Adobe

Redefining efficiency across the government content lifecycle.

Generate

state government office building

Custom models

Warm Glow

Light Glow

The five pillars of an optimized public sector content supply chain.

In today's digital-first world, the ability to create, manage, and deliver content efficiently is not just an operational priority — it's a mission-critical capability. Couple that with the rising expectations placed on government agencies to continue to evolve to meet the demands of the public, and the need for faster, more personalized, and more secure communications has never been greater.

Central to meeting these demands is the modernization of the government content supply chain and digital asset lifecycle. However, government agencies are facing a range of persistent challenges in managing their content operations.

Many lack visibility into how much they're spending on content, how it's being used, and what impact it's having, making it difficult to optimize resources and outcomes. Workflows often remain siloed, with disconnected teams, tools, and systems leading to inefficiencies and duplicated efforts.
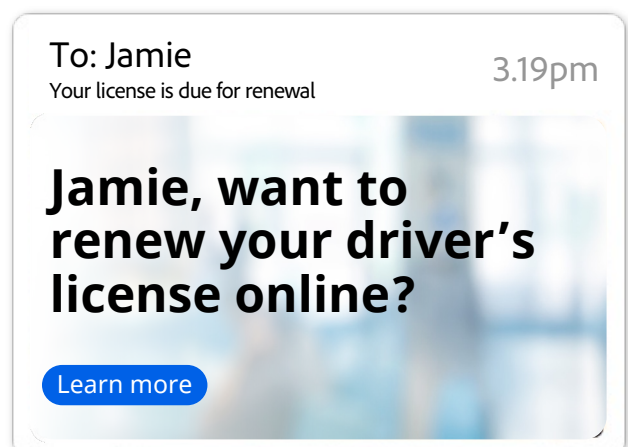
Additionally, manual, time-consuming processes consume a large amount of employees' time, leaving little capacity for strategic, high-value work. Despite rising citizen expectations for relevant, personalized communications, much of the public sector's content still relies on a one-size-fits-all approach, limiting its effectiveness and engagement.

According to a 2024 Adobe/Incisiv market study, **while 80% of government leaders recognize content supply chain transformation as mission-critical, only one-third have a clearly defined roadmap in place**. Additionally, although **95% believe GenAI will be essential for future competitiveness, just 10% have adopted AI for content automation today**. The data reveals a readiness gap—and a significant opportunity.

Modernizing the digital asset lifecycle is no longer optional for government agencies—it's imperative. By embracing an agile, AI-powered, and insight-driven approach to digital asset management, public sector organizations can not only improve efficiency and reduce costs but also deliver the timely, personalized, and trustworthy communications that today's citizens demand. Let's take a look at how Adobe can help.

Optimizing your digital asset lifecycle with Adobe.

Governments today face mounting pressure to deliver communications faster, more efficiently, and with greater impact. Meeting these expectations requires transforming traditional, linear content development processes into agile, iterative approaches focused on adaptability, automation, and scale.

To: Jamie
Your license is due for renewal
3.19pm

Jamie, want to renew your driver's license online?

Learn more

An agile content strategy allows public sector teams to respond in real time, accelerating the delivery of personalized, relevant content to the public.

Assessing the current landscape.

To begin optimizing the content supply chain, it's essential to understand the common challenges facing government organizations. A broken content supply chain leads to unanswered questions, including:

- How much am I spending on content?
- How is my content actually effective?
- What is the engagement with my content?

- How efficient is my organization?
- How long does it take to create content?
- How is my content being used and reused?

Public sector leaders agree that content transformation & GenAI are key strategic priorities, but are struggling to drive change.

80% agree that transforming the content supply chain is 'mission critical,' but only 1/3 have a clearly defined content or digital transformation strategy roadmap.

85% apply a one-size-fits-all approach to content with little to no personalization across the citizen journey.

70% of an employee's time is spent on burdensome manual tasks related to content creation and review, while less than 15% is spent on strategy and insight generation.

95% believe adopting GenAI will be necessary to remain competitive in the future, but only 10% are using AI for any type of content automation today.

Source: 2024 Adobe/Incisiv market research study surveying 400+ Public Sector executives

Why Adobe?

Adobe is uniquely positioned to help governments solve these challenges. We provide the tools and expertise to modernize the entire content supply chain—empowering agencies to scale content creation while reducing costs and improving speed to market.

Our Approach

At Adobe, we want government organizations to employ a content supply chain centered on speed, scale and efficiency. We have a powerful vision to unlock the content supply chain, enabling agencies to scale content at a lower cost.

Our vision is about moving:

- **From manual process to an AI-first world**, where creatives and marketers have AI co-pilots for their work and manual tasks are automated
- **From siloed** teams, tools and data **to connected flows**
- **From few content creators**, to a world where **everyone is empowered** to create on-brand content
- And finally, from a state where **content creation and content spend is a black box** to one where the **process is transparent, the spend is transparent, and tools are enterprise safe and trusted**.

The five pillars of an optimized content supply chain

As agencies evaluate their content operations, they should focus on these five interconnected stages—with asset management at the center.

Workflow and planning

A smooth content supply chain requires a work management solution that allows centralized creative review and collaboration between teams to connect projects to planned, data-driven outcomes. This tool should empower your marketing team to prioritize work strategically and communicate those priorities to your creative team.

From there, the creative brief, content asset versions, and feedback should be connected across applications within each project — so your team doesn't have to search through old emails to find what they're looking for.

Creation and production

For creative teams to produce the volume of content required for one-to-one personalized experiences, their processes must be streamlined. That means creatives use generative AI to speed up content production, automate simple asset updates, and brainstorm new ideas. Another important part of the creative process is simple, real-time collaboration. This allows for faster feedback in a centralized review and approval process to reduce revisions, maintain better version control, and conduct seamless handoffs.

Asset management

With a digital asset manager (DAM) that's integrated with tools across the content supply chain, your team can easily find, use, update, and repurpose relevant assets. The right DAM improves asset findability, streamlines distribution, and speeds up time to market by automating asset tagging and asset variation development. For enterprise businesses, DAMs play an important role in content governance and digital rights management by setting clear access, permissions, and controls.

Delivery and activation

When it's time to deliver your content, your DAM helps with cataloging, tracking, and locating assets with metadata tags. Your customers want to move quickly, so your team needs to move even faster—finding videos, infographics, photos, messaging, and more in a few seconds.

Your DAM should be able to automatically resize images, manage version control, and avoid duplication across geos while integrating with your entire tech stack. And with the power of AI, you can automate content variations based on customer location, interests, and actions.

Next, you need a platform for distributing content to all your digital outlets, so you can meet your customers on whichever channel they're using. It's a bonus if this platform can also auto-generate and publish assets optimized for each channel, including creating new sizes, formats, resolutions, aspect ratio, or effects. This lets you test enough content variations to find meaningful insights to inform future interactions.

Reporting and insights

The final step in the content supply chain is measuring content performance and impact through analytics, engagement metrics, and lead scoring. Once content has been published, you can continuously test variations and placements to maximize impact and allow the marketing team to collect further insights about your customers. This data can then inform future content and strategies and drive continuous improvement.

When you have intuitive dashboards and reporting, you get a real-time view of how your content is performing. Using integrated tools throughout the content supply chain gives you insights down to the most granular element, from page-level insights to asset-level insights, to attribute-level insights.
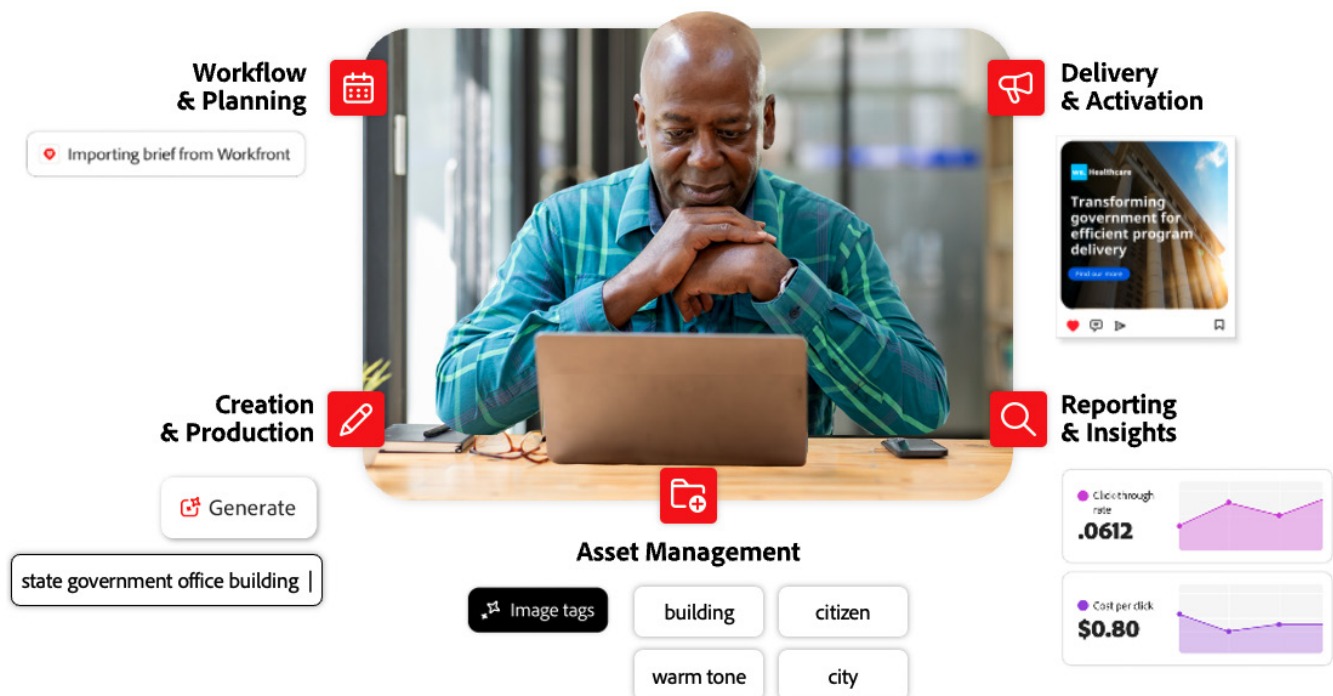
The art of the possible with GenStudio

The public expects agencies to deliver experiences that are seamless and relevant—and great content is at the heart of these experiences. Adobe GenStudio is the best-in-class solution to solve the challenges of optimizing the content supply chain. It is the only end-to-end, integrated platform that enables government to solve content supply chain challenges and ultimately streamline content development and management.

With Adobe GenStudio, you can transform every aspect of your content supply chain—from planning to scaled production and approvals to delivery and analytics—to meet that demand while reducing costs and speed to market and driving ROI. Through the powers of generative AI, public sector organizations can supercharge their creative teams and empower them to deliver engaging, personalized experiences.

Here's a taste of what GenStudio can do through each phase of the digital asset lifecycle.

Workflow and planning:
- Centralize plan management
- Facilitate workflow execution
- Unify review and approvals
- Automate end-to-end processes
- Streamline and unify metadata management

Creation and production
- Boost creative production from concept to production with GenAI
- Elevate video production with advanced AI and editing tools
- Reuse and regionalize content with approved assets and templates
- Scale the production of agency-specific content

Asset management
- Easily discover, share, and distribute content modules/tactic templates
- Manage and govern content to ensure agency and legal compliance
- Automate production of content/tactic variations (e.g., size, channel)

Delivery and activation
- Connect with any Experience Cloud delivery app or third-party app for fast activation of your content
- Rapidly assemble tactic variations using modules & templates

Reporting and Insights
- Get operational insights to help drive efficiency across the content supply chain
- Get insights into how content is being consumed with asset usage reporting

Implementation

The process of implementing this technology can seem daunting. But Adobe has done this with myriad organizations and can guide governments in integrating solutions that meet their specific needs. Below is a chart that lays out each stage of the digital asset lifecycle, who it affects, and where GenStudio can help.

Key use cases

	Program Details	**Workflow & Planning**	**Creation & Production**	**Asset Management**	**Delivery & Activation**	**Reporting & Insights**
Overview		Lay a strong foundation for your content supply chain to identify optimization opportunities.	Harness the power of GenAI to give your creative teams more time for meaningful work.	Create a single source of truth and a strong governance strategy to make assets easier to find, store, and distribute.	Deliver content to customers by combining your goals and their preferences with a breadth of delivery and activation tools.	Track content performance across customer segments and channels against your goals and KPIs.
Who needs it?		**Marketers, Martech, Operations**	**Marketing Leaders, Marketers, Creative Leaders**	**Digital Librarians, Marketers, Martech**	**Marketers, Martech**	**Marketing Leaders, Marketers, Data Analysts**
Building blocks		• End-to-end processes • Resource and budget tracking • Operational reporting	• Ideation and feasibility assessment • Proof point execution • Forward-thinking roadmaps	• Well-defined DAM strategy • Central asset repository • Rendition and versioning capabilities • Smart-tagging	• Connect to both upstream and downstream tech to simplify deployment and insight collection	• Easily segmented asset insights • Deeper, attribute-level insights • Intuitive dashboards
Value		• Increased visibility into content creation demand and on time delivery • External spend management • Optimized resourcing • Increased time for valuable work using automation	• Increased speed to market • Increased scalability of assets creation • Decreased time spent on mundane work • Real-time technical directionand education	• Increased content reuse • Increased brand and legal compliance • Automated asset tagging to reduce manual work • Increased downstream velocity	• Increased assembly and publishing speeds • Faster A/B testing and experience targeting • Increased relevancy of published experiences	• Accessible campaign insights • Data to drive decision making

Governments face increasing pressure to achieve mission outcomes by delivering communications more efficiently, quickly, and effectively than ever before. To take on this challenge, they need the right partner. Adobe is the only company that possesses both the experience and cutting-edge technology to guide public sector organizations into the future of content creation and delivery.

About the author

Brian Chidester is the Head of Global Strategy & Innovation for Public Sector at Adobe and the host of the award-winning podcast "The Government Huddle" from GovExec. Mr. Chidester was a 2025 award recipient for the FORUM IT100 Award which honors individuals for driving innovation and advancement in the Federal government space. He also held global public sector leadership roles with OpenText, Arrow ECS and S&P Global. Mr. Chidester holds a B.S. in Communications Studies from Liberty University, is a Board Member for the University of South Florida – Muma College of Business, an advisor to the G20 Global Smart Cities Alliance at the World Economic Forum, and a member of the Forbes Technology Council.

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