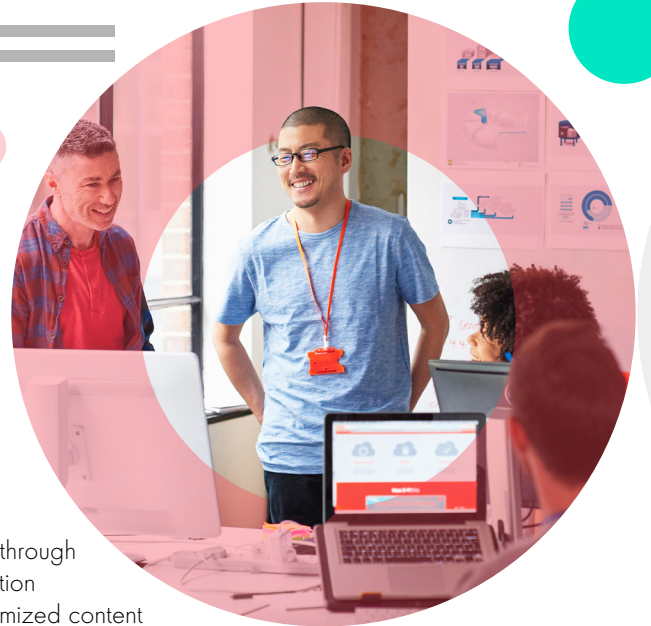# Publicis Sapient + Adobe:
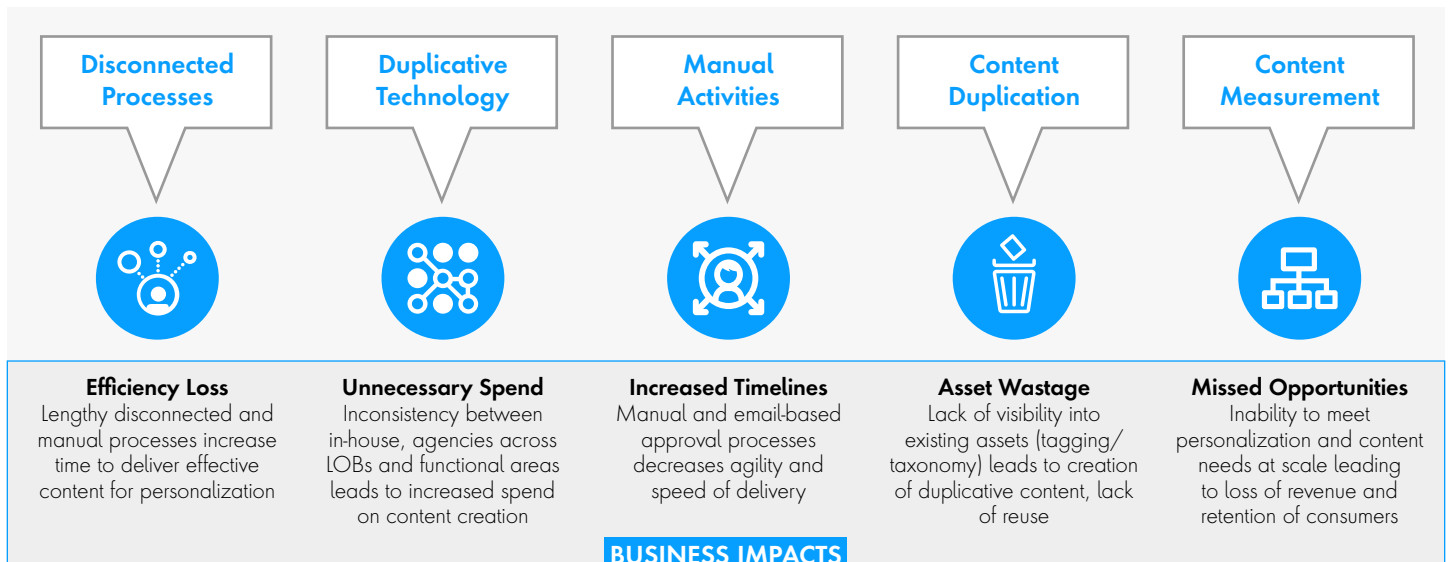# AI Enabled Content Supply Chain

Offering summary

Publicis Sapient + Adobe can help your organization scale content creation through streamlined workflows, unified intelligence, and process and content automation capabilities. You can realize reduced costs, accelerated time to market, optimized content performance and improved employee satisfaction and retention.

By connecting data, content and activation—all supported by an agile operating model—we can help you deliver an intelligent content supply chain.

Publicis Sapient and Adobe help brands supercharge their content supply chain activation by injecting AI/Gen AI capabilities to realize the promise of personalization at scale.
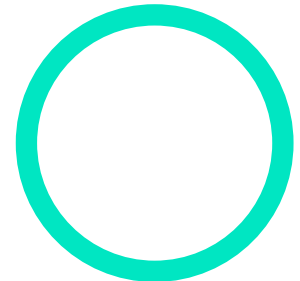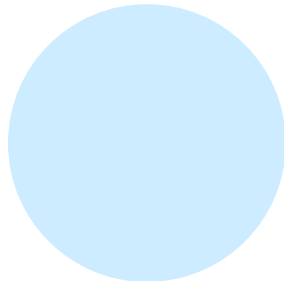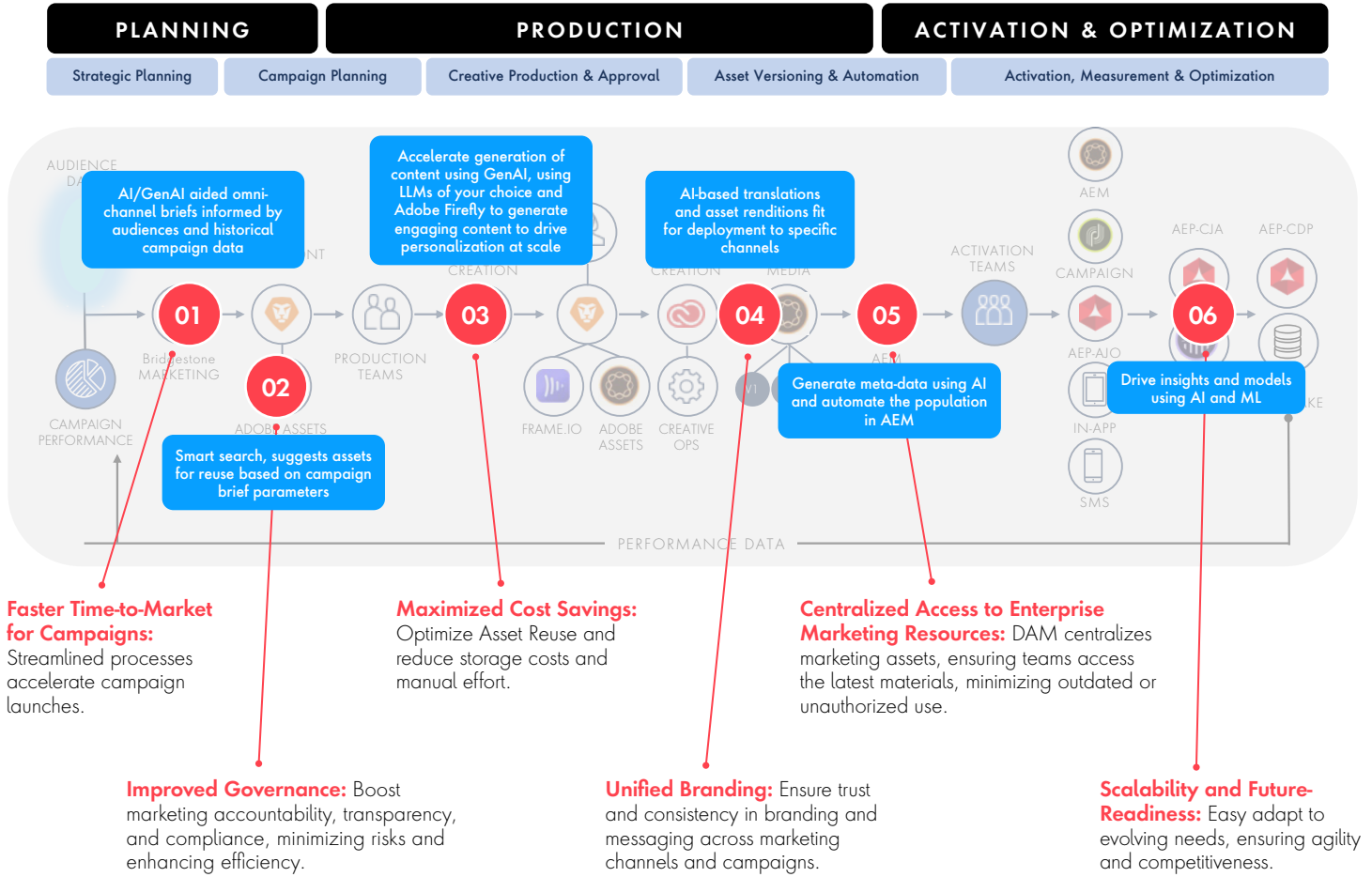
As you strive to scale your personalization efforts across the dimensions of your business, channels, geographies, and outreach, there is unrelenting pressure on content and marketing operations. More than ever, you may be experiencing disconnected and fragmented content development, production, management, and operations processes, which strain your already stretched content supply chain.

Disconnected Processes	Duplicative Technology	Manual Activities	Content Duplication	Content Measurement
Efficiency Loss	**Unnecessary Spend**	**Increased Timelines**	**Asset Wastage**	**Missed Opportunities**
Lengthy disconnected and manual processes increase time to deliver effective content for personalization	Inconsistency between in-house, agencies across LOBs and functional areas leads to increased spend on content creation	Manual and email-based approval processes decreases agility and speed of delivery	Lack of visibility into existing assets (tagging/taxonomy) leads to creation of duplicative content, lack of reuse	Inability to meet personalization and content needs at scale leading to loss of revenue and retention of consumers

BUSINESS IMPACTS

To deliver effective personalized content without a cavalry of extra resources, your marketing operations need to be efficient across the entire content lifecycle.

In order to stand up an intelligent content supply chain, it is essential to connect data, content, and activation. This should be supported by an agile operating model that spans the entire content lifecycle and supercharged by injecting AI/Gen AI capabilities at appropriate point across planning, asset production, and activation.

Together with Adobe, we can help you realize a connected Content Supply and achieve significant benefits

PLANNING		PRODUCTION		ACTIVATION & OPTIMIZATION
Strategic Planning	Campaign Planning	Creative Production & Approval	Asset Versioning & Automation	Activation, Measurement & Optimization

01 AI/GenAI aided omni-channel briefs informed by audiences and historical campaign data

02 Smart search, suggests assets for reuse based on campaign brief parameters

03 Accelerate generation of content using GenAI, using LLMs of your choice and Adobe Firefly to generate engaging content to drive personalization at scale

04 AI-based translations and asset renditions fit for deployment to specific channels

05 Generate meta-data using AI and automate the population in AEM

06 Drive insights and models using AI and ML

PERFORMANCE DATA

Faster Time-to-Market for Campaigns: Streamlined processes accelerate campaign launches.

Improved Governance: Boost marketing accountability, transparency, and compliance, minimizing risks and enhancing efficiency.

Maximized Cost Savings: Optimize Asset Reuse and reduce storage costs and manual effort.

Unified Branding: Ensure trust and consistency in branding and messaging across marketing channels and campaigns.

Centralized Access to Enterprise Marketing Resources: DAM centralizes marketing assets, ensuring teams access the latest materials, minimizing outdated or unauthorized use.

Scalability and Future-Readiness: Easy adapt to evolving needs, ensuring agility and competitiveness.

How we've made an impact

TOP GLOBAL ASSET MANAGER

The imperative for change:
The organization recognized the need for a transformative change in their Workflow Management system to optimize compliance processes on a global scale and enhance operational capabilities in line with their Digital Vision. A key requirement was securing all Marketing material in immutable storage for a specified duration. The stored information needed to be easily indexable, searchable and accessible for audit purposes. Furthermore, there was a need to enhance or develop new workflows to accommodate evolving business processes. The ultimate objective was to establish a unified global platform capable of supporting regional requirements.

The transformative solution:
To address the challenges in managing global marketing operations workflows across distribution channels, the organization has implemented a new MarTech architecture with Adobe Workfront at its core. Workfront is now used to manage all Compliance, Creative Services, Marketing Operations, and Firm Approval workflows across distribution channels. All digital assets that require Compliance approval are routed through Workfront and stored with associated metadata for Compliance needs. This solution has not only fostered efficient collaboration among teams but also significantly reduced manual overhead, enhancing workflow management. Overall, this transformation has enabled the organization to optimize its marketing processes and achieve greater operational efficiency.

The business impact:
- **36000+ Projects migrated/created**
- **60+ Reports & Management Dashboards**
- **2000+ Users set up**
- **700K+ Cost Savings**
- **20%+ Increase in content velocity**

LEADING GLOBAL INVESTMENT MANAGEMENT FIRM

The imperative for change:
Using a separate tool for project management while managing content reviews within Workfront has led to redundancies in processes and information, making the flow of information between the two platforms challenging and inefficient. As a result, the organization recognized the need for a solution that could centralize and streamline project management and content approval workflows in a single platform. This consolidation would enhance efficiency and increase opportunities for end-to-end process automation and re-engineering.

The transformative solution:
Workfront serves as a centralized platform that seamlessly organizes all processes within the organization. By creating a pyramid structure of company portfolios and programs, thousands of projects from different teams, business segments, and geographical locations are effectively managed. This structure enables the derivation of key organizational metrics related to budget, cost, delivery, quality, and resource utilization at the team, program, and portfolio levels.

The integration of Workfront Fusion has facilitated seamless process re-engineering within the platform, allowing for the creation of insightful Power BI dashboards for senior stakeholders. This integration has greatly improved workflow efficiency by enabling seamless content reviews, feedback, task updates, bug tracking, issue management, change requests, and approvals within respective projects. As a result, information redundancies have been significantly reduced, leading to increased overall efficiency.

The business impact:
- **1400+ Projects migrated/created**
- **90+ Reports & Management Dashboards**
- **70+ Users set up**

What sets Publicis Sapient and Adobe apart

Publicis Sapient is a 12+ year Adobe partner. We bring deep experience decoding your business challenges and implementing Adobe solutions that fit into your technology ecosystem. Our skilled teams bring industry expertise, extensive knowledge of the entire Adobe suite and proven approaches for delivering measurable value fast.

We have several accelerators to support creating your personalization strategy, executing use cases and building and scaling personalization capabilities. Our complementary portfolio of customer engagement solutions supports you wherever you are in your personalization and broader customer engagement journey. Together with Adobe, we enable brands to deliver personalized omnichannel experiences and build customer loyalty that leads directly to incremental earnings and customer lifetime value.
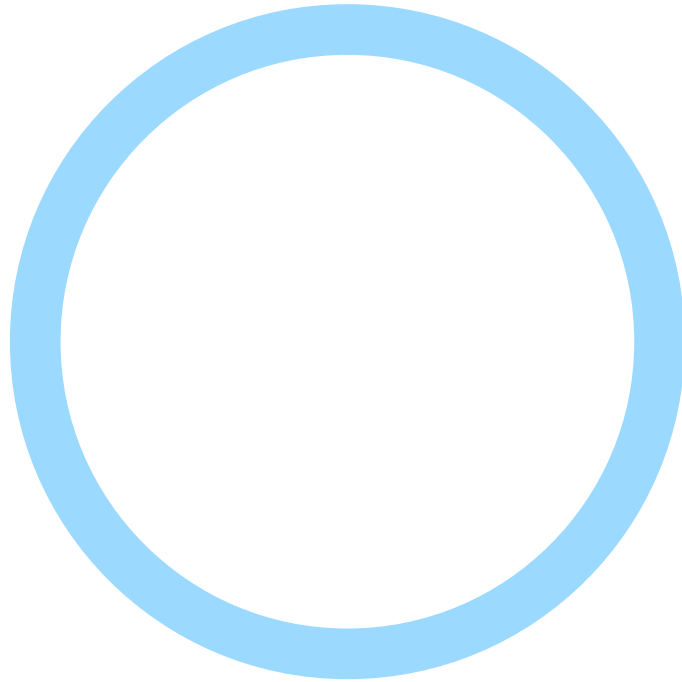
LET'S CONNECT

For more information, visit **publicissapient.com/partnerships/adobe.**

WHY PUBLICIS SAPIENT

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain a competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit **publicissapient.com.**