

Adobe Digital Leaders Webinar

Constructing the Ideal Content Supply Chain: From Workflow and Planning to Innovation



Agenda and speakers



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Adobe



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Global CTO



Prose on Pixels

The Havas Content at Scale Network

01 Introduction

02 Fireside Chat

03 Q&A

What do we mean by content supply chain?

A content supply chain is the end-to-end process companies use to deliver content for their marketing campaigns and personalized customer experiences. It includes:



Planning



Creating



Managing



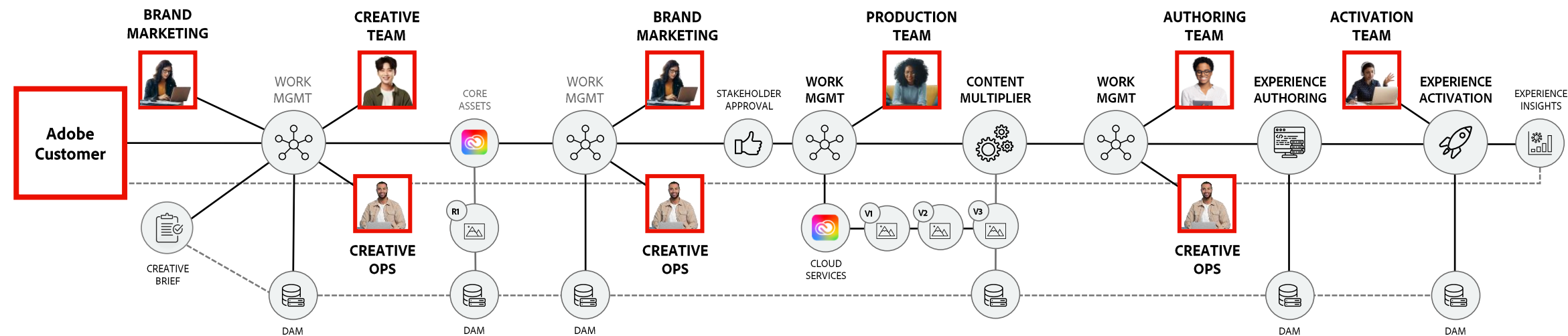
Delivering



Measuring

Every organization has one.
Most are inefficient and disconnected.

Unlocking the content supply chain, beginning with streamlined global workflows



Key takeaways and next steps

1 Objective Setting

Discuss top challenges & opportunities for creatives & marketers

2 Gap Analysis

Conduct diagnostic of your current CSC maturity

3 Use case Definition

Deep dive into existing workflows & technical needs to solve for gaps

4 Roadmap Alignment

Finalize roadmap to realize value including people, process & tech

Resources to learn more



Forrester Total Economic Impact Study for Content Supply Chain



Want to learn more?
Scan here...



Adobe Pfizer Blog

How Pfizer is transforming its content supply chain to bring scientific breakthroughs to market at lightspeed

Eric Hall and Lidia Fonseca
03-26-2024



Building on learnings from the swift delivery of its groundbreaking COVID-19 vaccine and treatment, Pfizer is working to bring health advancements to market faster than ever before. To accelerate innovations for cancer,

Want to learn more?
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Questions & Answers

Adobe

Additional resources

- [Learn more about Adobe GenStudio](#)
- [\[Blog\] Adobe GenStudio unites and accelerates the content supply chain with generative AI](#)
- [Register for Adobe MAX — The Creativity Conference](#)
- [Fresh Perspectives | Adobe Experience League](#)