PRESIDIO®

Resonate Workshop: Unlocking your content value with Agentic AI

Reimagine content ops with Agentic AI. According to McKinsey, automation can cut repetitive work by 40%, and Gartner predicts 30% of tasks will be agent-driven by 2027. This workshop maps the steps to simplify, scale, and future-proof your content workflows.
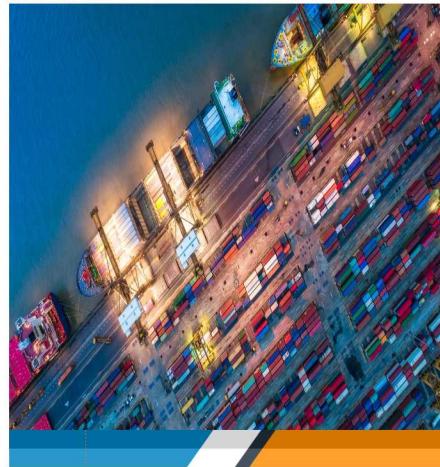
Presidio will collaborate with you to review the current state of the supply chain, identify pain points, prioritize transformation opportunities, develop a future state vision and a roadmap as appropriate. We do this with a strong focus on business outcomes such as driving growth, reducing cost, improving efficiency and customer experience

Who Should Participate

As Presidio facilitates these workshops in a single day, supply chain leaders, Line-of-business leaders, application owners and subject matter experts are crucial representatives who need to participate directly.

Recommended Attendees:

- Content creators (media houses)
- Creative teams (marketing, production)
- Digital Transformation Architects / Application Leads
- Content distribution and Revenue Management teams

Workshop Topics

The following topics may be covered during the workshop:

- Improving Content Visibility Across the Lifecycle
- Automating Repetitive Content Tasks to Free Up Creative Time
- Reducing Time-to-Market with Predictive Content Planning
- Integrating AI with Existing Tools and Workflows
- Forecasting Content Demand and Resource Allocation
- Automating Content Workflows with Agentic AI
- Content Risk Monitoring: Brand, Legal, and Compliance
- Turning Legacy Archives into Active Intelligence
- In-House Capability Assessment

Key Workshop Outputs

Gain immediate value and insight through the following key outputs of the workshop:

- Clear summary of current-state pain points across the content lifecycle
- Prioritized list of quick wins and long-term automation opportunities
- Tailored strategic recommendations aligned to your business goals and use cases
- Mapped capability gaps between current tools/processes and AI-powered future state
- High-level transformation roadmap with phased implementation options
- Defined pilot initiative(s) with expected impact and success metrics
- Stakeholder alignment on what to automate, streamline, or sunset

Benefits of Workshop

Presidio's Supply Chain Workshop will provide the following benefits:

- Consolidate fragmented systems into a **centralized, intelligent media lake** for faster discovery and control.
- Build a phased roadmap to scale **AI automation**—from quick wins to enterprise-wide orchestration.
- Deploy a unified AI-powered content layer with **searchable, enriched metadata** across all storage systems.
- Launch 2–3 **automated agentic workflows** (e.g., auto-tagging, rights checks, personalized packaging).
- Reduce manual effort and repetitive tasks freeing teams to focus on strategic work (McKinsey).
- Improve asset reuse and monetization, boosting content ROI and cutting production waste.
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Let us know how we can help
Contact Presidio Today: www.presidio.com