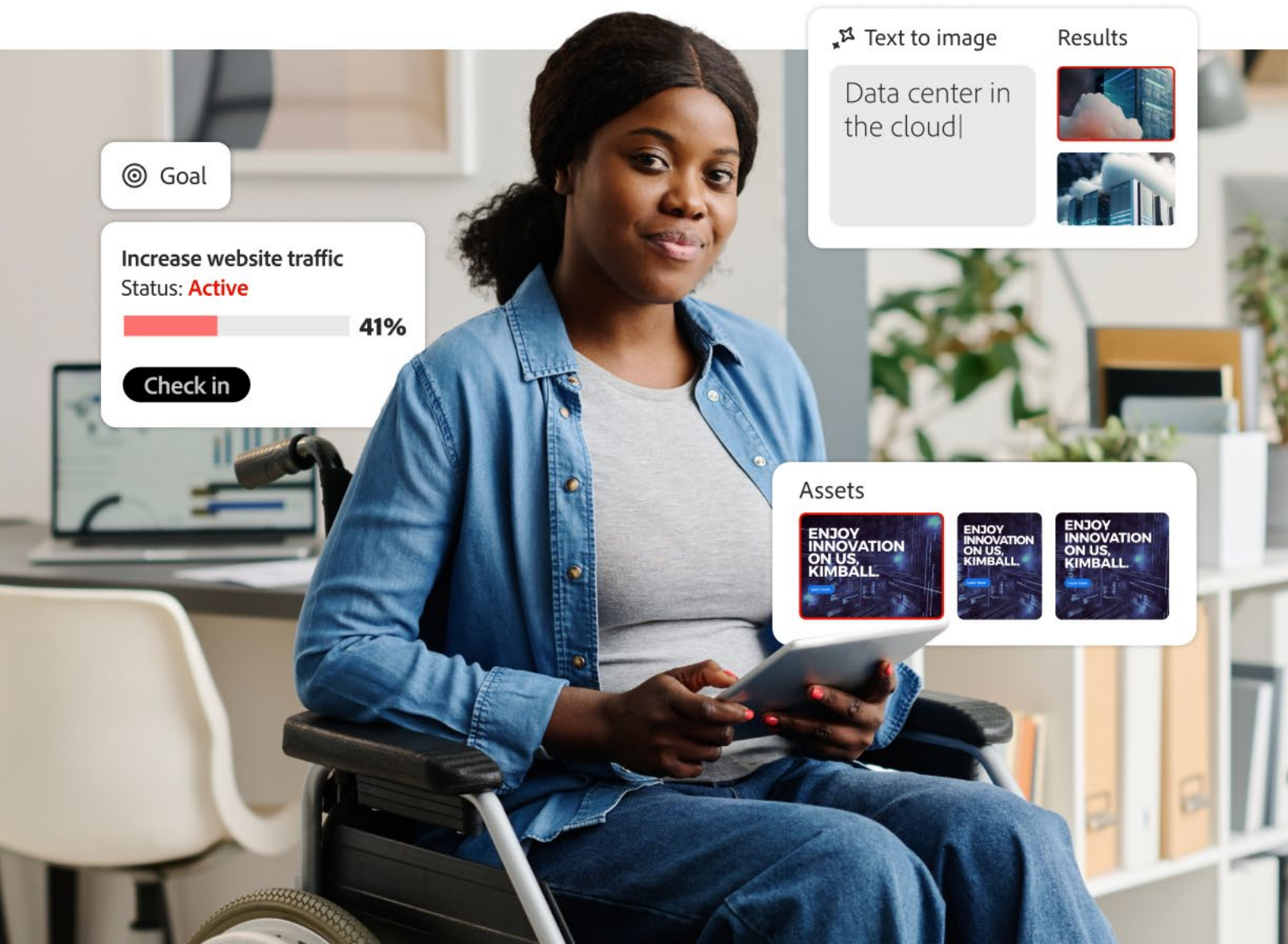




Adobe perspectives


# How Adobe transformed its enterprise content supply chain in the age of AI.

Insights and takeaways from our journey to faster, smoother content workflows.



🎯 Goal


Increase website traffic  
Status: **Active**

 41%

[Check in](#)

🌟 Text to image      Results

Data center in the cloud!



Assets



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# The changing landscape of content demand.

Content is one of the most important elements of a modern marketer's workflow. It's what connects a brand to a customer and what can tip the scales in favor of conversion. Powering these marketing workflows is the content supply chain — creating content, infusing it into campaigns to personalize experiences, and measuring its performance. It's the journey that content takes to the customer, and the people, processes, and technology that help it get there.

Content supply chains today are under stress. Demand for content is outpacing output and marketing budgets are getting smaller, dropping from 9.1% of a company's revenue last year to 7.7% today. These issues impacted our ability at Adobe to meet customers with the experiences they expect from our brand. We set out to understand the pain points in our content supply chain and use our own applications to find solutions — for us and for you.

## 5x

boost in content demand

64% of marketers predict that demand for content will increase fivefold over the next two years.

Source: Adobe

## The modern performance marketer's challenge.

Performance marketers drive ROI, sales, and engagement by creating campaigns for email and paid media. They must operate with unprecedented agility and speed, creating content fast enough to launch new campaigns at scale. Content needs refreshing sometimes daily or hourly across channels to react to changing trends and elevate campaign performance. Content supply chains have not evolved at the same pace as the external forces driving demand, and marketing organizations are trying to catch up.

They're running up against multiple obstacles:

- Inability to rapidly create content while maintaining brand standards
- Inefficient, time-consuming review and approval processes
- Compliance risks
- Difficulty finding and reusing assets
- Lack of detailed, responsive performance and ROI data to improve in-flight campaigns
- Manual, inefficient processes
- Disparate technology and siloed data

It's a perfect storm of challenges that hinders marketers from reaching their audiences with the experiences they want at speed and scale.

# An opportunity to drive marketing growth at Adobe.

When Adobe first started in 1982, customer demand was straightforward. Marketing teams had to fill just a few channels with content and deliver fewer campaigns to larger audiences. We also started with a single product. Fast forward to today — there's a growing number of channels, devices, and content formats (such as video, animation, and augmented and virtual reality) and customers that expect every encounter to be personalized and relevant to their needs both online and in person. We now market over 100 products, applications, and platforms to both consumers and businesses across several cloud solutions.

## The five building blocks of a content supply chain.



We have dozens of different teams responsible for producing content, including our external agency partners, and each was using different processes to execute their content workflows. To affect change to the entire content supply chain, we needed to focus on improving and streamlining processes for each of the five stages — workflow and planning, creation and production, asset management, delivery and activation, and reporting and insights — to create a cohesive approach across the enterprise.

## The challenges we wanted to overcome.

Adobe's Global Marketing Organization (GMO) is the driving force of our marketing strategies. More than 1,100 employees work for GMO in areas such as brand strategy and insights, creative production and art direction, marketing program management, website content development and program management, social and paid media, and localization. The teams produce thousands of assets a year for new products and features, brand strategy, messaging, market positioning, and more, to customer segments worldwide in more than 40 different languages.

We employ a talented roster of marketers and creatives around the globe that deliver incredible experiences to our customers. But without a coordinated strategy in place, their content workflows were disjointed, which often resulted in siloed information, disconnected processes,

Brands meet customer content demands just

**55%**

of the time.

Source: Deloitte

and fractured communication between teams, making it nearly impossible to scale assets at speed. We needed to do better to meet our customers' needs and we recognized that our marketing teams are in a prime position to help rise to the challenges of today. They identify audiences, ideate, produce and optimize marketing content, oversee go-to-market strategies, and calculate the impact of every message, experience, and campaign.

A high-functioning, end-to-end content supply chain is transparent across teams and ecosystems, has automated and connected workflows, and empowers marketers to create campaigns at speed and scale. We knew we wanted to achieve this vision, but we didn't know exactly how to get there.

GMO's executive leadership asked Adobe Professional Services Consulting to help. This internal group guides our customers on implementing Adobe tools into their workflows for a smooth transformation. It was only natural that they applied their experience to our own teams as we sought to improve and streamline our content operation across the organization. To begin our transformation journey, we needed a deeper understanding of what our content supply chain looked like and how to go about transforming our people, processes, and technology.

## **Surveying the current state of Adobe's content supply chain.**




Adobe Professional Services Consulting wanted to get a lay of the land. They did a six-week deep dive into our marketing operations and met with 19 different marketing teams across the enterprise to understand the current working model, including processes, technology, metrics, and spend. They conducted interviews to better understand roles and functions as they related to the content supply chain, and to detect both pain points and opportunities for improvement. The findings were not a surprise — while some parts of the content supply chain were effective, the end-to-end functionality struggled to support the volume of content and speed our teams needed because of inconsistencies.

### ***What was working with our content workflows.***




There were pockets where Adobe teams had processes dialed in and workflows were smooth and efficient, but they existed in silos.

- + Content creation and production** — Content briefs and promotional requirements are standardized across some parts of our marketing organizations, but not all.
- ✍ Creative tools** — Teams in our Studio organization — our internal writers, designers, and creatives — use [Adobe Creative Cloud](#) applications, like [Adobe Illustrator](#), [Adobe Express](#),

and [Adobe Firefly](#) to create content for channels, markets, and audiences within brand guidelines to maintain consistency in design, voice, tone, and other elements that define Adobe's presence in the marketplace.

-  **Managing assets** — A handful of the marketing teams use [Adobe Experience Manager Assets](#), a digital asset management system (DAM), to centralize ready-to-use content.
-  **Delivery and activation** — We quickly publish across channels and platforms using content from our DAM to [Adobe Experience Manager Sites](#). We can also personalize content across different audiences on our webpages and run tests on multiple variations to find the ones that perform best.
-  **Reporting and insights** — With integrated analytics tools, we're set up for reporting, tracking, and analyzing assets, but we weren't using them to their full potential.

### ***Where we found room for improvement.***

-  **Workflow and planning** — The foundation of a content supply chain, workflow and planning connects people and projects to outcomes through plan alignment, visibility, and connected workstreams. Our assessment revealed that when managing marketing needs for various products and services, there were many siloed processes and no standardization of project management.
-  **Creation and production** — Collaboration and communication challenges between the marketing team, the creative team, and the product marketing teams led to inconsistencies in creative production priorities. Teams had little visibility into one another's statuses. For example, teams developing large campaigns and programs often didn't know the status of relevant assets the creative team was working on. Approvals mostly happened over email, slowing project timelines. Creatives were spending their time completing the mundane tasks and more production-oriented activities that come with bigger campaigns.
-  **Asset management** — Despite having a DAM, more than 200,000 assets that supported marketing campaigns were stored across multiple systems, many of them lacking basic metadata, which made searchability difficult. There was also no single entity managing asset integrity.

Up to

**70%**

of content that companies create goes unused because it's difficult to search for and find.

Source: Adobe

- ✈ **Delivery and activation** — Our [Adobe.com](https://www.adobe.com) and [business.adobe.com](https://business.adobe.com) websites are using the latest [Adobe Experience Manager](#)-based authoring but without a standardized DAM we were unable to integrate fully between platforms for a more seamless download-upload for activation.
- 📄 **Reporting and insights** — The disconnect happening in the rest of the content supply chain made it difficult to get a holistic view of marketing activities across the enterprise. Instead, insights were often manually stitched together across multiple people, processes, and technologies.

## **Our approach — begin with the end goal in mind.**

Once the Adobe Consulting Services team presented their findings and business impacts to our executive leadership sponsors, we assembled a group of key stakeholders across brand, marketing strategy and operations, and content teams to create a unified vision for our content supply chain. We wanted to empower Adobe marketers to plan, create, and optimize impactful, high-quality, and brand-consistent content with efficiency, speed, and scale. We knew this was an ambitious plan but recognized that our marketers and creatives drive the greatest impact on our content strategy.

With executive oversight and approval of the strategy, we established a roadmap for improving our content supply chain. Our goals included:

- **Streamlined production** — Establish clear plans, structured reviews, and precise timelines.
- **Comprehensive visibility** — Gain insight into content, agency expenditures, production costs, content types, and channels.
- **Maximum reuse** — Facilitate easy customization and reuse of content across platforms where applicable for marketing campaigns.
- **Agile processes** — Enable agile planning, creation, deployment, and optimization of content.
- **Effective localization** — Develop content plans with local market requirements at the forefront.
- **High content quality** — Maintain adherence to brand and legal standards.
- **Democratized asset usage** — Provide access to all assets across the enterprise.

# Transforming people, processes, and technology to enhance content workflows.

In addressing the needs of our content supply chain, we also had to take a step back and look at the areas where our operations needed improvement due to the ripple effect that created tensions in other parts of the organization. While we were focused on delivering personalization at scale, we also had to reduce costs and increase speed to market. It became a bigger issue of overall efficiency. We focused on strengthening our processes and organizational structure before implementing technology changes.

Business area	Key findings	Business impact
<b>Business process and operations</b>	Separate processes and tools and the lack of a unified operational system caused significant pain points.	Teams manually filled gaps between functions, which was costly and time consuming.
<b>Technology</b>	There was a lack of tech governance and standards. Adobe Workfront use was inconsistent, limiting its effectiveness.	Siloed technology investments did not meet enterprise requirements and led to disconnected workflows.
<b>Operational tracking and metrics</b>	There was extremely limited operational data on asset creation, management, or expense.	Business lacked measurement on content throughout, quantity, and trends.
<b>Marketing spend assessment</b>	Content spend was tracked through organizational structures, not outcomes.	Spend was not optimized across the enterprise.
<b>Agency vendor management</b>	Many teams engaged agencies directly.	Lack of a vendor management strategy led to inconsistent contracting and pricing.
<b>Organizational model</b>	Roles across teams were not clear or consistent with processes, which slowed innovation and created bottlenecks.	Different ways of working across teams made cross-functional efforts challenging and created ambiguity in processes, approvals, and expectations.

## Designing a new content operating process for the Adobe enterprise.

We identified four basic requirements to improve the processes that fuel Adobe's content supply chain:

1. Scale across teams and business lines.
2. Automate repeatable, manual steps.
3. Establish a common metadata and taxonomy structure.
4. Adapt to changes in go-to-market strategies, timelines, and resourcing.



Making changes to processes meant making changes to how we manage data. We were intent on creating a standardized metadata strategy across workflows and the enterprise to efficiently catalog our DAM and avoid repetition. This taxonomy would align our current and new teams. The following standards were created across workflows.

- **Naming conventions** — Folders and files in the DAM follow a hierarchical structure, a process, and a set of rules aligned to business and marketing strategy.
- **Taxonomy** — The classification across the entire content supply chain creates a common language the enterprise uses to describe content. Content is categorized with terms that define specific attributes to organize assets in the DAM in a way that mirrors the business organizational structure. For example, business unit, product family, product name.
- **Metadata** — All assets in the DAM have a specific set of attributes that are meaningful to the owners and authors of marketing experiences for an organization.

With standards in place, we began data cleaning — fixing inaccurate data, filling gaps, and removing duplicate and corrupted data — to facilitate faster and more accurate content delivery and make assets easier to find. This promoted reuse and ultimately saved time and money. With only approved assets available in the DAM, content was consistently aligned to brand guidelines.

Finally, our DAM framework needed to allow for organizational changes. While some elements can and should be defined up front, frequent updates are to be expected and the DAM has to be able to accommodate future changes to business and marketing strategies.

## Onboarding teams to new ways of working.

To implement processes effectively, we had to get everyone aligned to a new way of doing things. That required a change-management strategy to make people aware of what was going to happen and to get them on board. Communicating early and often about changes, and the reasons for them, helped improve visibility and buy-in across stakeholder groups and leadership. We knew from our research that employing a change management strategy increased our chances of success seven-fold.

We established a core team to test and onboard new processes, including requirement reviews, decision-making, training, and launch support. They were empowered to make informed decisions and act as a bridge between implementation and customer teams, ensuring efficient information gathering and prompt, accurate decisions.

**7x**

greater chance of success

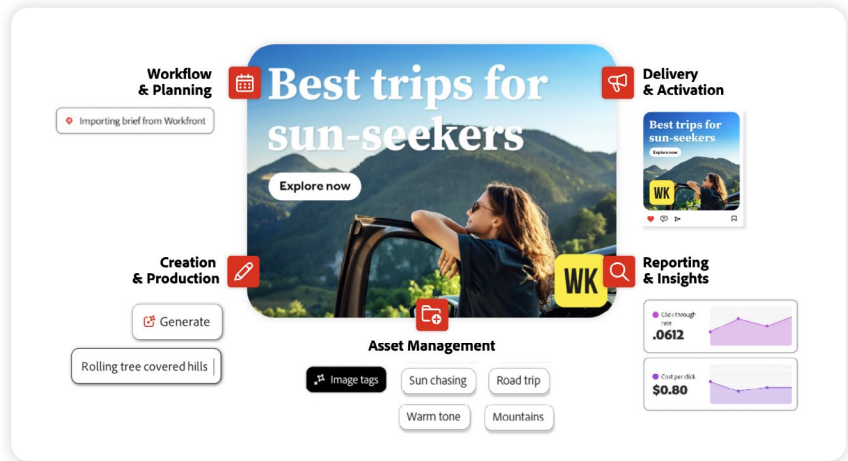
Companies are 7 times more likely to reach their goals when using a change management strategy.

Source: Adobe

To expand these process changes to larger internal users, we mapped out roles and responsibilities in the content ecosystem. For high adoption rates, we focused on role-based training and continuous enablement to align people to a new way of operating that was specific to their jobs.

## Implementing technology to support an optimized content supply chain.

In addition to processes and people, we needed to make sure our technology was supporting our teams at each phase of the supply chain.



### *Workflow and planning.*

[Adobe Workfront](#) became our gold standard of workflow and planning, and we began to use every project management capability it offers, like Gantt charts. We consolidated content request entry points in Workfront, using request forms to streamline the process. We built briefs into the workflows and established standard Workfront project templates to create a consistent process across teams, with automations expediting system operations wherever possible. We also created a more structured review and approval workflow for easier tracking, abandoning our previous ad hoc approach. With Workfront as our hub, we had one centralized view of campaigns and calendars across Adobe. By leveraging connector integrations between Workfront, [Frame.io](#), and Experience Manager Assets, creative teams can generate, review, and distribute approved content directly with marketers.

“One of the things that’s been a game changer for workflow and planning is I now have a centralized view of all the campaigns and workstreams that are happening. I can view a calendar of everything that’s coming up in one powerful dashboard. If dates change, I can make sure they line up properly. This is a capability we just didn’t have before because all these campaigns and information were dispersed across the organization.”

**Heather Freeland**  
Chief Brand Officer, Adobe

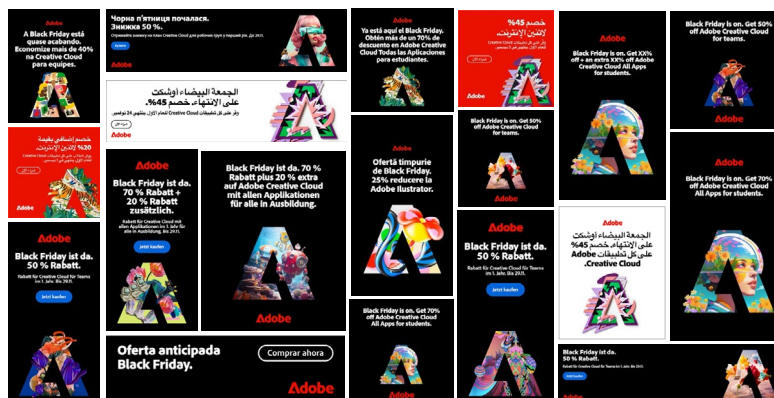


## Creation and production.

Just as content challenges seemed almost insurmountable, generative AI has come onto the scene, promising to transform marketing by helping teams produce high-impact content at a speed and scale previously unimaginable. We've put it to good use at Adobe, especially in our creation and production workflows. Creative teams can focus on the big picture while generative AI can handle all of the time-consuming production tasks. For example, we're developing automations that leverage the Firefly API, via [Adobe Photoshop](#), to generate hundreds of pre-approved asset variations in just minutes for the rapid production and delivery of content for every campaign.

For a sense of scale, our biggest campaign is Black Friday, which in 2023 required the creation of more than 52,000 assets to market Adobe Creative Cloud products. The assets must also be localized for more than 30 languages, optimized for display and social channels, tailored to numerous audiences, and support multiple offers and campaign phases. Once again, we became customer zero, using our own tools to re-create this huge campaign in a test with [Adobe Firefly Services](#). What took us seven weeks to produce for the 2023 campaign took just one week (21 assets a minute) with generative AI in our experiment.

With a successful test run, we applied this strategy to our 2024 Black Friday campaign. We used Workfront, Experience Manager, Firefly Services, Creative Cloud, and Express to align teams to campaign goals, create original, on-brand content with generative AI, automate production, and finalize approved content that met all governance requirements before activation. We also added the capabilities of [Firefly Custom Models](#) to scale variations of artistic renderings that stayed true to our brand. And using the Firefly Services APIs through an [Adobe Workfront Fusion](#) automation for each locale, our teams produced 20 assets a minute.



With Firefly Services, we were even more efficient, reducing production costs by over 63% and cutting production time from weeks to days. Now, we'll roll this out consistently across our global campaigns and extend this capability to include localization. Democratizing the content process in this way has brought marketers in on the action, allowing them to handle some of the content creation themselves with [Adobe GenStudio for Performance Marketing](#), a tool that was born out of our generative AI tests for content.

## ***Asset management.***

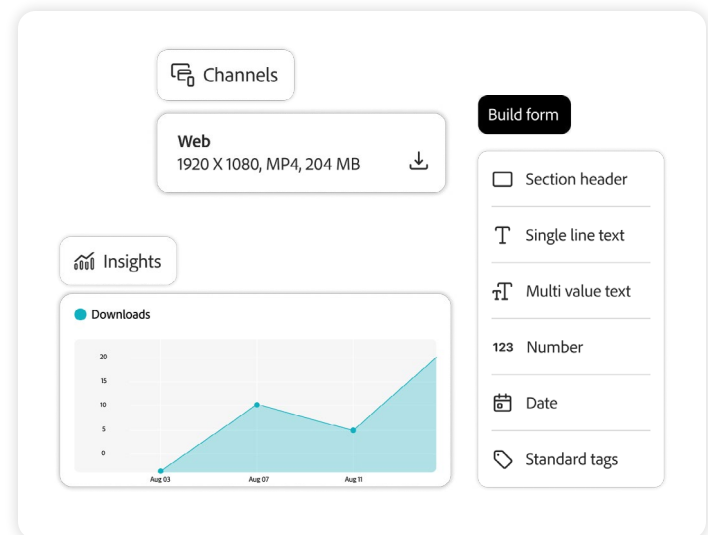
Metadata is critical in asset management. We're capturing metadata earlier in our process, beginning with the brief. As a project or campaign moves through stages, reviews, approvals, and different channel teams, metadata gets added along the way. When it's finally ingested into Experience Manager Assets, all this rich metadata makes it easier to find and use. This is standardized across the organization.

We also created Adobe Marketing Hub within Experience Manager Assets for our marketing teams. This tool has an intuitive user experience, so it's easy for marketers to find the assets they need to support their campaigns. They can even open the Workfront project where it originated for a seamless experience.

With integrations that support the seamless delivery of completed and approved content from Workfront to Experience Manager Assets and relevant metadata tags that organize assets in the DAM, we reduced human effort and the chance for potential errors. We can also use this metadata to automatically group assets into collections intelligently, so that they can then be shared with marketers for easy distribution across various channels.

## ***Delivery and activation.***

In our quest to create cohesive, connected workflows, we wanted to tie creation and asset management directly to delivery and activation. We can now easily shift from Experience Manager Assets to Adobe Experience Manager Sites to build new Adobe.com landing pages faster and easier. We're also using Experience Manager's content-based authoring along with the rapid development environment of Edge Delivery Services to improve user experience on the site and boost performance.



An integration between Experience Manager and our Gen Studio For Performance Marketing eliminates time-consuming uploads and downloads by directly pushing approved assets into GenStudio for Performance Marketing so they're ready to use in delivery channels. With insights available from GenStudio for Performance Marketing, we understand the impact of assets across channels, informing any adjustments that need to be made to optimize content or campaigns.

## Reporting and insights.

Understanding the impact of every asset across channels has proven invaluable for improving campaign performance. We also integrated [Adobe Customer Journey Analytics](#) to track user journeys on Marketing Hub. This helps us understand how marketers interact with the system so we can analyze their experiences. The Workfront and Experience Manager Assets integration also gives executives visibility into the work their teams are doing via the marketing dashboard.

## The results of Adobe's strategy.

Strengthening our content supply chain has enhanced our workflows, unified teams, and increased our organizational agility. With information at our fingertips, we have full visibility of all campaigns and projects, like who's working on them and when. We've connected our teams around standardized processes and optimized creative throughput across the enterprise. So far, our modernized content supply chain has handled:

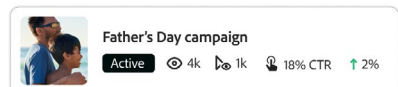
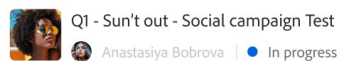
- 1,240 content deliverable requests
- 1 million searchable metadata properties
- 120,000+ assets in Marketing Hub
- 700 users
- 154 campaign projects
- 2,000 proof approvals

These numbers continue to grow with each campaign, demonstrating how streamlining workflows, aligning people, and incorporating new technology has improved the efficiency of our content supply chain operation. We've seen increased partnership between global and regional teams, consistent metadata mapping throughout workflows, and improved content searchability and reuse of assets.

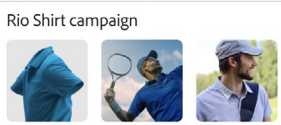
### Content supply chain success at Adobe

- **100% of content requests are visible in our Workfront application.** Previously, these were spread across many different communication mediums.
- **100% of projects are viewable and managed in Workfront and Experience Manager Assets.** Previously, some of these were managed in offline spreadsheets.
- **100% of new assets are captured in Experience Manager Assets DAM.** Previously, some final assets were left in working folders and never ingested for future use.

#### Plan campaigns



#### Upload assets



## Looking ahead.

Though our successes have been instrumental in bringing our content supply chain closer to where we need it, the business landscape and customers are always evolving. We will continue on this journey to improve and scale our marketing processes by upgrading technologies to drive enterprise-wide results.

Our plans for continued transformation of the content supply chain include:

### 1. Bringing AI elements deeper into our processes and workflows.

We recognize the impact that AI and generative AI can have on content supply workflows. In fact, our own research reveals that content ranks as one of the top reasons companies are adopting generative AI solutions. Content is also a driving factor for why we're adding AI capabilities into many of our applications. Our current priorities include automatically generating metadata tags at both the asset and campaign levels and accelerating go-to-market strategies and productivity through AI-powered connected workflows.

**64%**

of senior executives predict generative AI will transform content workflows.

Source: Adobe

### 2. Facilitating integration across Adobe products to ensure a fully seamless process.

As a company that designs software and platforms, we know that real-time integration across Adobe applications creates a more seamless content supply chain, and we will continue to work on creating frictionless workflows between tools. For example, coming soon there will be a native integration between Workfront and Frame.io that

will streamline the proofing and approval process, setting a new standard across the enterprise space. Also, GenStudio for Performance Marketing pulls together the capabilities marketers need to power agile marketing into a single application and amplifies their strength with generative AI. We also plan to bring [Workfront Planning](#) into our workflows to simplify our content supply chain object hierarchy and provide smoother navigation.

### 3. Continuing to strengthen reporting and answer questions in cleaner ways.

To get the most from campaigns, it's necessary to have real-time performance insights. While we made improvements in this area, achieving this across all levels of the organization proved challenging. Comprehensive and instant insights into all marketing activities across our enterprise is an ongoing objective. We're looking to develop even more advanced reporting and analytics capabilities to surface cleaner, more actionable insights. We're using new data lake strategies and AI-driven analytics as part of this effort.

We're also taking a step back to look at our workflow metrics. For example, in Workfront we can see analytics such as time for brief completion, reviews and approvals, and time to market. As we piece together all these insights, we get a complete end-to-end perspective that will allow us to make improvements on a higher operational level as well.

#### **4. Setting measurable, actionable goals.**

To get a clear picture of where we're investing our money and connecting those costs to asset performance and ROI, we're working on detailed tracking of content spend. By consolidating diverse insights — from performance to operations — we can boost efficiency by adjusting staffing and processes as needed to ensure we're always operating at peak performance. This is all possible because the data we're now capturing uncovers areas for improvement, so we can set measurable, actionable goals.

## **Best practices and insights to transform your content supply chain.**

There's no one right path to content supply chain optimization. However, we've learned some important lessons you can use to make improvements to your own content workflows.

### **Have a change management strategy for alignment and success.**

Any modifications you make to your processes will also impact your teams. To limit disruption and facilitate a smooth transformation, engage a change management strategy. We found it helpful to have the guidance of an embedded consultant, Adobe Consulting Services, helping us navigate this evolution and liaise between our implementation teams, support teams, and customers. As part of this effort, it's important to build relationships with business leaders and team leads who can detect and inform risks and challenges and serve as change management representatives for their respective departments.

#### **3 factors that determine your change management strategy.**

1. A deep understanding of the roles and responsibilities of the teams within the content supply chain process.
2. The size and complexity of each team's process and how those processes intersect and overlap across the content supply chain.
3. A consideration of what teams will be affected by the change and their level of involvement.

Be transparent throughout the process. Keep employees informed and encourage feedback. That can happen through surveys, support tickets, office hours, or even a listening tour where a leader holds town halls with staff, particularly the teams closest to the content workflows. These valuable insights can benefit the entire organization.

When issues or challenges arise, use research and collaboration to resolve them. Your teams might have a difference of opinion of a particular process step or challenge a new tool you're proposing. Work together with implementation and support teams to address these issues and stay transparent throughout the discussions to maintain trust.

## **Best practices for team onboarding.**

A transformation of this scale is only effective when more people are behind it. While this might be an easier transition for some, there will be resistance by others who don't understand the reasons for change. Engage team leads and managers to help champion the transformation.

Establish a core team that actively participates in sessions, decision-making, testing, training, launch, support, and optimization. Empower them to make decisions. This team will demonstrate what the new processes will look like to the rest of your staff. Align other teams with your goals and objectives and begin to onboard them to the new operating model. At Adobe, we aim for a high adoption rate of business process and technology changes with role-based training and ongoing enablement through guided sessions, office hours, and continually updated resources to keep everyone informed.

Communicate early and often about impending changes to ways of working so employees know what to expect at every step. Don't assume people will understand why you're making the change. While they have most likely felt the pressing demand for increased content, they might not grasp that there is a better way for both them and the company. This is especially true if you're introducing AI tools, which can instill fears that their positions will no longer be necessary. Demonstrate how this technology can support their roles by handling mundane tasks and freeing them up to focus on campaigns and creative work. Clarity will reduce anxieties and make sure they are vested in this journey with you.



## A checklist for successful implementation.



### Discovery and audit

- Identify executive sponsorship to champion CSC.
- Identify managers and teams to drive the discovery and build.
- Identify marketing leads to inform discovery and build.
- Create a governance board to establish policies, define and monitor KPIs, and gather feedback.



### Workflow and technology implementation

- Review existing content workflows.
- Review existing technology marketing stack.
- Use tools like Workfront to streamline collaboration between teams.
- Define the optimal workflow.



### Implementation and change management

- Establish implementation roadmap and timeline and hold teams accountable to keep delivery on track.
- Send messaging to managers with timelines, milestones, expectations for their teams.
- Define priorities and success metrics.
- Build engagement model and training experience.



### Content production optimization

- Review agency landscape and existing operating model.
- Identify ways to streamline and optimize agency engagement.
- Identify how to upskill existing talent.
- Use a RACI (responsible, accountable, consulted, and informed) approach to map out different team roles and responsibilities.



### Feedback loop

- Keep key stakeholders and leadership aware of status updates with regular, transparent communication to build trust.
- Establish a regular check-in with company executives to keep them informed of progress.
- Identify product needs based on implementation needs.
- Assess progress to continuously scale and evolve.

# How to measure success with your content supply chain.

To measure the success of change in your organization, examine the three critical phases — implementation, onboarding, and adoption.

## Implementation.

When you implement changes into your operations, immediately identify and resolve critical issues, both technical and organizational. Find gaps in your proposed support structure and fix them before you begin to onboard your teams. Ensuring everything is in working order before moving to the next phase will prevent compounding problems and increase the chances of success.

Key metrics to track during implementation include:

- The time spent at each stage
- The number of issues raised and cleared
- The time to go live

## Onboarding.

As you begin rolling out the new model to your teams, it's important to organize roles in the content supply chain into usage groups — high, moderate, low, and review-only. Onboard contractors and agencies alongside internal teams for an efficient rollout and seamless adoption. Create baseline reports and dashboards to track each role.

Key metrics for onboarding success include:

- Onboarding completion rates by user and role
- The overall completion of virtual and in-person trainings

## Adoption.

Once training is complete, measure usage against the expectations set during onboarding — like tracking login frequency by role type to see if it meets expected levels. Employ usability tests and focus groups to gather real-time feedback and find areas for improvement that will enhance the end-user experience and overall business efficiency.

Key metrics to track during the adoption phase include:

- The number of user logins, projects, and tasks created and completed
- On-time task and deliverable completion
- Metadata completeness and assets added to the DAM
- Help tickets submitted and resolved to gauge user support needs

These metrics should be tracked by individual users, teams, and role types for a thorough understanding of adoption levels and bottlenecks so you can avoid them in your next transformation.

## **Build a stronger content supply chain for greater marketing resilience.**

As the marketing landscape continues to evolve and demand for content shows no signs of slowing, building an agile content supply chain is a must-have to stay competitive as a brand. It requires a leveling up of all your workflows, prioritizing data unification, transitioning your marketing and creative teams to new tools and methodologies, and harnessing the power and promises of generative AI to increase the speed and scale of your content strategy. It's a matter of when, not if. And when is now.

[Learn more about how to scale personalization with a high-powered content supply chain using our GenStudio solution.](#)

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