

TRANSFORM YOUR CONTENT OPERATIONS WITH WPP ENTERPRISE SOLUTIONS' AI CONTENT SUPPLY CHAIN ACCELERATOR.

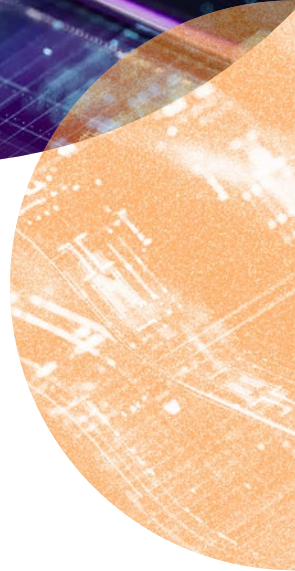


EXECUTIVE SUMMARY

Content is the lifeblood of customer experience, brand integrity and commercial success. But for most enterprises, content operations are a mess. Fragmented systems. Inefficient processes. Zero connection to measurable business outcomes.

WPP Enterprise Solutions' Content Supply Chain Accelerator changes everything. We transform Sitecore Content Hub into an intelligent, AI-enhanced operating system for your entire content ecosystem. Powered by Gradial's AI orchestration and WPP Enterprise Solutions' proprietary tools, we can reduce approval times by up to 85%, accelerate time to market by 25%, and connect content creation directly to commercial results, in as little as 8-12 weeks.

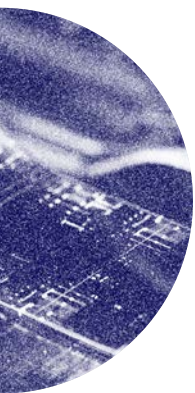
This isn't just technology implementation. It's content transformation that delivers measurable business impact, fast.



WE CAN REDUCE APPROVAL TIMES BY UP TO

85%

- ACCELERATE TIME TO MARKET BY 25%, AND CONNECT CONTENT CREATION DIRECTLY TO COMMERCIAL RESULTS, IN AS LITTLE AS 8-12 WEEKS



THE CONTENT CRISIS

The scale and complexity of modern content operations have exploded. Traditional systems can't keep up.

In a WPP Enterprise Solutions survey conducted in 2024, among CMOs, CIOs and CTOs in the US, UK, Netherlands and Germany, **81% of business leaders** cite lack of content oversight as their primary challenge. Without centralized visibility and control, the risks pile up. Compliance violations. Regulatory fines. Inconsistent messaging. In regulated industries, a single compliance failure can cost millions.

Content teams are drowning. Organizations waste an average of 50 hours per week on manual content processes that add zero strategic value. Hours disappear into endless review cycles. Teams duplicate efforts. Approved assets vanish into disconnected systems, only to be recreated from scratch.

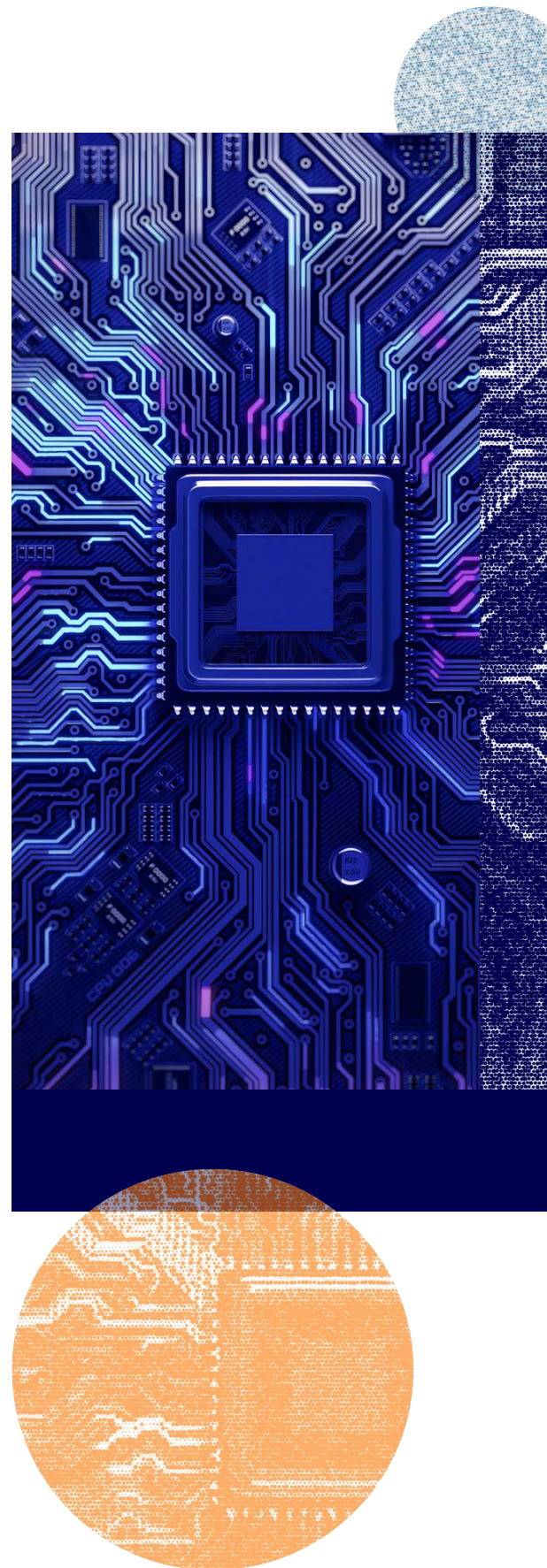
51% of consumers say there's a significant gap between what brands promise and what they deliver in digital experiences according to our Future Shopper research. This disconnect stems from content operations that aren't aligned with business objectives or customer needs. When content creation is separated from performance data, brands create in the dark.

Despite massive investments, most organizations can't prove the business value of their content efforts. Without connected systems that track content from creation through to conversion, content remains an act of faith rather than a strategic driver of growth.

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A NEW OPERATING MODEL

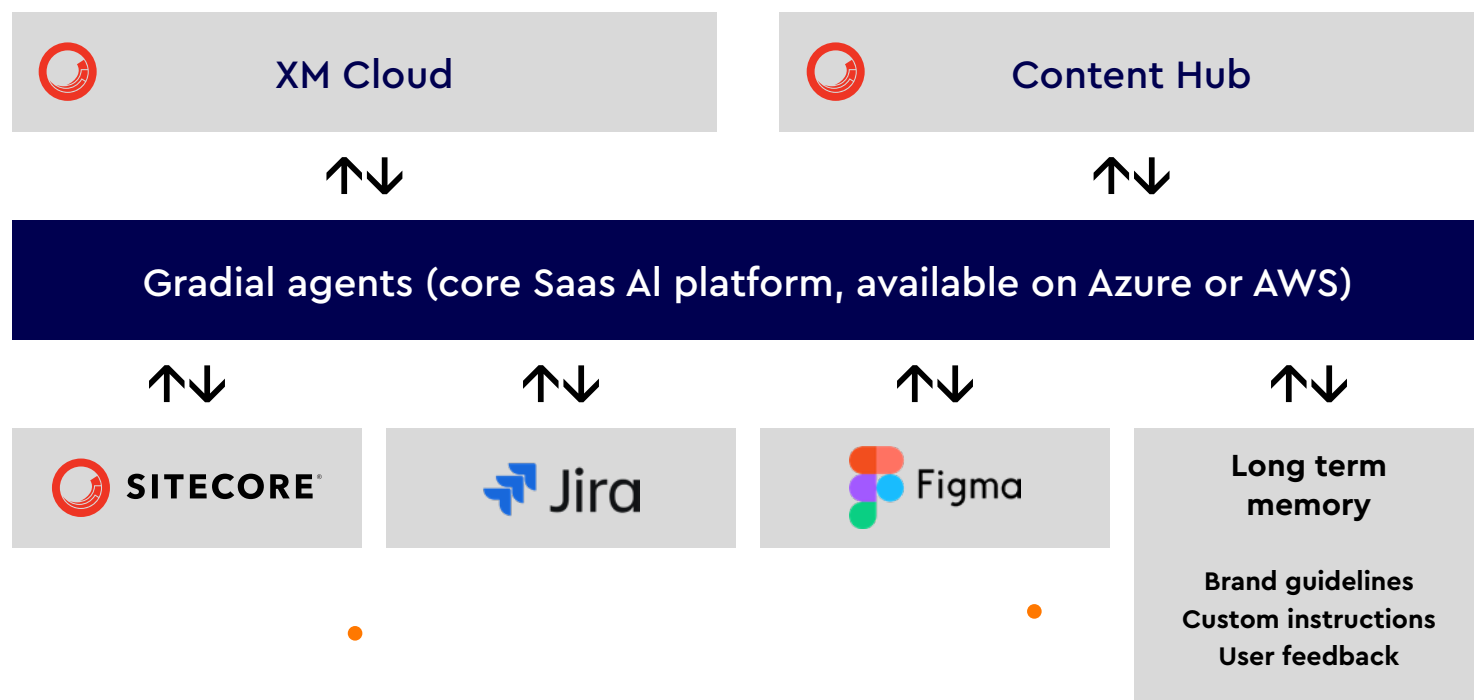
WPP Enterprise Solutions' Content Supply Chain Accelerator represents a fundamental shift from fragmented content management to unified content operations. Built on Sitecore and supercharged with WPP Enterprise Solutions' proprietary AI tools, Gradial's intelligent automation, and 16+ years of platform expertise, it creates an intelligent ecosystem where people, processes and technology work together seamlessly.

The Ecosystem Approach

We don't just deploy technology. We establish a comprehensive ecosystem model where creative teams, marketing operations, IT infrastructure, and business stakeholders come together in a single collaborative framework. This ensures content decisions align with business objectives at every stage, from initial brief to final performance analysis.

AI-Powered Intelligence

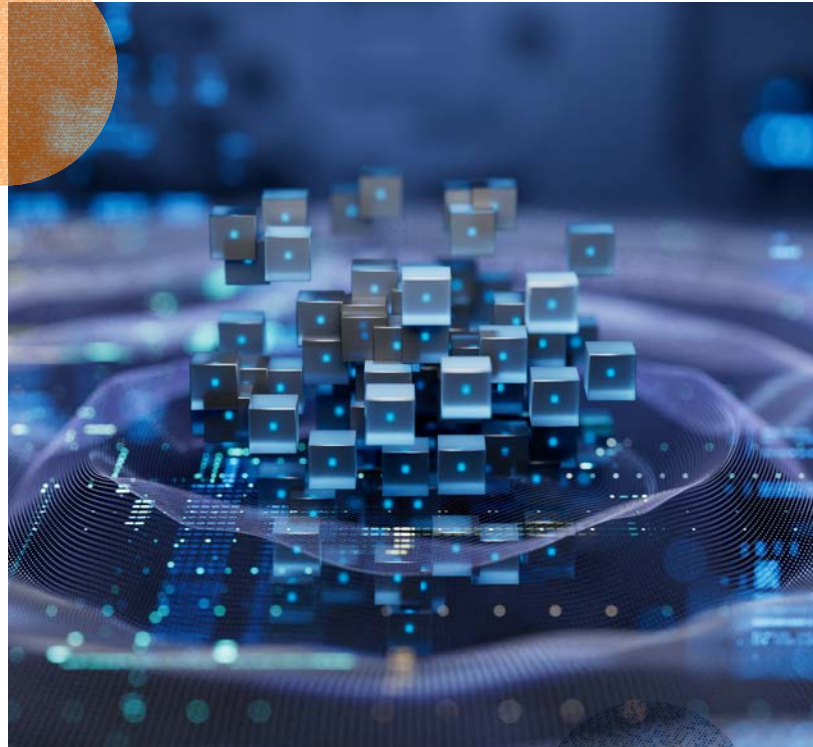
At the heart of WPP Enterprise Solutions Accelerator sits our proprietary AI intelligence layer, featuring tools like Brand Guardian and Commerce Content Optimizer, now elevated by Gradial's AI orchestration platform. Brand Guardian automates brand, legal, and regulatory compliance checks. Commerce Content Optimizer uses predictive analytics to forecast content performance before publication. Every asset gets optimized for maximum business impact.



ELEVATING WITH GRADIAL AI OPERATIONS

Here's where it gets interesting. Gradial's AI-powered orchestration transforms what's possible across every stage of the content lifecycle, automating the manual tasks that slow teams down and embedding intelligence into every workflow.

Gradial's AI agents don't just assist. They execute. They transform creative briefs into publishable content. They perform quality checks in real time. They update hundreds of pages in minutes.



The Five Stages of AI-Elevated Content Operations

1. Intelligent Content Strategy & Planning

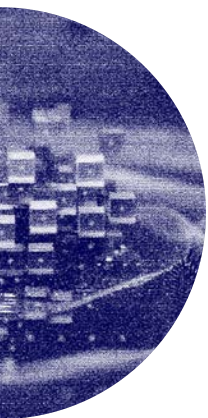
Gradial's AI agents analyze Sitecore's customer data, behavioral insights, and campaign performance to identify content gaps and predict future needs. The result: proactive, data-driven content strategies that align with business goals and customer expectations. No more guesswork.

2. Accelerated Content Creation & Production

This is where Gradial really shines. AI agents automate the transformation of creative briefs, Figma designs, or simple tickets into publishable content within Sitecore:

- **Figma to CMS in minutes:** Design files automatically become pages and content in XM Cloud
- **AI asset tagging:** Assets get tagged, alt text applied, and uploaded to Content Hub with correct metadata, automatically
- **Mass content updates:** Execute updates across hundreds of pages in minutes, not weeks

Content production timelines collapse from weeks to minutes. Creative teams get freed from manual work to focus on high-value ideation and strategy.



3. Streamlined Content Review & Approval

Gradiant's AI agents embed governance directly into the workflow. Real-time checks for brand adherence, WCAG 2.2 accessibility, and regulatory compliance happen automatically. Integration with Jira and Workfront means tickets update themselves. Every change gets logged for full auditability.

The outcome: faster approval cycles, guaranteed compliance, dramatically reduced risk. Content is always enterprise-ready.

4. Dynamic Content Distribution & Publishing

AI agents orchestrate the publishing process, ensuring content reaches the right channels at the right time. Automated publishing executes content updates and page launches in minutes. Personalized delivery leverages Sitecore's capabilities with AI-generated content variants to deliver hyper-relevant experiences.

5. Continuous Content Optimization & Measurement

Gradiant's AI agents analyze Sitecore's performance data to identify optimization opportunities. They automatically create content variants and run experiments to test and improve customer experience. Performance insights feed back into content strategy and creation, enabling continuous learning.

You get a self-optimizing content supply chain that constantly refines content based on real-world performance, driving higher conversions, and maximizing ROI.



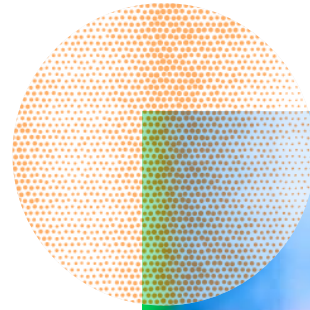
THE GRADIAL ADVANTAGE

When you combine WPP Enterprise Solutions' Content Supply Chain Accelerator with GradiAl's AI operations, you unlock capabilities that weren't possible before:

- **End-to-end automation:** The entire content lifecycle runs on intelligent automation
- **Speed at scale:** Transform operations from weeks to minutes
- **Built-in quality:** Brand consistency, accessibility, and legal adherence are built in, not bolted on
- **Hyper-personalization:** Deliver personalized experiences at scale without traditional resource requirements

Strategic empowerment: Free human talent from mundane tasks to focus on strategy, creativity, and innovation

THIS IS CONTENT OPERATIONS REIMAGINED FOR THE AI ERA.



CORE CAPABILITIES

Intelligent Content Briefing

AI-guided briefing tools, powered by Sitecore Stream, ensure every content initiative begins with clear objectives, brand alignment, and performance benchmarks. AI agents analyze past performance and customer data to recommend optimal content approaches.

Automated Compliance & Review

Brand Guardian can slash Medical, Legal, and Regulatory (MLR) review cycles by up to 85%. Gradiant's AI agents perform real-time quality assurance, checking for WCAG 2.2 compliance, brand adherence, and regulatory requirements. Dramatically accelerated approval while reducing compliance risk.

Centralized Asset Intelligence

Create once, use everywhere. Dynamic asset management, enhanced by Gradiant's AI tagging, transforms Content Hub into an intelligent repository. Assets get automatically tagged, versioned, optimized, and enriched with metadata. Result: a potential 20% increase in asset reuse and significant cost savings.

Performance & ROI Measurement

Custom dashboards provide real-time visibility into content performance. Gradiant's AI agents continuously analyze this data, running experiments and optimizing content based on what actually drives results. Track everything from engagement to conversion rates and revenue attribution. Prove the business value of every content investment.

Composable Architecture

Built on API-first, headless principles, WPP Enterprise Solutions Accelerator integrates seamlessly with your existing technology stack. Adobe Creative Cloud, Figma, Microsoft Office, Sitecore XM Cloud, CDP, OrderCloud. Gradiant's AI orchestration layer connects everything, creating a unified operating model that scales as your business evolves.

MEASURABLE BUSINESS IMPACT

The WPP Enterprise Solutions Content Supply Chain Accelerator, elevated with Gradial AI operations, delivers transformation you can measure:

Speed to Market:

Time to market can be reduced by 25% or more through streamlined workflows and automated approvals. Launch campaigns faster. With Gradial, tasks that took weeks now take minutes.

Operational Efficiency:

Manual content processes can be reduced by 50+ hours a week. Gradial's automation eliminates repetitive tasks like asset tagging, compliance checks, and content updates.

Cost Optimization:

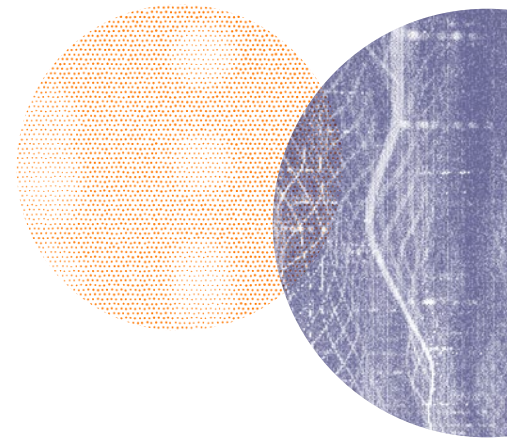
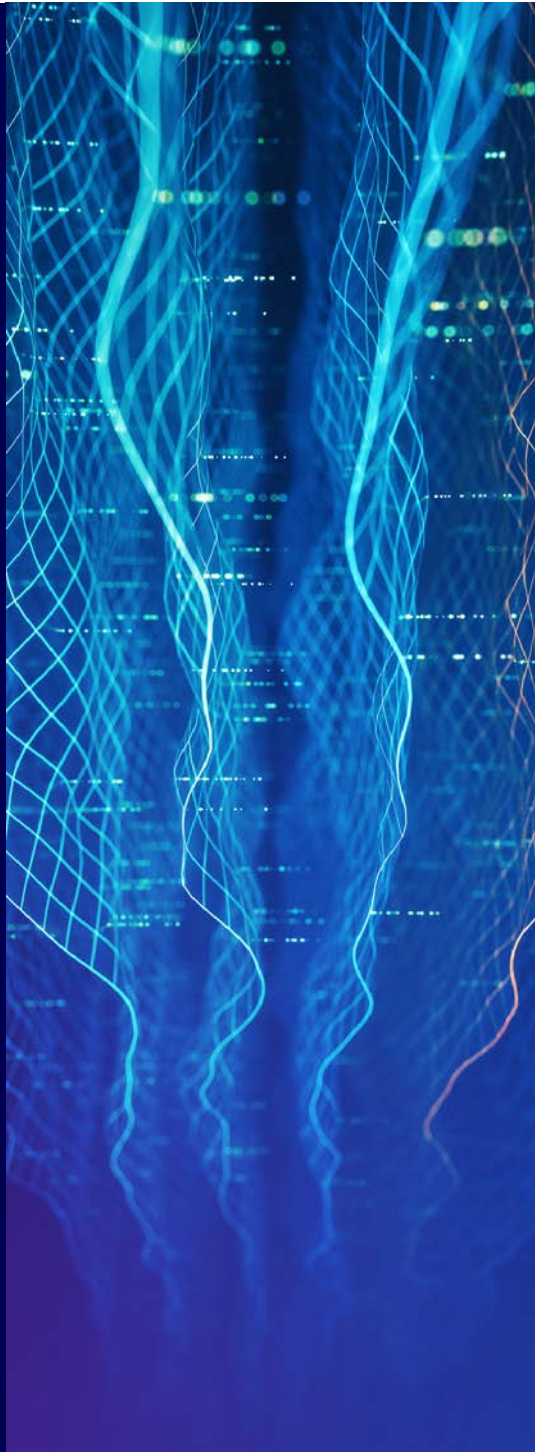
Content reuse can be increased by 20%, dramatically reducing production costs. Avoid expensive compliance fines through automated regulatory checks.

Enhanced Performance:

Audience engagement can be improved by 30%, through data-driven content optimization powered by AI experimentation. Gradial's continuous optimization ensures your content gets better over time.



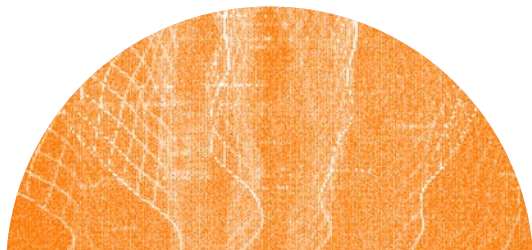
RAPID IMPLEMENTATION



Our proven accelerator methodology can deliver transformation in 8 to 16 weeks through five strategic phases:

1. **Discovery & Value Mapping** establishes your ecosystem context and identifies highest-value opportunities. We map current workflows and pinpoint where Sitecore solutions, Gradiant's AI and other tools platforms can deliver maximum impact.
2. **Accelerator Setup & Configuration** deploys Sitecore Content Hub with WPP Enterprise Solutions' pre-built frameworks and taxonomies. Gradiant's AI agents get configured to your specific workflows.
3. **Integration & Pilot** connects key systems and validates the solution with a select team. We demonstrate AI-automated content operations with real use cases from your organization.
4. **Training & Rollout** ensures enterprise-wide adoption through comprehensive enablement. Your teams learn to work alongside AI agents that handle manual work while they focus on strategy and creativity.
5. **Optimization & Growth** provides ongoing partnership to continuously enhance your content operations. As Gradiant's AI agents learn from your content performance, the system gets smarter and more efficient.

Unlike traditional implementations that take months to show value, our accelerator model can deliver immediate impact through pre-built components, proven frameworks, and battle-tested methodologies refined across hundreds of enterprise deployments.



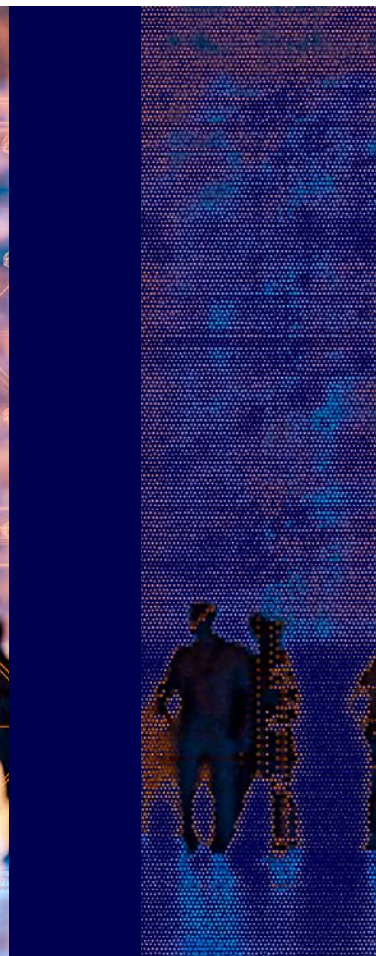
CONCLUSION

The digital landscape will only grow more complex. Customer expectations more demanding. Content operations more critical to business success. Organizations that transform content from a fragmented cost center into a unified, intelligent growth engine will dominate their markets. Those that don't will struggle to compete.

WPP Enterprise Solutions' Content Supply Chain Accelerator, powered by Sitecore

Content Hub and elevated with Gradiant's AI orchestration, provides the transformation platform global enterprises need. It's not just about managing content more efficiently. It's about unleashing content's full potential as a strategic driver of growth, consistency, and measurable business results.

The future of content operations is here. It's intelligent. It's automated. It's fast. And it delivers results you can measure.



CONTACT US

Ready to transform your content operations? Contact WPP Enterprise Solutions today to discover how our Content Supply Chain Accelerator, elevated with Gradiant AI operations, can supercharge your brand's content ecosystem and deliver measurable results in as little as 8 to 16 weeks.



Mark Deal

Head of Technology
Consultancy,
WPP Enterprise Solutions



Gareth Osborne

EMEA Chief Technology Officer,
WPP Enterprise Solutions



Adam Wolf

Executive Director Technology,
WPP Enterprise Solutions



UNDERSTANDING THE ECOSYSTEM: WPP ENTERPRISE SOLUTIONS, SITECORE, AND GRADIAL



About WPP Enterprise Solutions

As a strategic partner, WPP Enterprise Solutions delivers transformative solutions for the world's most ambitious brands. WPP Enterprise Solutions provides the **Content Supply Chain Accelerator** – a comprehensive methodology and set of proprietary tools designed to shift content operations from fragmented management to unified, intelligent operations. WPP Enterprise Solutions acts as the orchestrator, leveraging its deep platform expertise, advisory services, and technology integration capabilities to implement and optimize the entire content ecosystem.

About Sitecore

Sitecore is a leading digital experience platform (DXP) that provides robust tools for content management and customer engagement. WPP Enterprise Solutions transforms **Sitecore Content Hub** into an intelligent, AI-enhanced operating system for an entire content ecosystem. The solution also leverages other Sitecore products like **Sitecore XM Cloud** (for CMS capabilities), **Sitecore CDP** (Customer Data Platform), and **Sitecore OrderCloud**, providing a comprehensive foundation for managing customer data, content and commerce.

About Gradial

Gradial is an AI orchestration platform that supercharges WPP Enterprise Solutions' Content Supply Chain Accelerator. Gradial's intelligent automation and **AI agents** are central to transforming content operations. They don't just assist; they execute across every stage of the content lifecycle – from strategy and planning to creation, review, distribution, and continuous optimization. Gradial's software is centered on content supply chain acceleration, automating manual tasks, embedding intelligence into workflows, and ensuring real-time quality checks, compliance, and personalized content delivery are all seamlessly integrated with Sitecore.

ABOUT WPP ENTERPRISE SOLUTIONS

About WPP Enterprise Solutions

WPP Enterprise Solutions designs, builds, and operates the growth systems that competitive businesses rely on. In a world where AI is reshaping how companies drive growth, we lead clients in business transformation and marketing modernization, connecting strategy directly to execution. Our 12,000 experts in engineering and platforms, commerce, consulting, content transformation, CRM, and CX, work within a unified global operating unit across 40+ markets. WPP Enterprise Solutions works alongside best-in-class partners including Adobe, AWS, Braze, Google, Microsoft, Salesforce, and Shopify, as well as innovators in AI, to deliver growth solutions tailored to the needs of our clients' businesses. We have received distinction as a leader in Commerce Services and CX Strategy Consulting by the Forrester Wave™ reports and are designated by Gartner's Magic Quadrant™ as a Visionary in Digital Experience Services.

About WPP

WPP is the trusted growth partner for the world's leading brands. WPP combines cutting-edge media intelligence, world-class creativity, next-generation production, and transformative enterprise solutions to drive growth at scale. WPP is a publicly listed company (NYSE: WPP).

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