lengthy migration freezes



When Intel Corporation needed to migrate 300,000 pages to a new content management system, they were staring at a nightmare. They calculated that they would have to use an army of developers to write scripts and cut and paste the content and that the project would still take almost 2 years. Then they discovered Kapow Technologies and were able to complete the project in just 1/10th of the time.

Content migrations have been too hard, too expensive and too error prone until now. Kapow Technologies brings you a completely new approach to content migrations, one that is a generational leap in innovation and will forever change the way you migrate content.

## The Only Product Based Solution

Kapow Content Migration is the only product based solution available that provides you with a tool - the easiest and most efficient way to migrate your content from *any* system to *any* content management system. This revolutionary software application allows you to avoid the three biggest obstacles that, until now, have prevented successful content migrations; accuracy, timeliness and the dreaded content freeze.

## Accuracy Built In

By viewing the actual content as it appears in your browser, you select exactly what you want to migrate. And when you create your extraction and transformation instructions, you verify the accuracy of the actual output, in real-time. Kapow Content Migration automatically tests these rules using your actual content and alerts you when you need to make an adjustment to the instructions. This “verify as you build” method is the key to eliminating the costly migration errors inherent in traditional “cut and paste”, manual coding and generic API approaches.

## Lengthy Process Made Unnecessary by Innovation

Core to the “verify as you build” method are two basic principles. First, you know your content better than anyone else does, and second, you can verify the results of your instructions as you write them, in real-time. In traditional black box or “out-sourced” approaches using “cut and paste”, manual coding or generic API methods, the actual people migrating your content pass your instructions from one person to another and then another each time, introducing a substantial number of errors.

- *You know your content better than anyone else*
- *“Verify as you build” ensures your instructions are correct*

“I wouldn’t attempt any project without Kapow Technologies. No other solution provides complete automation of the end-to-end content migration together with rich transformation. Kapow delivers the highest quality results – pain free.”

*Mike Straight,  
Solutions Architect,  
Intel*

To remedy this problem, black box approaches impose lengthy and cumbersome layers of process upon you, trying to catch the errors and make up for deficiencies in their manual based methods. You are expected to repeat the process of giving them your specifications and your data, then wait for the results, then verify the results, and then specify what went wrong and once again, start the process all over again and again and again. Sooner or later you run out of time, money and resources leaving your migration incomplete.



**5 Step Manually Based Process - 3-4 Weeks per Iteration**

By contrast, Kapow Content Migration eliminates these unnecessary processes by allowing you to “verify as you build” with actual content sources - giving you the confidence of knowing your migration will be accurate, predictable and on-time.



**3 Step Automation Based Process - 3 Minutes per Iteration**

## Freezing Content Stops Your Business – Don’t Do It

Until now, every content migration required you to stop adding content to the source systems until the migration is complete. Whether that content comes from people or production systems, the flow of information is abruptly stopped or your source and target systems will be out of sync.



Kapow Technologies’ “verify as you build” method prepares all of your migration instructions ahead of time, and so you can do the entire migration all at once. No freeze periods necessary. If you choose to migrate portions of your content instead of all of it at once, Kapow Content Migration also allows you to synchronize your source systems with your target systems for the ultimate in flexibility.

## Bottom Line

You want the benefits that new content management systems have to offer but you’re concerned about the high switching costs - time, resources, money and business risk. With Kapow Content Migration you have an automated tool that ensures 100% accuracy, optimal timeliness, and no business disruptions.

## Learn More About Kapow Content Migration

If you would like more information about Kapow Technologies Content Migration solution, please call 1-800-805-0828 or visit <http://kapowtech.com/index.php/solutions/content-migration>.

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