JULY 2025

Leveraging AI for Scalable, Personalized Digital Asset Management in the Canadian Public Sector

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Abstract: Managing digital content is a significant challenge for many organizations—particularly government agencies in the Canadian public sector. Fortunately, the use of artificial intelligence (AI) and AI-powered content tools by Canadian government departments can significantly improve their citizens' digital experiences.

The Power of Content Supply Chains for Personalized Digital Experiences

Content supply chains encompass the full spectrum of content development and delivery, from planning, creation, and production to delivery and insights. Effective content is essential for providing a clean, satisfying, and efficient digital experience, regardless of geography and industry. This is especially true in large, traditionally fragmented governmental bodies often marked by content silos, overlapping content initiatives, and complex services programs and offerings.

Content supply chains and related digital asset management systems (DAMs) provide significant value for government organizations looking to accelerate and improve content-delivery velocity by speeding time to market, reducing manual work, and enhancing content governance.

Research from Enterprise Strategy Group notes that DAMs are vital to successful digital experience platforms (DXP), with a majority of organizations currently leveraging them as a component of their overall content strategy.[1] Further, 1 in 3 organizations viewed DAMs as the most valuable feature of their DXP.[2] Canadian government agencies also are keenly committed to DAMs that use AI for such use cases as multilingualism and publishing in order to improve the user expeience for their constituents. They also serve as critical enablers of content centralization and metadata management to improve content accessibility and availability.

Organizations highly value the ability to collaborate in the creation and delivery of documents, according to Enterprise Strategy Group's research. Most organizations (61%) said document collaboration and/or file sharing is the content management business application where they intend to make the most significant investments over the next 12 months—far more than any other content-related business application.[3]

Market Insight

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[1] Source: Enterprise Strategy Group Research Report, *The Evolution of Digital Experience Platforms*, August 2024.
[2] Ibid.
[3] Source: Enterprise Strategy Group Research Report, *2025 Technology Spending Intentions Survey*, December 2024.

Canadian government agencies, with their heightened commitment to increasing their digital outreach efforts to citizens, are particularly keen on making their content supply chain more automated and personalized. At the heart of these efforts is the integration of AI in making content creation and delivery more democratized and efficient.

Generative AI (GenAI), especially, has an essential role to play here; for instance, content creation was cited as a top GenAI use case by 38% of respondents to an Enterprise Strategy Group study. In order for Canadian governmental agencies to plan, create, and deliver more personalized content for its citizens, AI and GenAI must be a fundamental capability in their content supply chain.

The Challenges of Managing the Digital Asset Lifecycle

As important as content supply chains have become throughout the full array of Canadian governmental agencies and departments, it is essential to optimize the use of content supply chains throughout the full spectrum of content creation and delivery. But this can be challenging, considering a number of obstacles and potential stumbling blocks related to the technology, workflows, and issues specific to Canadian governments.

Numerous content supply chain issues present challenges that must be confronted in order to make asset development and delivery more seamless and personalized. For instance, most enterprises—and this certainly includes Canadian governmental agencies—have multiple systems already in place for content. This results in potentially problematic architectural complexity, owed largely to the inevitable sprawl of digital asset tools. These systems also might be marked by non-native integrations of content management functionality, often resulting in data silos that make it difficult to locate and re-use multiple content applications and campaigns.

For organizations looking to integrate AI into their content creation and delivery, other challenges add to complexity. One of the unavoidable facts of AI-embedded content supply chains is the lack of in-house AI skills, often resulting in governmental agencies being forced to seek, evaluate, and work with outside specialists. This lack of in-house AI experience and expertise also presents challenges related to meeting responsible use requirements as well as the many stringent compliance and governance standards in Canada.

As important as AI is to content supply chains, decision-makers also need to keep in mind the attendant security and data privacy risk associated with AI, especially for organizations still coming up to speed on AI knowledge. Finally, government agencies need to be mindful of the critical nature of data quality in AI model training.

Of course, there are several Canadian-specific challenges to understand as they relate to content supply chains. For instance, there are clear compliance mandates on the responsible use of data, especially constituent data and "harmful content use." The need for full-scale bilingualist support is also a must-have, especially when serving a large, diverse citizenry across a very broad geographic range.

The bottom line is that Canadian citizens now expect the same quality user experience from the government that they've grown accustomed to receiving in their commercial experiences. This is made more challenging by the traditionally fragmented, decentralized approach to content creation and delivery in Canadian governmental offices.

What to Look For in an AI-powered DAM

Using AI as an integral—and integrated—element in a content supply chain makes good sense for Canadian governmental agencies. It streamlines workflows, promotes personalization, and improves the user experience during the full span of content development and delivery.

Organizations looking to take advantage of an AI-powered DAM should develop their wish list based on a number of key criteria, including:

- **Built-in AI by design.** AI and generative AI should be designed into the solution from the start, not bolted onto legacy content creation/management systems. This is a very important requirement for digital-centric Canadian

government agencies. According to Enterprise Strategy Group research, 44% of organizations that said AI is fundamental to enabling highly personalized digital experiences reported exclusively taking a digital-first approach to customer interactions.[4]

- **Integrated analytics.** This is a must-have for organizations to understand what content is resonating with audiences, which pieces are not, and what other options they should consider.

- **Simplified personalization.** Many DAMs claim to provide at least some level of personalization in content development and delivery, but far fewer systems and tools can deliver personalization throughout the entire content supply chain, and do so in a simple, efficient manner.

- **Support for bilingualism.** There is no room for debate here; supporting both English and French as standard functionality is an absolute requirement.

- **Compliance/governance frameworks.** Canada has instituted a number of strong protections not only to ensure that data used in content management follows established rules for privacy and data protection, but also for the responsible use of AI itself.

- **An end-to-end, integrated solution with broad functionality.** AI-optimized DAMs must be designed and deployed as end-to-end, integrated systems with native functionality for such capabilities as workflow planning, scalable content creation, asset management, delivery/activation, and reporting and analytics.

- **Widespread applicability.** The right DAM will be applicable across a wide range of use cases for both internal and external needs, such as integration with multiple governmental agency portals, cross-agency content sharing, and central repository/storage of public communications.

How Adobe Optimizes the Content Supply Chain With AI-driven Solutions

As decision-makers in Canadian governmental organizations evaluate and select technology partners for AI-driven content supply chain solutions, it is helpful to consider how those solutions fit into the various phases of the content supply chain. As a leader in content solutions and a well-established supplier for Canadian government agencies, Adobe offers a broad range of AI-powered tools to help organizations throughout a methodical, five-step workflow, as follows:

1. **Step 1: Content Ideation and Creation.** This is a collaboration space for creative and non-creative users to ideate on content needs. Ideally, the system includes native integrations to creative tools like Adobe Creative Cloud solutions and Frame.io. In this phase, systems benefit from agentic AI functionality to create new images, videos, or even web forms, pages, email campaigns, and more.

2. **Step 2: Content Proofing.** Adobe solutions support workflows that provide insights from multiple users, including reviews and approvals. Resources to track content and project progress and drive efficiency in the content lifecycle are also supported.

3. **Step 3: Content Storage and Dissemination.** Content is stored in a central repository for access by any user and is easily searchable. Sharing functionality, designed in a portal-like format, is available to external users, as well as for users outside of the traditional creative team. It also provides version permissions while managing content access governance.

4. **Step 4: Content Publishing.** It is important to publish content across a range of different channels, such as social media, advertising, email campaigns, web sites, and more. Ideally, content is optimized using well-established criteria, such as A/B testing or user-defined preferences.

5. **Step 5: Content Measurement and Insights.** Since driving increased user engagement is core to a successful content supply chain, Canadian government agencies and departments have to measure rates such as click-

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[4] Source: Enterprise Strategy Group Research Report, *The Evolution of Digital Experience Platforms*, August 2024.

throughs and visitor fallout in order to understand how well the content is performing and how it can be improved.

Adobe's range of AI-enabled content solutions is designed to work within this multi-step construct, thanks to such capabilities as native integrations, bilingual support, accessibility functionality, and cross-channel/multi-channel content deployment and personalization. Solutions such as Adobe Creative Cloud and Adobe Experience Manager are purpose-built for the dynamic nature of content supply chains.

Conclusion

The vital role content supply chains perform in enhancing Canadian citizens' digital experiences demands that Canadian governmental agencies embrace all phases of content development, management, and delivery in order to create positive user experiences. This can be tricky considering the existence of content silos throughout many departments' systems, as well as the lack of suitable data analytics to help agencies optimize content supply chains' benefits.

To address the many challenges of content sprawl and architectural inefficiencies, Canadian governmental agencies need AI-powered content tools like DAMs in order to create and deliver content across channels to citizens in the fastest and most friction-free manner possible.

Adobe offers a number of market-proven AI-enabled content tools to help reduce complexity, improve observability and analytics, and deliver a more citizen-friendly experience throughout the entire content supply chain.

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