



ADOBE SUMMIT EMEA

VIDEO TRANSCRIPT

Daniel Gonsior [00:00:01] Content Supply Chain is the methodology. A methodology for AI and automation-enabled content processes. It allows us to treat content as a product with costs, measuring success and the ROI behind it. But ultimately, it's also about streamlining the end-to-end processes. What do we mean by end-to-end? Well, it spans all content and channels, all touchpoints, delivering an experience. Even up to out-of-home or new digital experience spaces in vehicles, for example. Plus, it embraces all business units and geographies.

Rachna Sundaram-Sennett [00:00:33] There is an absolute explosion of content right now. If you look at the tipping point, the data went through a couple of years ago, that's where we are with content today. Brands are asking the question, how can I encourage innovation, creativity and speed of content while at the same time keeping consistency, brand control and cost control. There's so much content coming from all directions, in-store, digital, global, local. It can very, very quickly get out of control. With the evolution of technology, today we're able to use AI and automation to truly create personalized experiences at scale while keeping consistency and cost control in sight.

Thomas Ruck [00:01:12] Together with Adobe, we are uniquely qualified to help our clients and organizations out there optimize their content supply chain at scale. Adobe brings the latest technology fully integrated across the full supply chain. Accenture has adopted the Adobe Content Supply Chain technology added on our

proprietary technology solutions to it and are now running our content production and supply chain in a completely different new operating model powered by the world's leading technology out there. This has enabled our teams to enjoy great advantages in speed to market of content and consistency of content, and in the measurement and continuous optimization of how hard our content works out there.

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