



AI-Enabled Content Supply Chain

Offering Summary

Publicis Sapient's **AI-Enabled Content Supply Chain** transforms how organizations create, manage, and deliver digital content at scale. At the core of the solution is the **Visual Brand Compliance Agent**—an **intelligent generative AI** layer that orchestrates the entire asset lifecycle.

By seamlessly integrating AI with tools such as **Adobe Experience Manager (AEM)**, **Adobe Firefly**, **Adobe Sensei**, and **Workfront**, we streamline content creation and workflows, ensure brand consistency, and accelerate time-to-market. Every asset is validated against brand and compliance standards while remaining relevant to global audiences—enabling **scalable personalization** and **measurable impact** across all channels.

Business Challenges

Organizations face mounting pressure that demands a modern, AI-driven approach:

Exploding Content Demand

Multi-channel campaigns outpace manual workflows

Fragmented Tools and Processes

Disconnected systems create redundancy and poor visibility

Slow Time-To-Market

Delays reduce agility and personalization

High Production Costs

Manual rework increases cost and inefficiency

Brand and Compliance Risk

Inconsistent or outdated assets threaten brand integrity

Limited Lifecycle Insights

Lack of performance visibility hinders optimization

Localization Complexity

Global consistency across regions and languages creates bottlenecks

How Publicis Sapiient helps you win

We help enterprises transform their content operations for the AI era. Powered by deep Adobe expertise, the Visual Brand Assistance Agent acts as the intelligence layer over AEM and Firefly — automating creation, enforcing brand and compliance by design, and accelerating the entire asset lifecycle from brief to delivery.

Intelligent Prompt-to-Asset Workflow

- ▶ Users submit briefs or asset requests via natural language
- ▶ The agent interprets intent and routes requests to discovery or generation tools

Smart Asset Discovery & Retrieval

- ▶ Searches AEM Assets using semantic and contextual understanding
- ▶ Recommends on-brand, compliant assets before generating new ones
- ▶ Reduces duplication and accelerates time-to-asset

Asset Generation

- ▶ Routes requests to appropriate creation tools
- ▶ Coordinates with Adobe Firefly for GenAI asset creation
- ▶ Produces brand-compliant assets by design

Intelligent Compliance Scoring

- ▶ Applies real-time brand and compliance validation
- ▶ Scores assets against guidelines (logos, colors, typography, regulations)
- ▶ Flags non-compliant assets before publication

Autonomous Metadata Enrichment

- ▶ Auto-populates metadata, taxonomy, and tags
- ▶ Enriches assets with usage rights, regional compliance, and performance insights
- ▶ Creates a governed, searchable asset library

Global Localization






- ▶ Coordinates regional variants, translations, and local compliance needs
- ▶ Maintains brand consistency across geographies
- ▶ Streamlines approvals across time zones

Continuous Insights & Optimization

- ▶ Tracks asset performance, compliance trends, and operational metrics
- ▶ Recommends workflow and cost optimizations
- ▶ Enables continuous improvement across the content supply chain

How to Get Started

Getting started is simple. Our proven approach brings together your priorities, the Adobe stack, and our product-driven orchestration to build an AI-powered content supply chain that delivers value fast. It's time to turn fragmented workflows into a fully orchestrated, AI-driven engine.

- **01 Assess Your Needs**
Understand your content ecosystem and goals
- **02 Identify Gaps**
Evaluate workflows, tools, and inefficiencies
- **03 Create a Roadmap**
Define a clear plan for implementation
- **04 Pilot and Iterate**
Prove value before scaling
- **05 Scale and Enable**
Expand adoption with training and change management

Why Publicis Sapiient

We build AI-enabled content supply chains that run in production—accelerating time-to-market, reducing cost, enforcing brand and compliance by design, and enabling personalization at scale through a unified, productized orchestration layer.

That delivery is powered by our people, who bring the enterprise expertise required to make these systems work in the real world:

- ▶ Deep expertise in digital transformation and AI
- ▶ Proven Adobe Content Supply Chain leadership
- ▶ End-to-end delivery from strategy through scale
- ▶ Focus on measurable business outcomes
- ▶ People-centered enablement for lasting adoption

Let's Connect

Ready to modernize your content supply chain?

Discover how Publicis Sapiient can deliver immediate results and long-term value. publicissapiient.com/partnerships/adobe