Packaged Service Offering

Bluprintx

Adobe Content Supply Chain Accelerator

Adobe Dynamic Digital Transformations

Accredited
Partner Solution

Solution Overview

Bluprintx

This accelerator is ideal for customers with the following challenges:
Unable to scale content production, roadblocks and bottlenecks in content and campaign production, inability to rapidly deploy assets, enforcing brand and legal compliance, lack of operational visibility, reduce content production and storage costs.

Taking Control of the Content Challenge: Enterprise and Medium organizations need a structured approach to content management. A centralized content supply chain delivers content effectively and efficiently across all campaigns and channels. Improved operations, reduction headcount and increased ROI. They all follow when you've got control of the content supply chain.

This accelerator helps organizations take control of their Content Supply Chain challenges by leveraging Bluprintx's repeatable and measurable approach to design a comprehensive action plan of solution designs and phased roadmap: To overcome the current challenges and deliver growth organizations must take a holistic approach. Technology alone will not solve content supply chain problems.

We will ensure your levers of growth work in harmony.

PEOPLE - Optimal team structures, roles, skills and operating model.
WORKFLOW - The right people, working on high value tasks, at the right time.
TECHNOLOGY - Ecosystem that supports people in new ways of working.
DATA - Operational data & insights to harmonize people & workflow.

Number of times this solution has been deployed:

•   5+

Client(s) this solution has been deployed to:

•   BNY Mellon
•   FIS
•   NEC
•   Grant Thornton

Sales Regions
• AMER
• EMEA
• APAC

Total Addressable Market (TAM)
• 5+ Million

Typical Sales Cycle
• 12-16 weeks

Industries
• Financial Services
• Retail
• Technology
• Media & Entertainment

Target Audiences
• Enterprise and Mid Market

Alignment to Adobe Sales Plays
• Content Supply Chain

Adobe Applications Used in This Solution
• Adobe Workfront
• Adobe Sites
• Adobe Assets
• Adobe Real-Time CDP
• Adobe Marketo
• Adobe Creative Cloud

Typical Implementation Time
• 12 - 16 weeks

Time to Value
• 1-3 Months

Impact Solution has on Regulatory Compliance
• Enforces standardisation with brand and compliance guidelines

Accredited Date
• 2024

The Business Value

Business value this solution provides: The Adobe Content Supply Chain Accelerator, following Bluprintx's repeatable and measurable approach, delivers a comprehensive action plan required to deliver a modern content supply chain.

Design your:
· Ideal team structure, roles and operating model.
· Optimized end-to-end content supply chain process
· Target content supply chain technology architecture & integrations
· Reporting and dashboard requirements
· Prioritized future state business and technical requirements
· A phased transformation roadmap

Business results this solution has provided clients/customers:
CLARITY OF DIRECTION: Increase project success closure rate by 20-30% due to enhanced focus and alignment with business goals
RESOURCE ALLOCATION: Improve resource utilization by 15-20%, reducing unnecessary expenditures.
STAKEHOLDER ALIGNEMENT: Improve project efficiency by 20-25% by ensuring all stakeholders are in sync, reducing miscommunications and delays.
FLEXIBILITY & ADAPTABILITY: Allows for 15-20% quicker adaptation to market changes and business priority shifts, ensuring the project remains relevant.
EFFICIENCY IMPROVEMENT: Save approximately 20-25% of the project cost by avoiding inefficient trial-and-error methods.
REDUCE REWORK: Decrease rework costs by 15-20% by having a clearer initial plan and direction.
OPTIMIZED BUDGET UTILIZATION: Aims for 10-15% more effective use of the allocated budget by prioritizing critical project elements.
RISK ANTICIPATION & MITIGATION: Early risk anticipation and proactive mitigation strategies reduces project failure rates by 25-30%, preventing costly delays or overruns.
CONTINGENCY PLANNING: Helps in saving 10-15% of the project budget by having contingency plans in place, reducing the impact of unforeseen challenges.

What can organizations expect with a fully implemented content supply chain?:
After implementing the solutions contained in the accelerator action plan, organizations have experienced
· Reduction in operational oversight, roadblocks and bottlenecks
· Reduction in amends and rework
· Reduction in storage costs and asset duplication
· Reduced total cost of ownership of creative and marketing technologies
· Increased productivity and utilization
· Increase in asset / campaign production and velocity
· Increased campaign ROI
· Improved compliance & acceptance rates

Learn More

🌐 [Partner Directory Listing](#)

🌐 [Adobe Partner Solution Website](#)

For more information, contact the Adobe Partner Manager and the Partner Key Contact

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