

# Content Velocity at the Speed of Mission.

Putting people at the center of government.



## What is Content Velocity for the Public Sector?

Content Velocity is about the 90% of the content management lifecycle that's invisible – all the work it takes to create, coordinate, refine, and gain approval for public-facing information on government websites, digital assets and digital documents created, delivered and reused synchronously across multiple channels to improve user engagement and service delivery. It's particularly important because government audiences needs vary. The information must be current, correct, and inclusive of all customers – constituents, employees, businesses, and other agencies.

## What's driving the need for Content Velocity in the public sector?

### Rising citizen expectations & operational cost

#### Personalization

8 out of 10 Americans indicate they are equally or more likely to use personalized government services

#### Digital Experiences

20+ billion federal government websites visited annually

#### Content Demand

89% of senior executives indicate the demand for content has significantly increased

#### Automate the Mundane

70% of time spent on non-core work, managing manual tasks in disparate work systems, across roles

#### Centralize

25% in content wastage due to redundancy & duplication due to fragmented operations

### The challenge of managing across many different roles and responsibilities

Many people have important roles in content creation and management – creative, IT, legal, training, public affairs – in any agency, and they all contribute to oversight and approval. Yet in today's digital world, managing that fragmented ecosystem is a manual process.

### Internal and external demand for metrics

Government agencies must measure and report numerous measurements of performance, responsiveness, and cost-effectiveness, in many different formats. Agencies not only need to measure the effectiveness of the content produced, but all the efficiencies in the process used to produce and deliver their content. As programs, policies and regulations evolve, so must the content, the collaboration and communication of content evolve at the speed and scale of the mission.

## How does Content Velocity deliver value?

It helps government deliver personalized content at scale across the phases of content lifecycle management – planning, production, and delivery - addressing duplicative tech cost, content waste, public mistrust, and employee churn.



### Efficient government operations

- **Manage content compliance, speed & scale.** Keep pace with the demand for relevant content through automated workflows and compliance of program policies and regulations.
- **Improve employee experience, productivity, and churn.** Empower all stakeholders to collaborate and create engaging content faster.
- **Create a single view of the content vision.** Align content planning (i.e., brand, message, provenance, outcomes, measurement) with production and delivery across all online and offline touchpoints.



### Stronger trust and reputation

- **Create Once Publish Everywhere (COPE):** Program and campaign assets are made available and stored where all stakeholders can easily find them, track version, and deliver across screens, devices & channels for maximum awareness and engagement.
- **Customers are demanding more and better services.** This solution improves customer satisfaction, protects privacy, and increases public trust.

## How is Adobe Content Velocity unique?

For decades, Adobe has partnered with private and public content creators to provide intuitive, tailored workflow processes to facilitate collaboration and accelerate outcomes.

- **Complete integration** of creative applications, analytics, CRM, digital assets, access, workflow and project management tools.
- **End-to-end visibility** of the content management lifecycle provides transparency that will identify bottlenecks, how to alleviate them, streamline approval, audit and compliance requirements, analyze performance.
- **Unify cross-functional teams** in the content lifecycle process with the tools they need to deliver better CX & EX with speed and scale.



Private sector companies have seen **247% ROI**



**40% reduction** in call center volumes from self-service customer care



**30% increase** in project capacity













**70% decrease** in creative, management and delivery time spent across the entire content lifecycle



**Takeaway: Content Velocity provides accountability, efficiency, and personalization**

## How does Adobe help clients implement Content Velocity?

Adobe meets each agency wherever they are in their creative process and applies a “crawl-walk-run” philosophy – that is, standardization, optimization, then innovation. We’ll help you assess your current content lifecycle management maturity, align it with your digital maturity, and take progressive steps to master the process from beginning to end.

Digital Maturity	Nascent	Basic	Emerging	Advanced	Cutting-Edge
<b>Public Sector Digital Maturity Tactics</b>	Service catalog with few digital service options and no personalization	Single creator expected to create and prioritize multiple experiences	Many creators, reviewers, SMEs collaborating on multiple assets to create a single experience	Numerous cross-functional teams creating multiple overlapping experiences, while staying on brand	Generative AI creating content while maintaining brand and authenticity with content level measuring effectiveness
<b>Creator to Experiences</b>	<b>1:1</b> Single creator, creating one content	<b>1: Many</b> Single creator creating multiple experiences from a single content	<b>Few: 1</b> A small group collaborating on one central content	<b>Many:Many</b> Cross functional teams automating experience output	<b>Auto:Many</b> Leveraging omnichannel data and existing content to personalize experiences
<b>Public Sector examples</b>		  	  	   	

## Adobe Content Velocity in action:



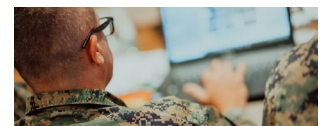
The National Center for Missing & Exploited Children partners with Adobe.



L.A. County Department of Public Social Services Achieves Digital Makeover.



How the city of Sacramento is becoming a force for digital transformation in California government.



USMC extends elite training to the digital classroom.

## Next Steps

Discover what Content Velocity can do for your agency.  
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