

Better Content Archiving and Analytics

Confluence Cloud & Data Center, since 2005

The governance layer for Confluence content, human-written or AI-generated.

Comprehensive reporting and dashboards, on par with native Confluence analytics.

SICK AG · Generali · PostFinance
DICTU · Storck

WHO IT'S FOR

Confluence admins & knowledge managers

Automate content cleanup, enforce governance across AI- and human-authored content, and restore trust in Confluence as a platform.

IT managers & heads of IT

Reduce Confluence administration burden, improve content discoverability, and free up license seats occupied by inactive users.

Operations managers

Keep operational documentation current and reliable. Prevent outdated SOPs from causing process errors.

Compliance managers

Enforce document retention policies, review cycles, and lifecycle controls for audit readiness.

Product operations

Maintain product documentation freshness across rapid release cycles.

WHEN TO BRING IT UP

"How do you ensure your Confluence content stays up to date?"

"What happens to pages that haven't been viewed in 12 months?"

"Do your users trust Confluence search results?"

"With AI tools now creating and editing Confluence pages, who reviews what gets published?"

"Could you pass an audit on document lifecycle management today?"

30-SECOND PITCH

Better Content Archiving and Analytics brings automated lifecycle management and enterprise-grade reporting dashboards to Confluence. It tracks page freshness, flags content for review, and archives what has gone stale. As AI tools like Rovo make Confluence content faster than ever to create, it's the governance layer that keeps that content under control, human-written or AI-generated. Teams like nCino achieved a 30% page reduction after Confluence's built-in Automation failed to scale, and Storck restored platform trust across 4,000 users during their Cloud migration.

WALK-AWAY SIGNALS

Very small Confluence instance with minimal content management needs. Looking for document creation or approval workflows, not lifecycle management. Already has a well-functioning governance process, or isn't using Confluence at all.

NEXT STEPS

Documentation

midori-global.com/.../cloud/documentation

nCino case study

midori-global.com/blog/.../ncino-abandons-...

THE PROBLEM, IN ONE LINE

AI tools now make Confluence content faster to create than ever, but there is still no way to manage its lifecycle: pages pile up, search stops being trusted, and nobody owns cleanup.

WHAT ACTIVE CUSTOMERS VALUE MOST

Automatic archiving keeps content relevant.

"Archives no-longer-relevant information automatically, increasing the relevance of current information for all users." SICK AG.

Nine built-in reports, from Space Analytics to User Engagement.

"Built-in analytics make it effortless to identify inactive content, while automated rules keep the space clean at enterprise scale." Generali.

Chosen over a free alternative.

"Provides a better experience than the free AVONO app, recommended as the preferred solution." PostFinance Switzerland.

BY THE NUMBERS

30%

reduction in total page count, nCino (FinTech)

15,000 users

run Better Content Archiving and Analytics at SICK AG

TOP OBJECTIONS, ANSWERED

"Confluence has built-in automation."

It hits hard limits at scale: branch actions cap at 100-1,000 pages, no "last viewed" data beyond a year, no custom statuses, no analytics. nCino hit this wall before switching.

"We can do a manual cleanup."

Manual cleanup works once, then content starts decaying again the next day. Storck, at 4,000 users, found manual cleanup impossible at that scale.

"We don't want to delete content."

Nothing is deleted. Archiving moves pages to a hidden, searchable, restorable archive space, critical for compliance.

WHY MIDORI

- Cloud Fortified and Platinum Marketplace Partner, building Atlassian apps since 2005.
- SOC 2 Type II and GDPR compliant.
- Governs AI- and human-authored content alike.
- 30-day free trial, with full functionality.