

BROCHURE

Introducing Content Supply Chain **Multi-Agent Execution**

AI-Enabled Content Operations

EPAM's Content Supply Chain Multi-Agent Execution (MAx)

Smart Orchestration of Content Supply Chains

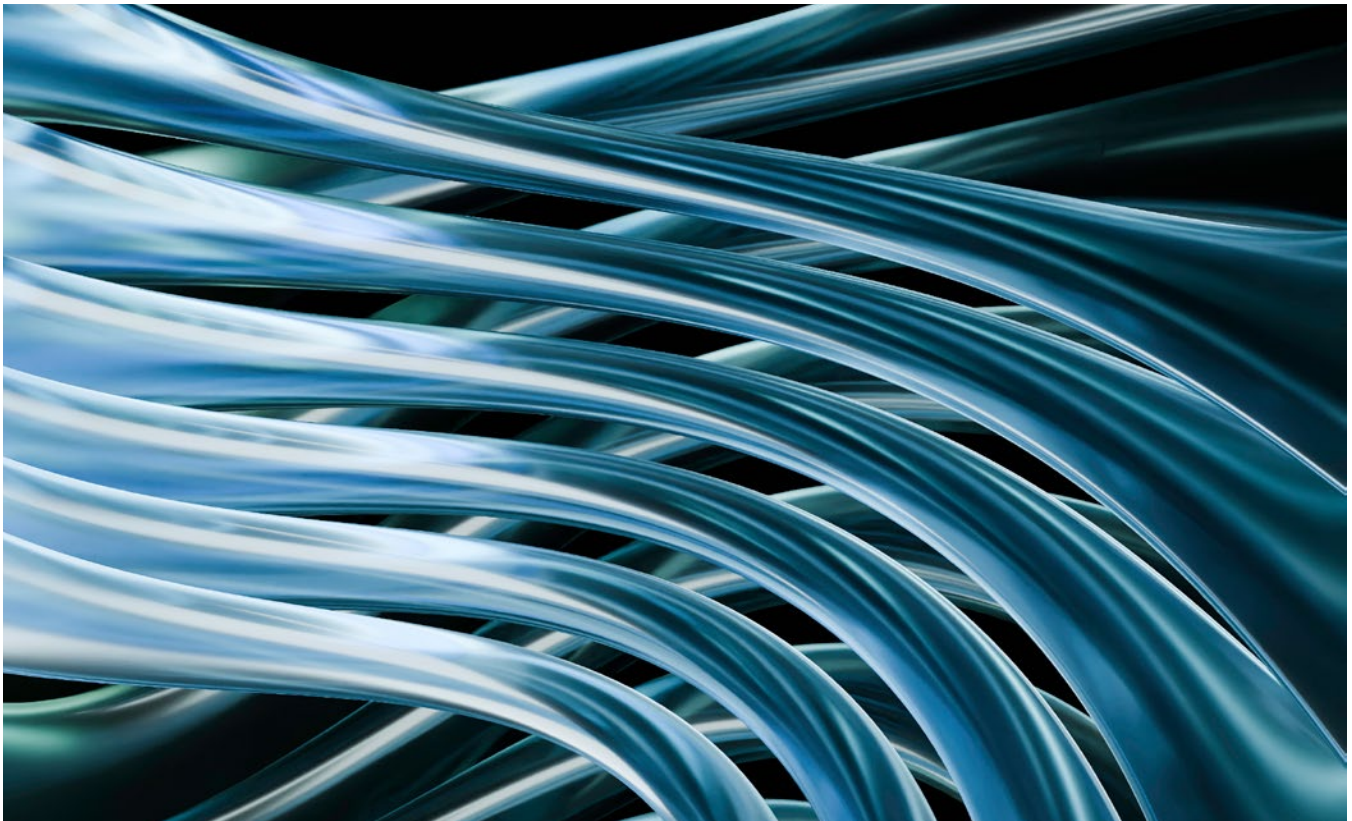
Content operations are complex ecosystems involving different capabilities, processes and tooling. Traditional content automation focuses on each 'stage' of the lifecycle in isolation, often resulting in disconnected touchpoints, siloed tech stacks and an under-optimized process.

We recognize that content operations' greatest challenge is connecting the data, people, processes and technologies across every stage from planning, production, management, distribution and reporting.

This is why we've developed the Multi-Agent Execution framework or EPAM MAx: an agentic assisted content lifecycle with humans in the loop.

MAx empowers content teams to bridge data and tech stacks, enhance tooling and processes and streamline every step of the supply chain.

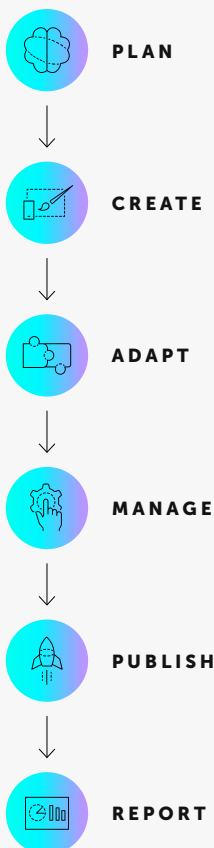
While AI agents work in the background, content teams can oversee and visualize the end-to-end orchestration, tracking progress, leveraging insights, controlling quality and accelerating time to market.



From Siloed Stages in a *Waterfall* Supply Chain...

Addressing the Challenges of Content Supply Chains

Unidirectional workflow where each stage has its own processes and tech stack. Tactical AI automations may exist at a task level, but there are gaps between agents, teams and tools. Output is transferred manually between systems, slowing communication and causing redundancies in process and performance.



01

OPERATIONAL COMPLEXITY

Overwhelming coordination of different teams, tools and data, across portfolio brands and markets.

Teams cannot leverage resources or AI to create the required quantity of content without an ecosystem capable of effectively processing, informing, managing or distributing content at scale.

02

INCONSISTENT QUALITY

Time-consuming manual feedback and QA loops struggle to cover brand alignments, regulatory compliance, and performance insights across all markets and channels.

The production cycle has gaps at the handover points between each stage. Content quality, consistency and reusability are real challenges.

03

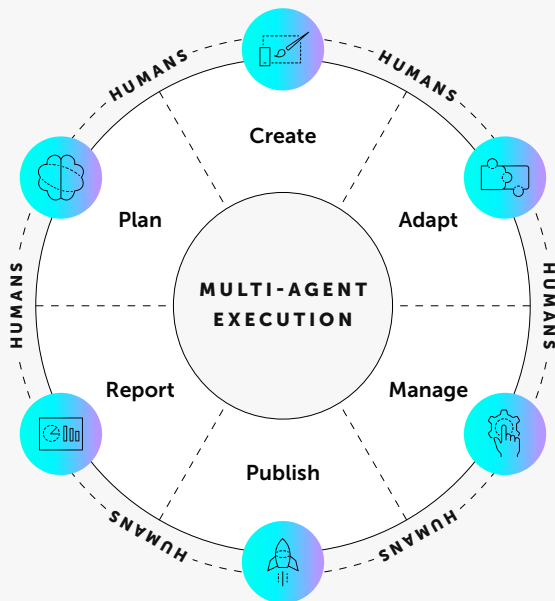
DIFFICULTY SCALING

As omnichannel and personalization demand more original and creative content, operational capacity is held back by under-utilized tooling and process inefficiencies. Teams adapt by either slowing down or decoupling from the central workflow to 'do their own thing'.

...to a Closed-Loop Connected Ecosystem

A Multi-Agent Execution Framework

Leveraging technology to link the touchpoints of end-to-end content supply chains. Each stage of the process is connected to the ecosystem through agentic orchestration and execution and human teams are empowered to oversee it, follow progress and get involved in the most critical elements of decision making and validation.



01

OPERATIONAL TRANSPARENCY

360° orchestration of an integrated workflow that benefits from strong and uninterrupted connections between each stage.

The workflow facilitates knowledge management, cooperation, communication and operational efficiencies.

02

SCALABLE QUALITY

Opportunities for automation and functionality of existing tools are maximized.

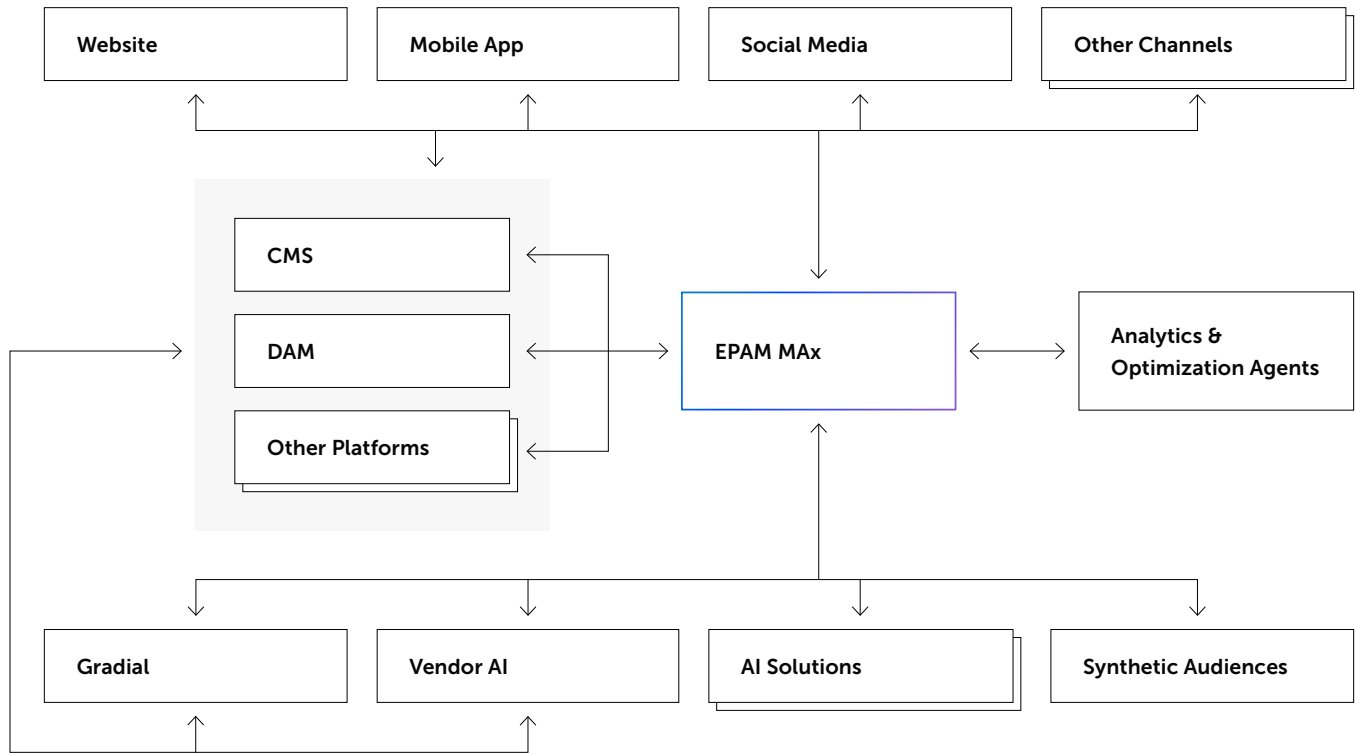
Conversations and handovers between agents at each stage is executed and orchestrated, quality and compliance assurance is integrated, and the workflow can fulfill market and customer needs with up-to-date, adaptable and highly personalized content.

03

STREAMLINED WORKFLOWS

The ability to accelerate workflows and automate 'always on' tasks related to content quality and maintenance brings transparency to the simplified operations. This allows teams to spend less time administering processes or manually moving content between tools and more time creating value.

Tech Stack Example



A Flexible & Tailored Framework

The Content Supply Chain Multi-Agent Execution is a framework for flexible architectures tailored to each content ecosystem. It is essential to remain adaptable so that the AI-agents can scale and grow with the business and learn or improve as the technology evolves and advances.

ADAPTABLE

Agentic orchestration is designed to be adaptable, allowing one agent or a system of agents to be recalibrated or retrained to align with advancing technology or evolving business needs.

COMPOSABLE

The agentic ecosystem is built with composable 'lego blocks' so that each 'part' can be improved or replaced without major infrastructure design.

USABLE

Agents are introduced to assist and improve human workflows. They collaborate with technical and non-technical teams, are designed for ease of use and remain under human oversight.

Future-Proofing Content Supply Chain

Content supply chains should be designed to meet the needs of the business. EPAM's MAx combines agentic orchestration with human talent and smart tooling to create a 360° multi-agent execution framework that can evolve and grow with an organization.

Key Benefits & Features



TIME TO MARKET

We maximize efficiency and value by breaking the siloes between each stage of the end-to-end content supply chain, connecting data and tooling, and leveraging self-learning.

The result? A streamlined ecosystem that can generate relevant and original content at scale.



HUMAN IN THE LOOP

A multi-agent approach that recognizes AI as the enabler, not the solution.

Humans control and oversee the workflow, while operational efficiencies are generated by connecting composable AI-agents, allowing teams to focus on greater creativity, strategy and consistent value generation.



ORCHESTRATION DASHBOARD

A framework created to support human workflows that prioritizes transparency, usability, and cooperation.

Humans and AI agents collaborate effectively through trackable progress, inputs and outputs across every step of the journey.





GET IN TOUCH

Ready to transform your content supply chain and streamline your content operations?



Contact us to learn more about EPAM's Multi-Agent Execution or learn more about our Sitecore Solutions.

