

The Communications Core: Rethinking How Modern Enterprises Communicate at Scale

A signal strategy for CIOs, CTOs, and CMOs to scale clarity,
alignment, and content velocity

Original Syndicate | 2026 Edition



THE COMMUNICATIONS CORE: HOW MODERN ENTERPRISES COMMUNICATE AT SCALE

To the architects of enterprise communication:

We see you. You're being asked to do more: modernize tech stacks, scale messaging, align teams, and prove ROI — all while the speed and stakes of communication keep rising.

Most enterprises don't have a communications problem. They have an infrastructure gap. The moment communication becomes continuous, distributed, and measurable, it stops being 'content' and becomes an operating system.

Whether you're leading IT, marketing, or transformation, you're likely feeling the same tension: tools everywhere, clarity nowhere. Content is active, but alignment is missing.

Across industries, one thing is clear — communication has changed. It's faster, more distributed, and more essential than ever. But most systems weren't built to keep up.

The result? Delayed decisions. Fragmented stories. Missed opportunities to lead from the inside out.

This paper introduces the **Communications Core** — a framework for unifying enterprise messaging and media infrastructure. Not a platform or product, but a smarter way to scale clarity, content, and culture across your organization.

You know it's time when content is moving, but outcomes aren't — that's the signal.

If you're a CIO, CTO, or CMO, I hope what follows sharpens your perspective and offers a clear next move.

Ben C. Roth
CEO, Founder
Original Syndicate

Original is Truth®

Your Communications Department Wasn't Built For This

Not long ago, “corporate communications” meant a handful of predictable outputs: internal newsletters, press releases for media, HR updates, and executive town halls. It was one-way. It was scheduled. It was safe.

But the world didn't just change — it fractured. Employees now span continents and screens. Messaging is clipped, streamed, repackaged, or rewritten by AI. Brand trust is built — or lost — in milliseconds. Communications are no longer static. They are live, participatory, and constantly at risk.

The communications function didn't evolve — the context did. And most companies are still using 20th-century tools in a 21st-century war for attention.

Executives are content creators. Internal messaging is as important as marketing. Employees are audiences and distributors. Communications must be experienced, not just sent. This is the age of The Communications Core.



The Signal: A Tipping Point for Communication

According to *Axios HQ and Deloitte*¹, 74% of enterprise leaders admit their internal communications aren't effective — even though 93% say it's mission critical. That's not a messaging problem. It's a systems problem.

The modern enterprise is no longer just a company — it's a distributed communications network. And yet most organizations haven't realized they're already in the network broadcasting business — they're just underpowered, underfunded, and underperforming.

¹ *Axios HQ's "2025 State of Internal Communications" Report; Axios HQ ROI Insights; Deloitte / Mixing Board (via Axios) – 2024 Communication Trends*

If you're leading technology, communications, or transformation, you're already seeing the cracks: fragmented platforms, low engagement, and executive communications that feel more like compliance than leadership.

You know the signal is real when every channel is active — but nothing feels aligned.

Whether or not your team calls it *enterprise broadcast* or *network communications*, the top-performing companies are building it. We call it **The Communications Core**: a centralized but modular system for clarity, culture, and control.

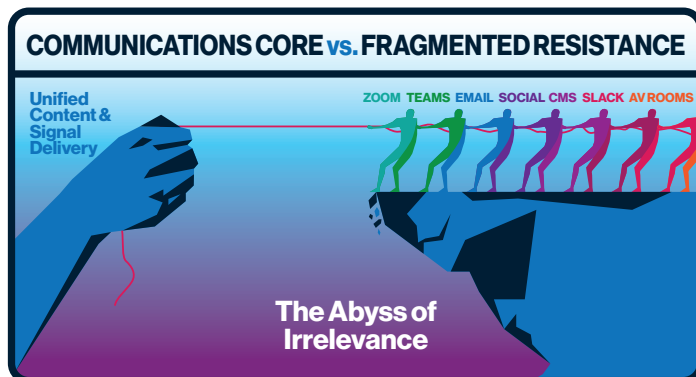
This isn't about future-proofing. It's about catching up.



From Chaos to Clarity: A Real (Anonymized) Story

A Fortune 50 financial and consulting firm, spanning continents and time zones, struggled with fragmented narratives and disjointed production systems. Dozens of offices used different tools. Leadership messages were lost in translation. Internal updates landed flat. Investor communications were often produced independently, lacking coherence.

So they built a communications core: a centralized control hub with hybrid delivery capabilities. Internal and external content aligned around consistent editorial rhythms. **Over 90 days, engagement with leadership comms tripled. Event production costs dropped by 28%. Communications felt intentional again.**



The Problem We Haven't Named

Most companies think they need better content. What they really need is broadcast clarity. Zoom is not a broadcast. Email is not alignment. And a message sent is not a message received.

Too many organizations rely on static assets and reactive tools to manage what is now a dynamic, omnichannel challenge. Communications systems must be proactive, persistent, and built for delivery — not just creation.



From Installs to Infrastructure

Where legacy AV systems were hardware-centric and tied to specific rooms, activations, or locations, The Communications Core is **software-defined and network-aware**. It's a managed system with governance, standards, and a playbook — so teams can operate, evolve, and scale without heroics.

It doesn't treat comms as a shotgun of one-off events but as an ongoing stream of strategic influence. Rooms should be reconfigurable. Messaging should be platform-agnostic. Formats should evolve. Consistency should stay.

AV used to mean projectors, podiums, and conference calls. The Communications Core means real-time switching, multi-location control, scalable architectures, and storytelling systems that evolve.



What's Driving the Shift?

Hybrid work is permanent. Employees expect Netflix-quality storytelling. Executives must engage across borders, departments, and attention spans.

Technologically, cloud-native switching, SRT/RTMP integrations, and increasingly affordable, high-quality prosumer gear have lowered the barriers to professional-grade broadcast. Economically, redundant tools and fragmented platforms are draining budgets, while content operations are now recognized as **strategic infrastructure** — not just marketing support.

And strategically? Culture, trust, and clarity are harder to scale than code — and exponentially more valuable.

According to McKinsey, **organizations with advanced internal communication strategies outperform peers by up to 25% in productivity**, thanks to clearer messaging, faster decisions, and tighter alignment across business units.²

And Deloitte reports that **81% of global business leaders now use productivity as the prime metric for digital transformation success** — ahead of cost reduction or revenue growth.³

The takeaway is clear: communications is no longer a soft skill or back-office concern. It's a core performance lever — and the organizations building Communications Cores today are setting themselves up to lead conversations, markets, and cultures tomorrow.



Experience Is the Message

The Communications Core doesn't just shape what's said — it shapes how, where, and when it's experienced. It's not limited to lobbies and livestreams. It extends across industries and environments, transforming communications into immersive brand presence.

In enterprise headquarters, The Communications Core powers consistent executive messaging, cascading updates across regions and divisions.

In higher education, it enables real-time faculty messaging, virtual learning environments, and campus-wide storytelling.

In sports and entertainment, it connects fans to behind-the-scenes moments and delivers high-impact sponsor visibility across venues and devices.

For pharma, it ensures regulatory compliance, onboarding precision, and internal alignment through trusted delivery systems.

In retail, it brings products to life through dynamic screens, AI-driven interaction, and contextual storytelling at the point of decision.

² McKinsey & Company – *Organizational Performance and Communication Strategy*, 2022

³ Deloitte – “Mapping Digital Transformation Value: Metrics That Matter,” Nov 17, 2023

For **experience design and brand events**, it provides the infrastructure to unify multi-sensory activations and hybrid experiences.

And **across internal communications functions**, it replaces scattered tools with a coherent, flexible layer for leadership alignment and cultural continuity.

Every screen is an opportunity. Every environment is a channel. And every touchpoint becomes a live expression of the brand — no matter the industry, audience, or moment.



Retail Innovation with Experiential Communications

In the evolving world of sports retail, shopper engagement is no longer confined to signage and shelf-talkers. Imagine walking into a major sporting goods store and standing before a towering screen that appears to be live-streaming a PGA tournament. You see real players on a real course — and then, the experience shifts.



A store associate calls out to one of the players on screen. The golfer — an AI-generated avatar of a real pro — walks toward the display and begins a contextual, conversational dialogue about golf balls. He explains his choice, compares it to rival brands, and adapts the conversation to the shopper's interests.

If the customer becomes interested in clubs or shoes instead, they're guided to a different part of the store — where another screen hosts a new avatar and product dialogue. The Communications Core enables all of this: a unified system that merges dynamic displays, real-time avatars, and contextual product storytelling — transforming passive signage into a live communication platform.

When not engaged, these screens shift into branded sponsorship content, tournament highlights, and partner messaging — making them both high-impact education tools and monetizable brand assets.

This is the same architecture pattern as an enterprise command center — just applied at the point of decision.



When Structure Undermines Scale

Even the world's most sophisticated organizations struggle when strategy, systems, and stakeholders aren't aligned. Business units act independently. Messaging becomes siloed. Redundant tools inflate costs.

The challenge isn't technical. It's organizational. Incentives misalign. No one owns the full picture. Capabilities sit idle while platforms duplicate effort.

This is where The Communications Core model proves itself. It overlays modular coordination across structure — without requiring reorgs. It lets editorial rhythm meet executive intent. It turns fractured output into orchestrated influence.

You don't need a new org chart. You need a single system that everyone can plug into.



Readiness, Ownership, and the Cost of Waiting

Organizations often ask, how long would it take to build something like this? Pilot Communications Cores—covering basic executive comms and hybrid delivery—can be built in 30–60 days. Multi-site integration often lands between 90–180 days. Full enterprise-scale systems are achievable within a year — if the intent is strong.

But the real question is: **what happens if you wait?**

Companies waste time duplicating content. Messages miss their mark. Tech gets bought, installed, and ignored. Culture suffers. Vision stalls. Opportunity cost becomes the real expense.

The best ownership models cross functions: communications, technology, and strategy. Communications Core

systems don't just sit in IT. They drive culture, momentum, and performance. The real ROI arrives in Day 2: adoption, editorial discipline, governance, and measurement — the system getting better every week.



The Interface Is the Infrastructure

A Communications Core without intuitive access is just more tech debt. Interfaces are where systems meet people — and when they fail, even the best infrastructure goes unused. Role-based dashboards, editorial workflows, content routing, and real-time analytics must all be embedded in an experience that empowers creators, supports tech teams, and informs leadership — without requiring a PhD to operate.

Apple built its ecosystem on this principle: complexity lives under the hood — the interface invites anyone to drive.

Google became essential by making its tools universally usable — not flashy, but intuitive, fast, and forgiving.

Figma redefined collaboration by designing an interface that welcomes participation without watering down capability.

Your Communications Core should work the same way: role-based dashboards, editorial calendar and approval workflows, content routing rules, and a measurement layer.

If your system isn't being used, it isn't working. Tools don't change behavior. Interfaces do. And the right interface doesn't just support communication — it shapes it.



The Economics of Communication

Most cloud platforms were designed to store data — not move it. Storage is cheap; distribution economics are where costs accumulate. Hyperscalers like AWS are built to keep data in — and charge heavily to move it out. For organizations evolving into always-on communication engines, this becomes a structural liability.

Yet communication today is defined by movement. Message is only valuable if it flows — across time zones, teams, channels, and formats.

That's why many forward-looking enterprises are rethinking their infrastructure strategies. Instead of pushing everything

⁴ McKinsey Global Institute - "The Economic Potential of Generative AI," 2023

to the cloud and absorbing unpredictable data transfer costs, they're rebuilding a Communications Core: hybrid architectures that combine localized storage, intelligent routing, and cloud flexibility on demand.

In this model, content doesn't sit — it circulates. It becomes responsive, cost-aware, and available where and when it matters.

You don't just store. You activate.

And in a world where communication is constant, that's not a technical decision — it's a strategic one.

Traditional Cloud Model (AWS, etc.)	OGS Communications Core Approach
Low-cost storage, high-cost DTO	Right-sized storage, low-cost distribution
Infrastructure optimized for storage	Infrastructure optimized for content movement
Charges increase with use	Value increases with use
Built for hyperscale tech companies	Built for enterprise broadcast behavior
Cost- opaque	Transparent, tailored architecture



Artificial in Name Only

AI isn't looming — it's here. And it's non-negotiable.

From Claude to ChatGPT, Runway to Descript, we've entered an era where content is created at hyperspeed. But more importantly, content is now intelligent: self-tagging, self-sorting, deeply searchable. Context-aware. Designed to inform, adapt, and serve many functions from a single source.

Yet most organizations still treat content like static assets — parked in decks, buried in file shares, or locked in outdated CMS platforms. **That's the real risk.**

AI platforms are not just generators — they're activators. They can analyze, summarize, translate, and personalize immense volumes of material in seconds. But to use that intelligence effectively across an enterprise, companies need more than storage. They need orchestration. Structure. Intent.

As McKinsey notes, **generative AI could unlock up to \$4.4 trillion in annual global productivity — but only if it's embedded within structured systems, not just adopted at the surface level.**⁴

That's what the Communications Core enables.

It's a dynamic layer of infrastructure that transforms intelligent content into strategic impact. It doesn't just hold information — it routes it, personalizes it, and deploys it in real time across formats, functions, and audiences. From leadership comms to investor updates, onboarding flows to executive visibility, it connects content to the moments that matter.

In short: **AI makes content fast. The Communications Core makes it matter.**



Case Study Highlights

A **global finance firm** implemented a 24/5 content center and unified their global event infrastructure. Within three months, they saw **engagement rise by 320%** and reduced per-event costs by over a quarter.

A **tier-1 university** shifted from ad hoc virtual events to a full hybrid learning and storytelling environment. They **cut their production cycle time by 75%** and generated new revenue through broadcast-ready content.

A **mid-market wellness brand** built a high-touch experience center to deliver product messaging directly to distributors worldwide. They **increased brand cohesion and accelerated market alignment** — all with internal control.

Across finance, education, and wellness, the pattern is clear: When communication is treated as infrastructure — not just messaging — it delivers measurable gains in engagement, speed, and strategic control.

Each of these organizations implemented a version of the Communications Core to unify how they plan, produce, and distribute content across audiences.

The result: **clearer signals, faster decisions, and more scalable storytelling.**



The Readiness Diagnostic: Are You Ready for a Communications Core?

If your leadership comms feel transactional, your content lives in silos, or your AV investments aren't delivering narrative clarity — the answer is yes.

If you've ever said, "*We're doing all the right things, but it's not landing,*" then you're already ready.

According to McKinsey, **modern communication infrastructure is no longer a support layer — it's a strategic requirement for enterprise transformation.**⁵

Organizations that fail to treat it as such risk misalignment, wasted resources, and lost competitive momentum.

Here are some of the most important questions to ask as you assess your organization's readiness:

- Are our executive messages being seen, heard, and remembered?
- Are we duplicating content efforts across business units?
- Do we have AV or content systems that are underutilized?
- Are we relying on too many vendors for what should be internal capabilities?
- Is there a clear, repeatable process for producing and distributing high-quality messages?
- Can we measure the impact of our communications across audiences?
- Do we treat internal messaging with the same rigor as external brand storytelling?
- Is there a single team or platform responsible for orchestrating enterprise-wide narrative delivery?
- Are we able to shift quickly in a crisis or high-momentum moment?

If these questions create discomfort — or draw blanks — your organization likely needs a Communications Core.



⁵ McKinsey Digital - "Rewired: The Guide to Transforming with Technology," 2023

Summary: The Communications Core Is Your Next Decision

You don't need more content. You need a system. One that scales. One that aligns. One that helps people feel, understand, and move.

Enterprise broadcast isn't about video. It's about visibility, credibility, and coordination. It's about showing up — for your teams, your partners, and your future.

The Communications Core makes that possible. And the organizations that build it now won't just keep up.

They'll lead.

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Ready to Build Your Communications Core?

Original Syndicate designs and implements communication systems for some of the world's most forward-looking enterprises — from Fortune 50 companies to global universities, sports orgs, and experience-driven brands.

- ▶ Communications Infrastructure Audit
- ▶ Roadmap and Governance Model
- ▶ System Design, Integration, and Deployment
- ▶ Scale + Managed Operations

Let's talk:

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About Original Syndicate

Original Syndicate is a high-performance communications infrastructure company with premier, end-to-end design and integration expertise that helps pioneering enterprises, financial institutions, higher education, and entertainment organizations scale content delivery, live event production, and broadcast strategy through next-gen systems and creative technology.

Original Is Truth

We lead with truth. No gimmicks, no noise—just engineered clarity. We are tech-agnostic, and every environment we design is purpose-built to empower the people using it.

Better Matters

Any integrator worth its salt can install gear. We architect experiences. From day one, our mandate is to elevate: usability, scalability, performance, reliability. If it doesn't move the needle, we're not interested.

We Don't Make The Tech. We Make It Better.

Anywhere along your decision-making continuum, you bring us in when it matters too much to get wrong. We step in, assess what's working, and make it exceptional—through our holistic approach, developing smarter systems, sharper workflows, and with a commitment to *better*.

This Is How We Work

- ▶ Experience-first, not ego-first
- ▶ Tech that disappears behind the outcome
- ▶ Embedded teams, not outsiders
- ▶ Consulting through integration and deployment
- ▶ Built for the long game, not a one-off win

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