

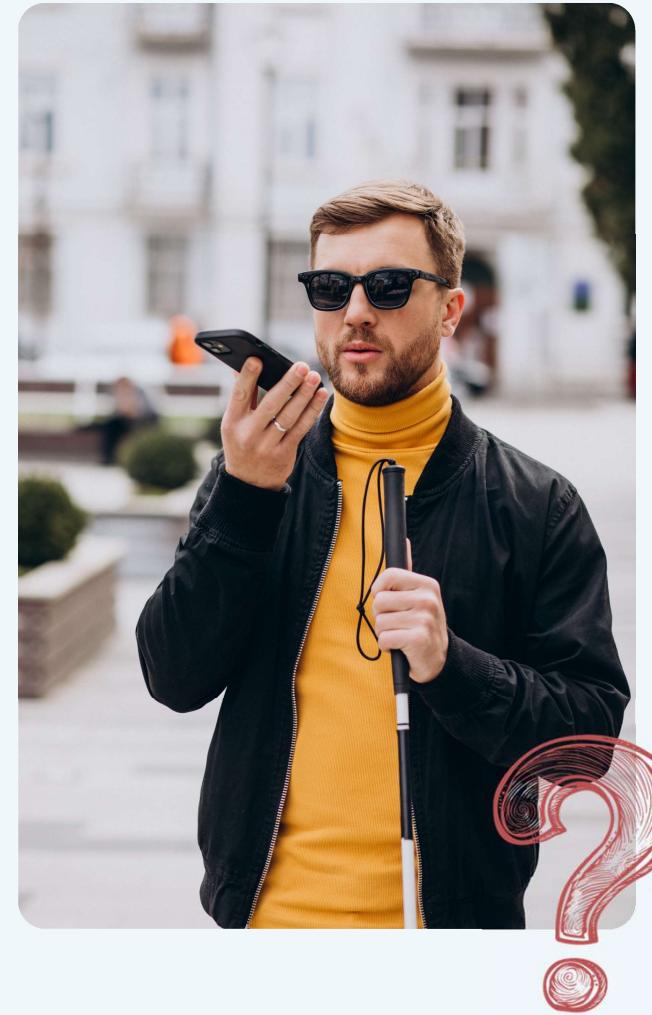
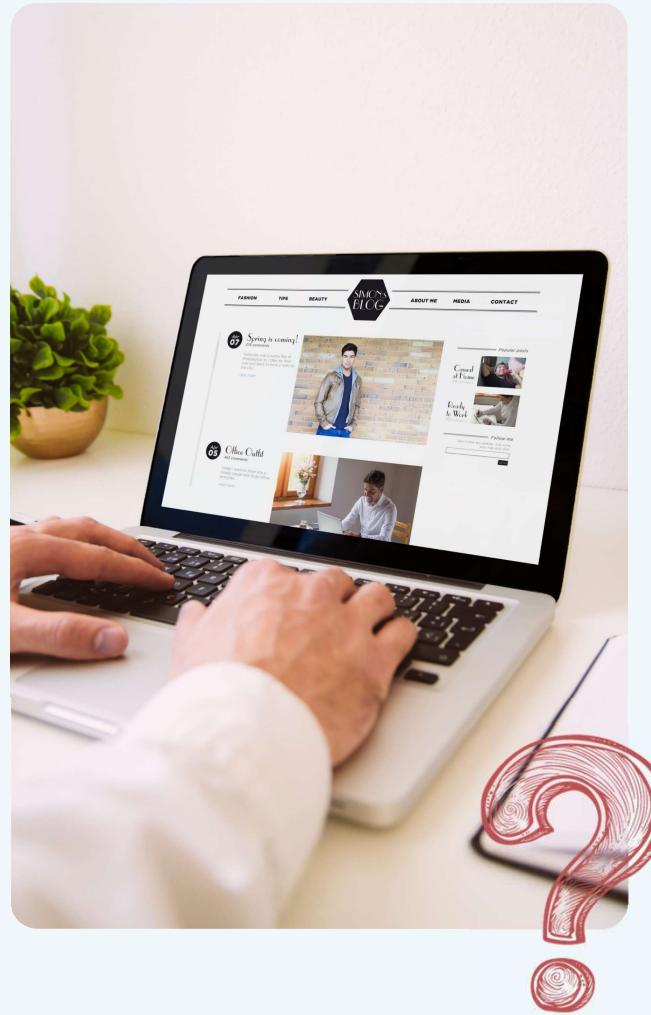
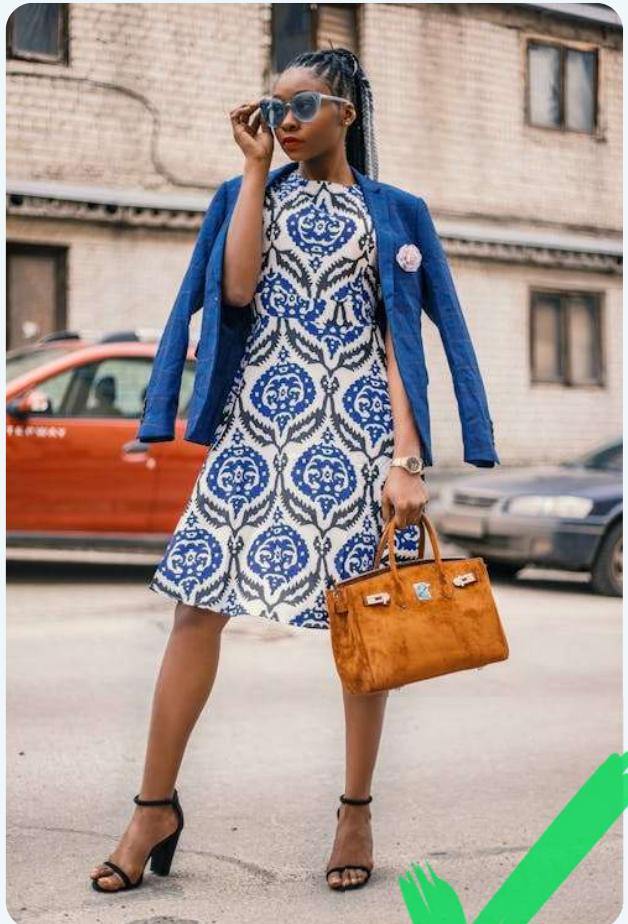


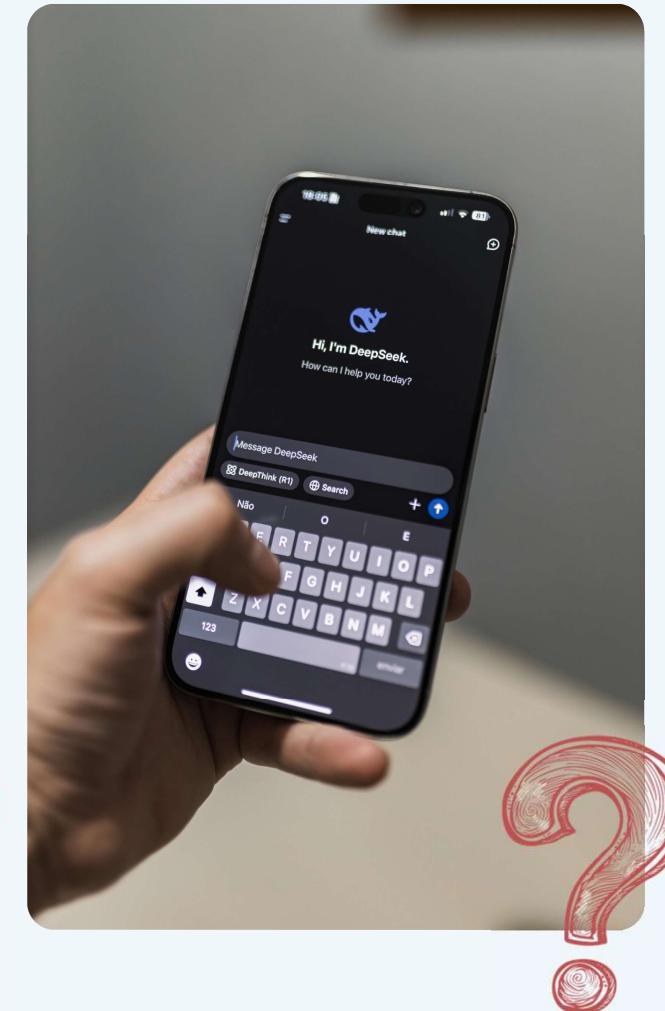
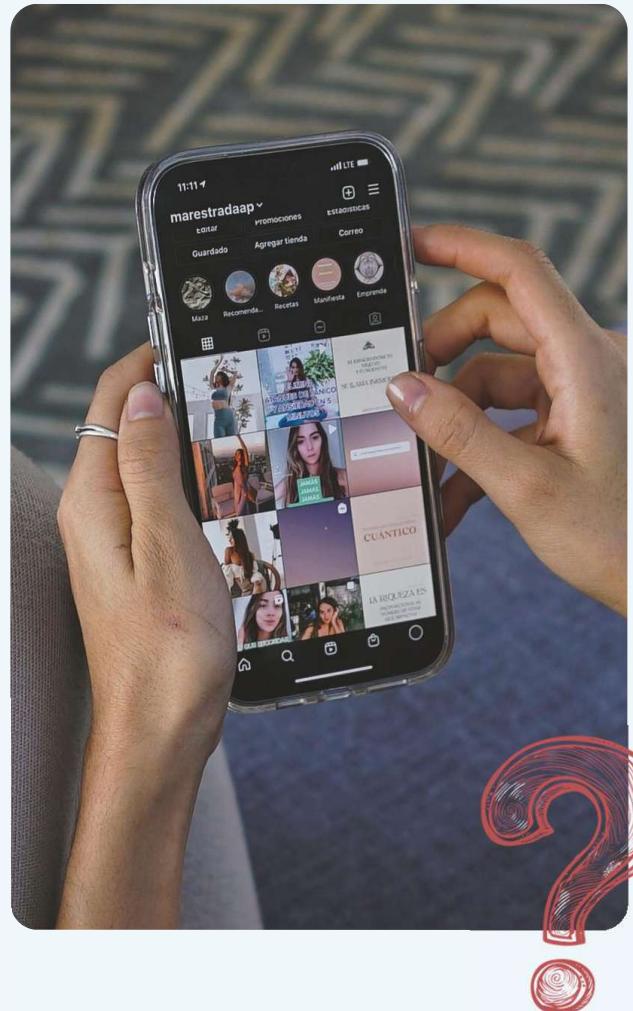
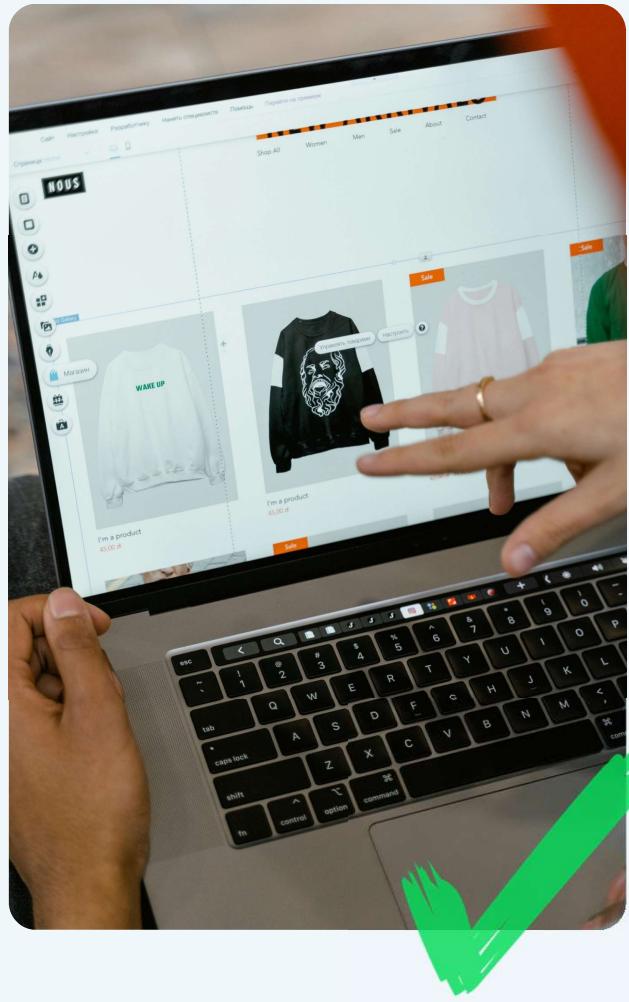
A Diamond Standard in Digital: How Luxury Brands Craft Content

Christian Hallerbach
Senior Solutions Consultant
Amplience



Everything has changed
and nothing has changed.





TOM FORD HIGHLIGHTS MEN WOMEN EYEWEAR GIFTS

ITALY

MEN'S LEATHERWEAR [SHOP NOW](#)

NEW ARRIVALS [SHOP ALL](#)

NEW BUFFALO GRAIN LEATHER ASYMMETRIC RACER € 8.290 BUFFALO GRAIN LEATHER BIKER PANT € 8.290 GRAIN LEATHER ZIP BIKER € 7.790 GRAIN LEATHER BIKER PANT € 8.290

WOMEN'S WINTER 25 [SHOP NOW](#)

Homepage



Localised



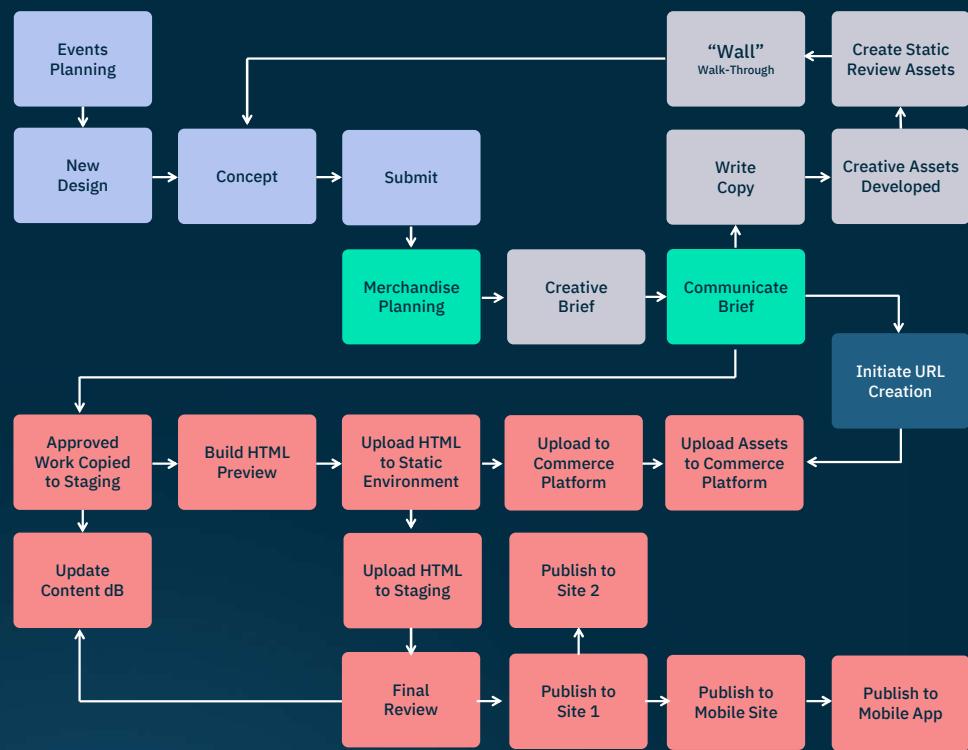
Personalised



Multi Variant Test



Content operations are inefficient



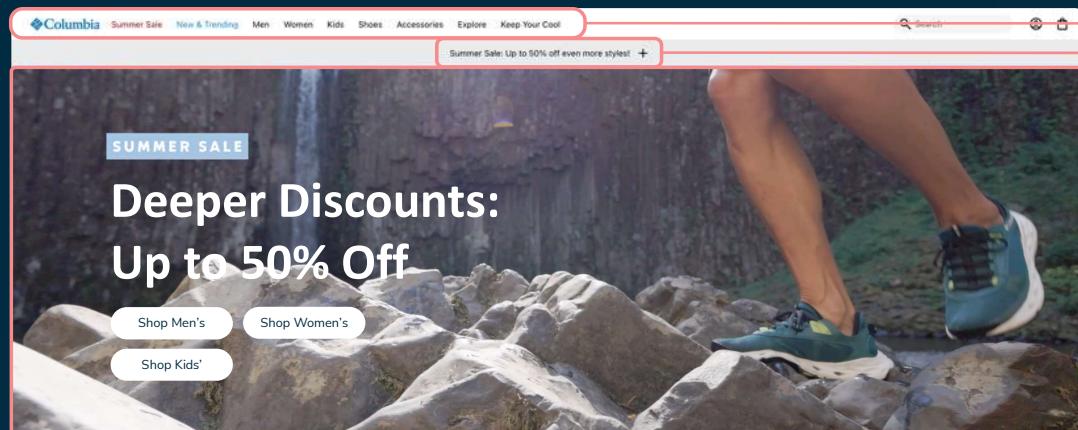
- Manual steps
- Duplication
- Review cycles
- Rework
- ≈90% of work is non-value-add
- Expensive

Product time to market taking weeks

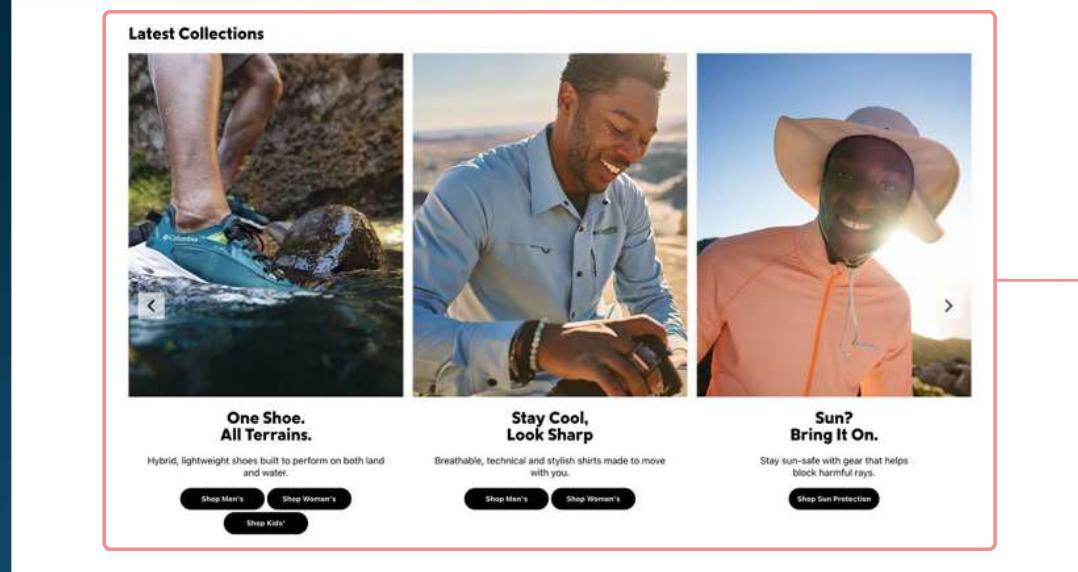
Your content supply chain
isn't working for you...

What is Content?

What is Content?



• Navigation
• Promotion



• Banner (Text & Video)

• Card



Find Your Gear

Casual Fleece Puffers Hiking Shoes Sherpa Fleece Waterproof Jackets Technical Tops

Shop by Activity

Hiking Walking Fast Hiking Trail Running

#TESTEDTOUGH

Share your outdoor adventures by tagging @columbia_eu and using #TestedTough to be featured!

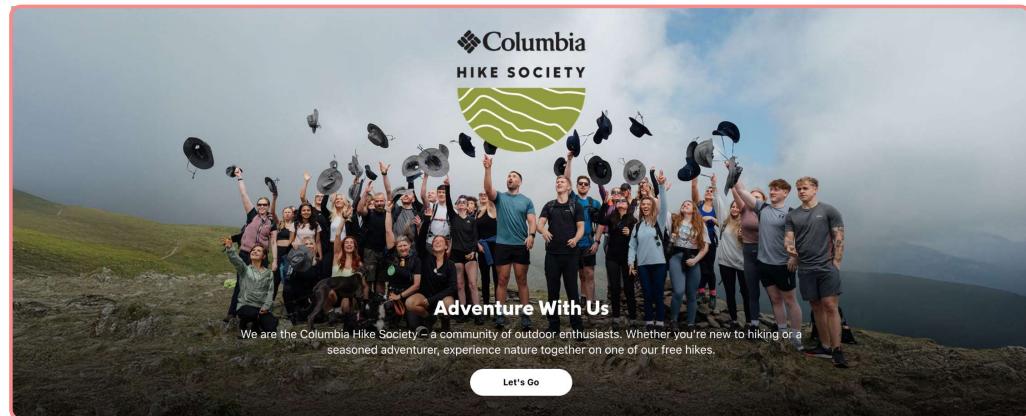
SHOW MORE

• Product Finder

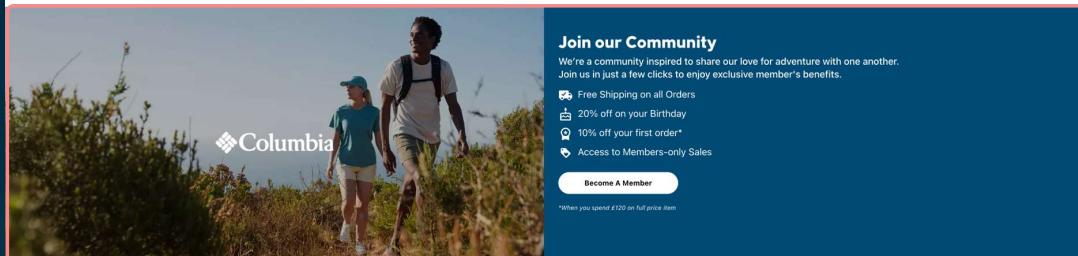
• Carousel of Cards

• User Generated Content

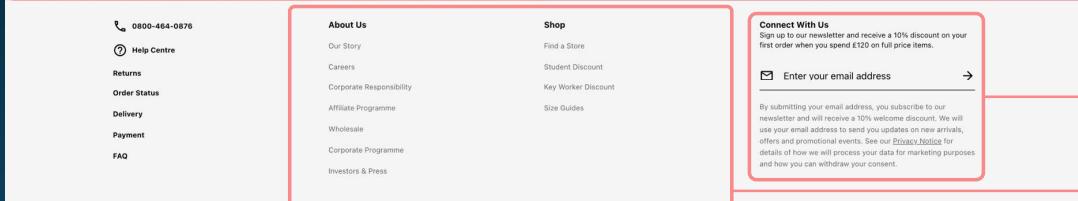
 Columbia



• Card

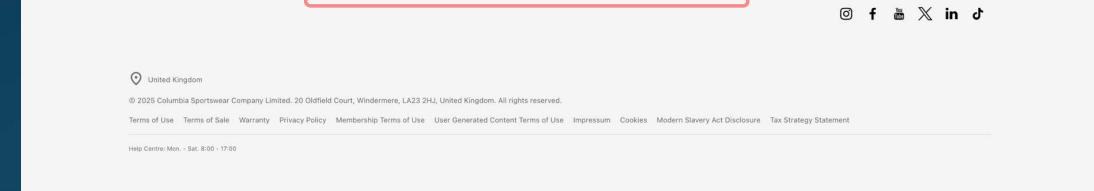


• Split Banner



• Imprint

• Navigation



 Columbia

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Lack
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Santiago Esstisch
Keramik
Universelle Preiseempfehlung
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Editor Auswahl

Fermo sideboard
Holz
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NEW YORK

Search

SALE NEW HANDBAGS WALLETS JEWELLERY CLOTHING SHOES ACCESSORIES GIFTS OUTLET

/ HANDBAGS / HANDBAGS

HANDBAGS

WHAT TO CARRY NEXT?

CROSSBODY BAGS TOTE BAGS SHOULDER BAGS SATCHELS & CLUTCHES BACKPACKS & LAPTOP BAGS

Sort by: Best Matches

173 Products

Filter By: COLOR, ITEM TYPE, PRICE, BAG SIZE, MATERIAL, COLLECTION

Deco Quilted Chain Shoulder Bag £395

Deco Quilted Mini Crossbody Bag £295

Deco Quilted Chain Shoulder Bag £275 - £395 £395 (Up to 30%)

Deco Quilted Mini Flap Chain Crossbody Bag £200 - £295 £295 (Up to 32%)

end of season sale
ENJOY UP TO
50% off
SELECT STYLES
SHOP NOW

Grace Perforated Convertible Shoulder Bag £195 £395 (50%)

ALMOST GONE

B DAMEN HERREN KINDER HOME & LIVING

Neu Luxus Bekleidung Schuhe Taschen Accessoires Sport Beauty % Sale Marken Geschenke Fall 25 Trends

Damen / Inspiration / Luxus Trends

NEW SEASON für Damen (46)

← zur Damen Startseite
← zu Inspiration

KATEGORIEN

Luxus Trends

- Bohemian Edit (10)
- Bowling Bags (42)
- Burgundy (23)
- Chocolate Brown (53)
- Iconic bags (91)
- Luxury It-Bags (75)
- Monochrome Colors (15)
- New Season (46)**
- Shades of Green (31)
- Suede Selection (46)
- Timeless Classics (18)

NEW IN: PRE-FALL 25
Die neuen Kollektionen unserer Luxusmarken sind eingetroffen.





VICTORIA BECKHAM
Blouson aus Wolle 1.250 €

VICTORIA BECKHAM
Rollkragenpullover aus Wolle 490 €

TREND ALERT
Von Chocolate Brown bis Wildleder: Entdecken Sie die Trends der neuen Saison



FIORUCCI

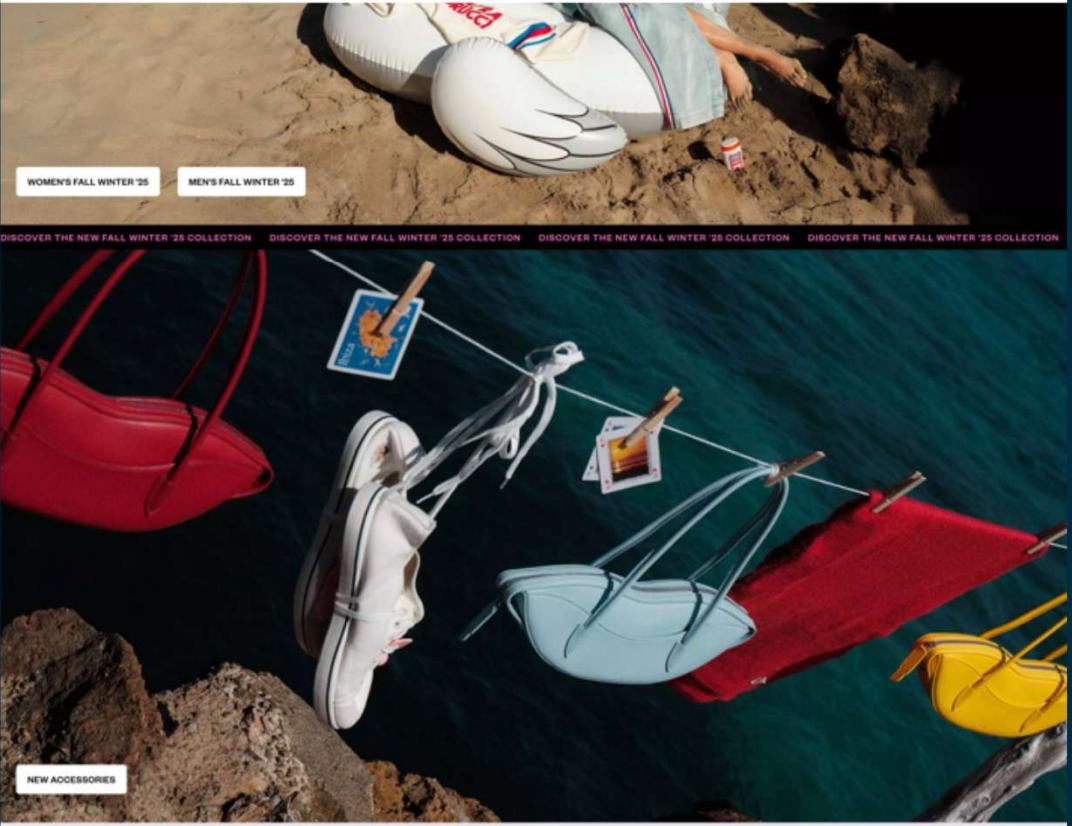
WOMEN MEN ACCESSORIES STORIES

LATEST CLOTHING

- New - Clothing
- New - Accessories
- Most Wanted
- Fall Winter '25
- Beatudo
- DiscoLove
- T-Shirts & Tops
- Shirts & Blouses
- Sweatshirts & Hoodies
- Knitwear
- Angels
- Dresses
- Jeans & Denim
- Trousers
- Shorts & Skirts
- Leggings & Joggers
- Jackets & Coats
- All Clothing
- Outlet

FALL WINTER '25 **SHOP NOW** **SHOP NEW IN** **DENIM** **SHOP NOW**





DISCOVER THE NEW FALL WINTER '25 COLLECTION

CHARM

Racconta la tua storia e metti in mostra le tue passioni con i Charm in Argento Sterling 925 Pandora. I charm Pandora...

Mostra di più



ISPIRAZIONI

SHOP 811

FILTRA E ORDINA ▾ FAMIGLIA E AMICI VIAGGI E HOBBY SIMBOLI AMORE ANIMALI OCCASIONI SPECIALI



PERSONALIZZABILE
INCIDI IL TUO GIOIELLO

Charm Cuore Pendente da incidere
29,00 €

Charm Pendente Quadrifoglio Verde Piccolo
29,00 €



Charm Pendente Lucciola che si illumina al Buio
65,00 €

Charm "Sempre e Per Sempre"
19,00 €



MINI CHARM
CREA IL TUO BRACCIALE,
PER TE UN CHARM IN
REGALO

Scopri e acquista

CHARM

Racconta la tua storia e metti in mostra le tue passioni con i Charm in Argento Sterling 925 Pandora. I charm Pandora...

Mostra di più



ISPIRAZIONI

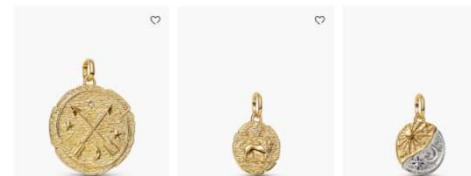
SHOP 811

INDOSSA CIÒ CHE SEI



Non sono solo gioielli, ma simboli della tua
unicità. Una storia che solo tu puoi
raccontare. Scopri i nuovi Talismani
Pandora.

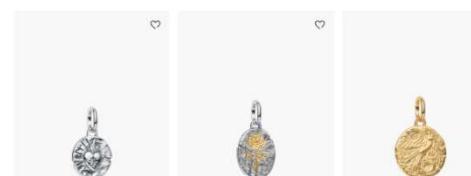
Acquista ora



Charm Medallion Grande Frecce
"Ad Mellora"
99,00 €

Charm Medallion Leone "Vita
Veritas Virtus"
59,00 €

Charm Medallion Sole e Luna "Ad
Astra Per Aspera"
55,00 €



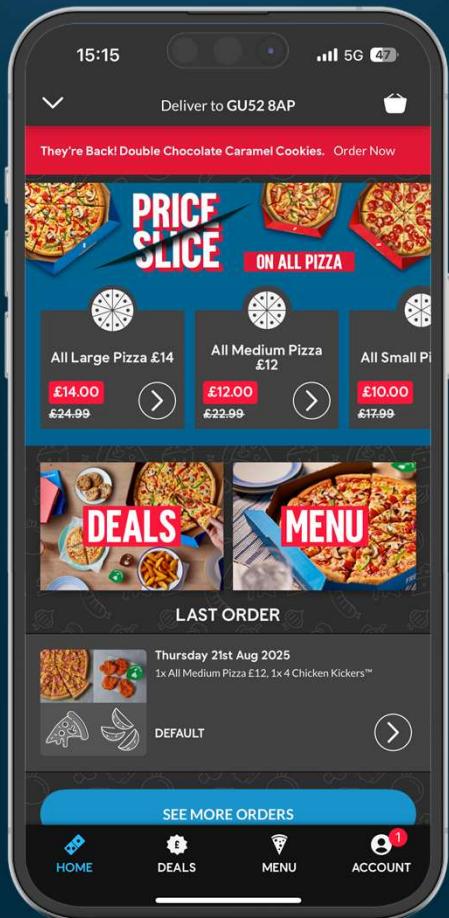
Charm Medallion Cuore Sacro
"Amor Vincit Omnia"
35,00 €

Charm Medallion Rosa "Rosa Inter
Spinas Crescit"
49,00 €

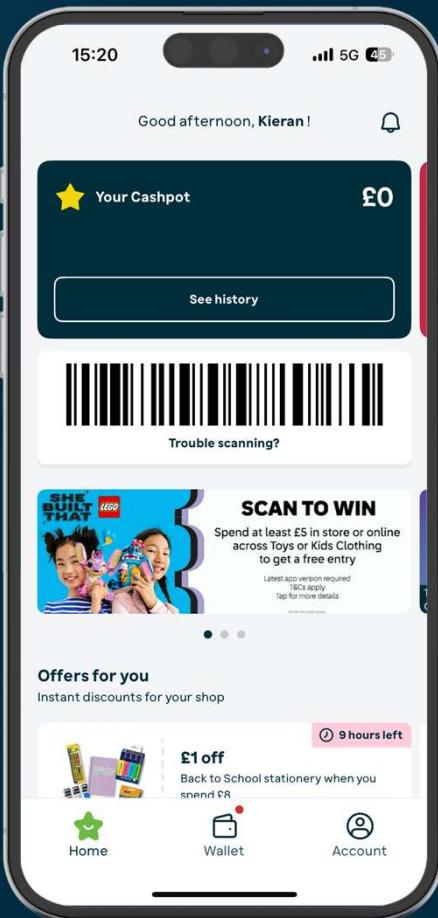
Charm Medallion Rondine "Dum
Vita Est Spes Est"
59,00 €



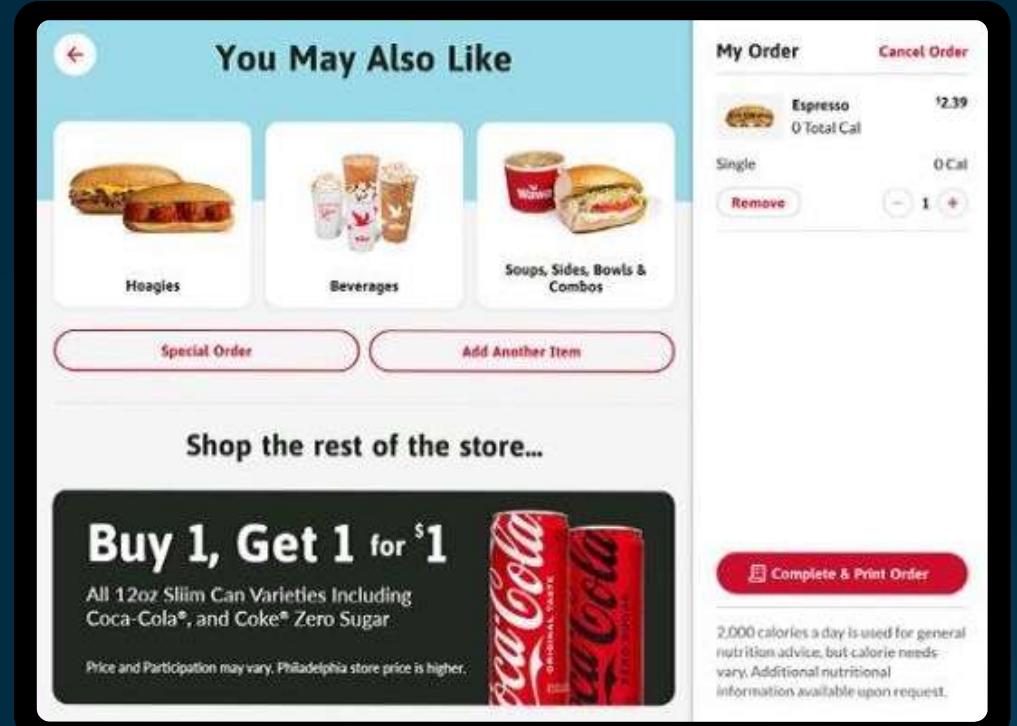
NOVITÀ PANDORA TALISMAN



Mobile App

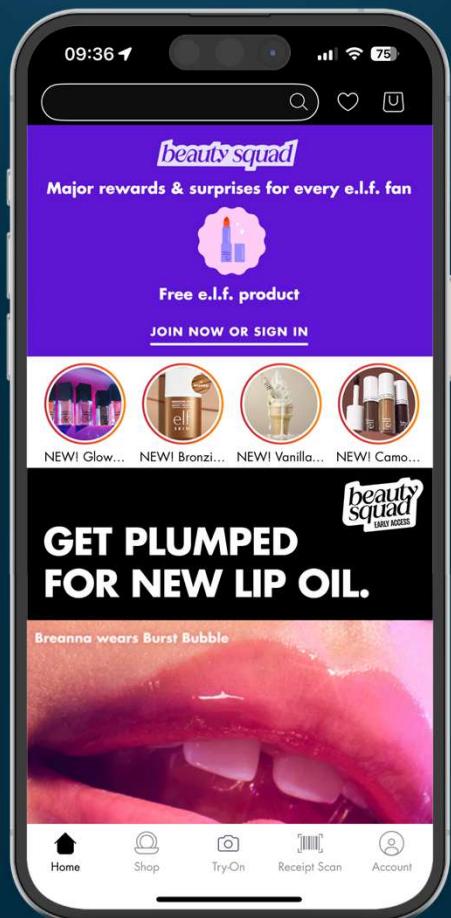


Loyalty App

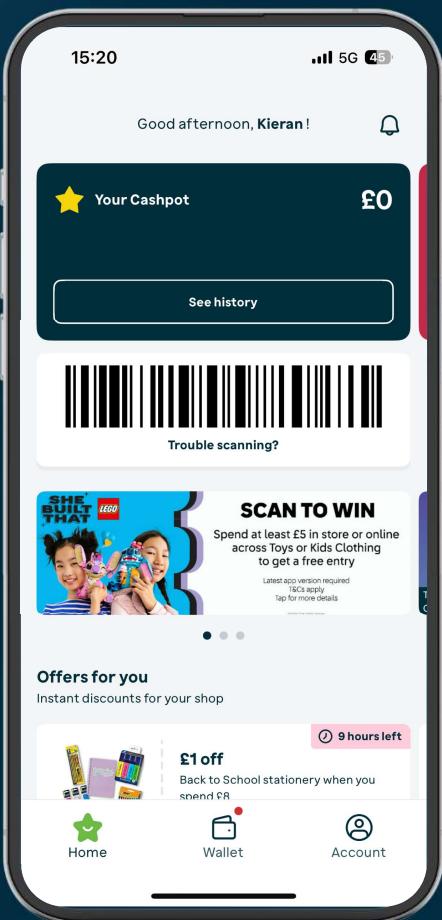


Self Service Kiosk

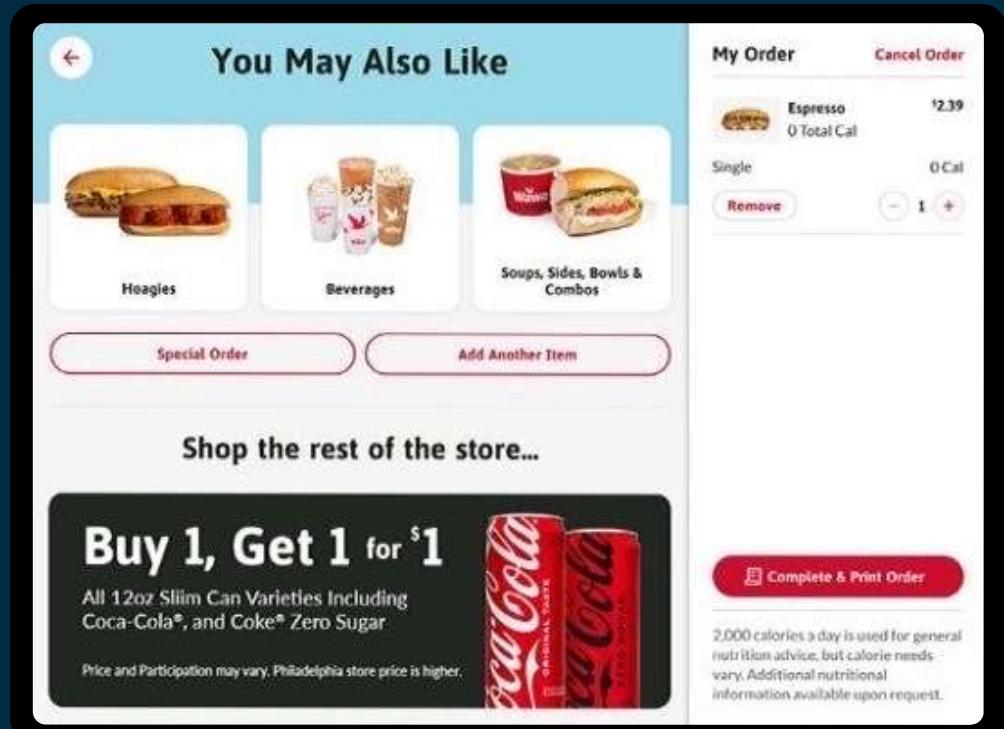
elf



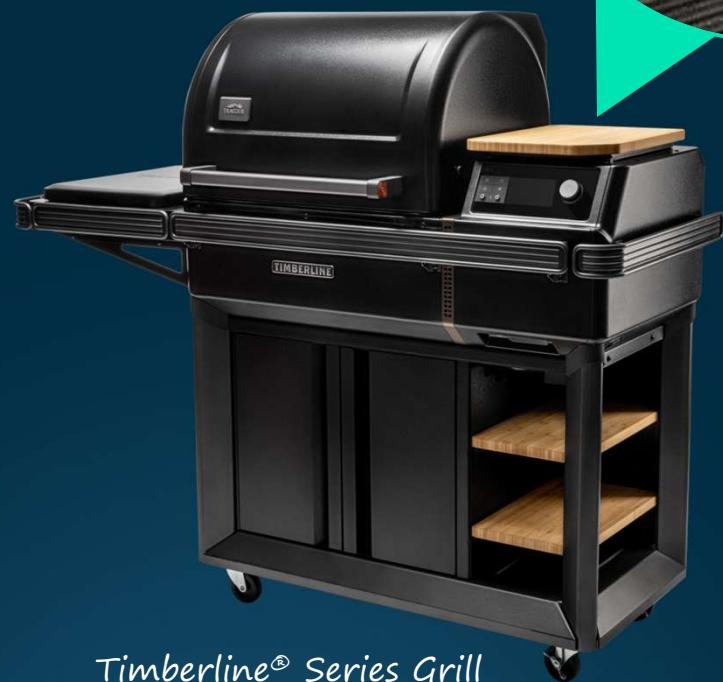
Mobile App



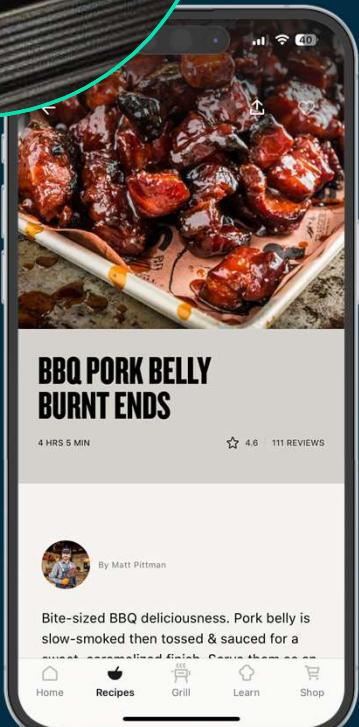
Loyalty App



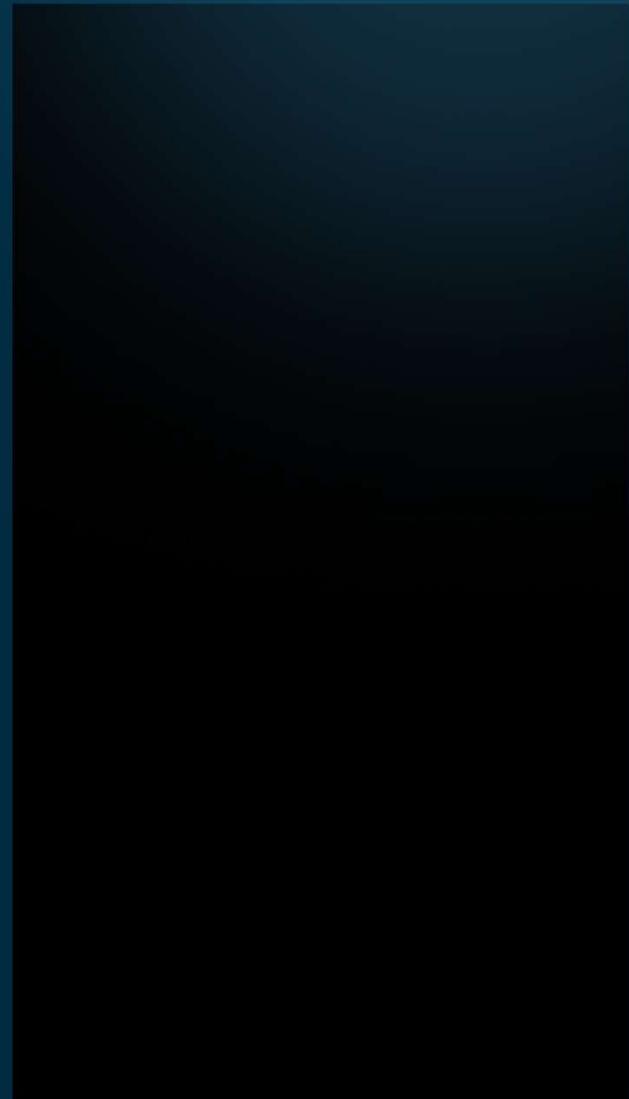
Self Service Kiosk



Timberline® Series Grill



Customer App



In Store Displays

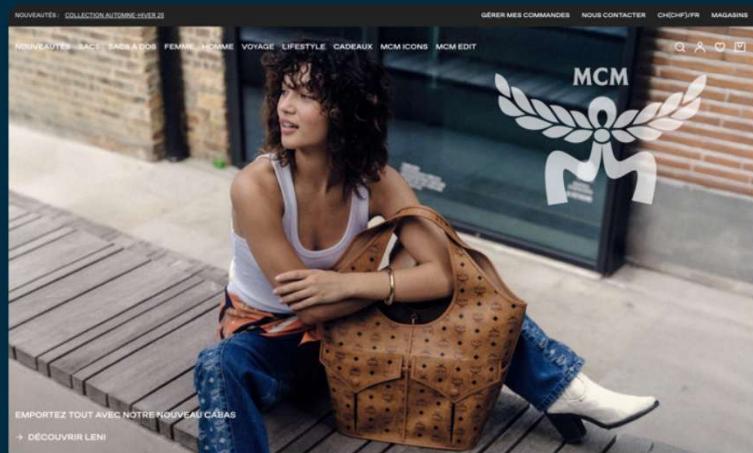
NOUVEAUTÉS / COLLECTION AUTOMNE-HIVER 20

GERER MES COMMANDES NOUS CONTACTER CH(CHF) / FR MAGASINS

NOUVEAUTÉS SACS SAC À DOS FEMME HOMME VOYAGE LIFESTYLE CADEAUX MCM ICONS MCM EDIT

SEARCH

MCM



EMPORTEZ TOUT AVEC NOTRE NOUVEAU CABAS

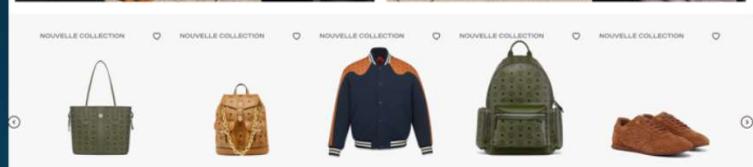
→ DÉCOUVRIR LENI



+ DÉCOUVRIR LES NOUVEAUTÉS FEMME

+ DÉCOUVRIR LES NOUVEAUTÉS HOMME

NOUVELLE COLLECTION NOUVELLE COLLECTION NOUVELLE COLLECTION NOUVELLE COLLECTION NOUVELLE COLLECTION



SMALL SAC CABAS LIZ EN VISETOIS CHF650.00

MINI SAC À DOS AREN EN VISETOIS CHF380.00

VESTE UNIVERSITAIRE EN POINT DE ROME AU MOTIF JACQUARD... CHF780.00

MEDIUM SAC À DOS STARK EN VISETOIS CHF1250.00

BASKETS BASSES FEDERLITE EN CUIR BUEDE À LAURIER CHF480.00



NOUVEAUTÉS : COLLECTION AUTOMNE HIVER 20

GERER MES COMMANDES NOUS CONTACTER CH(CH)FR MAGASINS

NOUVEAUTÉS SACS CADEAUX FEMME VOYAGE LIFESTYLE CADEAUX MCM ICONS MCM EDIT



EMPORTEZ TOUT AVEC NOTRE NOUVEAU CABAS

→ DÉCOUVRIR LENI

+ DÉCOUVRIR LES NOUVEAUTÉS FEMME

+ DÉCOUVRIR LES NOUVEAUTÉS HOMME

NOUVELLE COLLECTION NOUVELLE COLLECTION NOUVELLE COLLECTION NOUVELLE COLLECTION NOUVELLE COLLECTION


SMALL SAC CABAS LIZ EN VISETOS CHF550.00

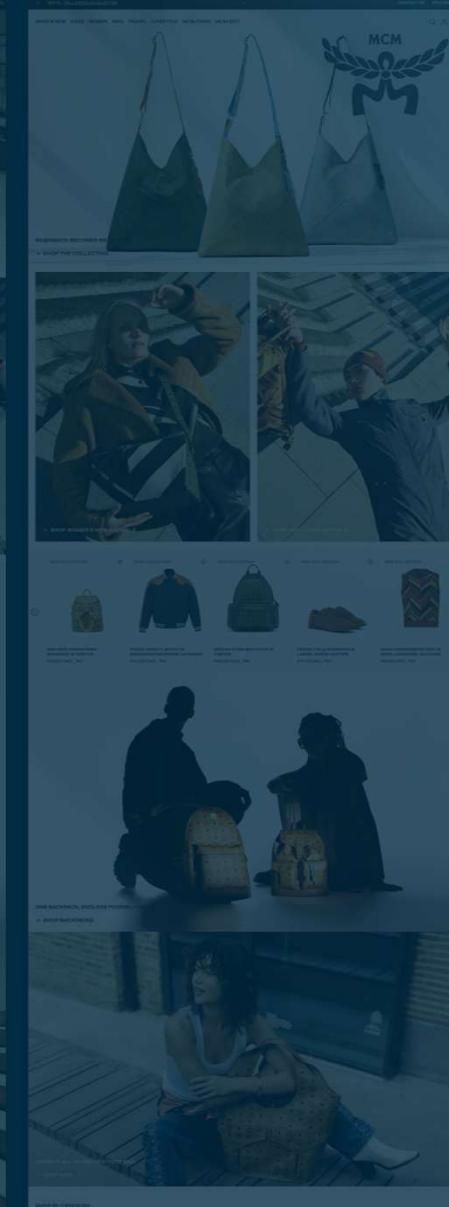

MINI SAC À DOS À CORDON AREN EN VISETOS CHF360.00

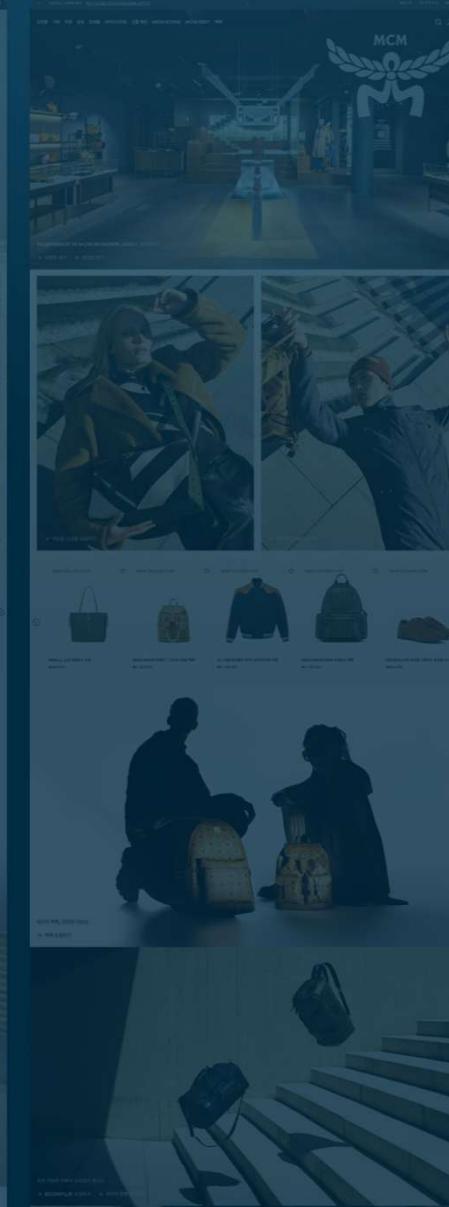

VESTE UNIVERSITAIRE EN POINT DE ROME AU MOTIF JACQUARD CHF750.00


MEDIUM SAC À DOS STARK EN VISETOS CHF1250.00


BASKETS BASSES FEDERLITE EN CUIR SUÉDE À LAURIER CHF480.00







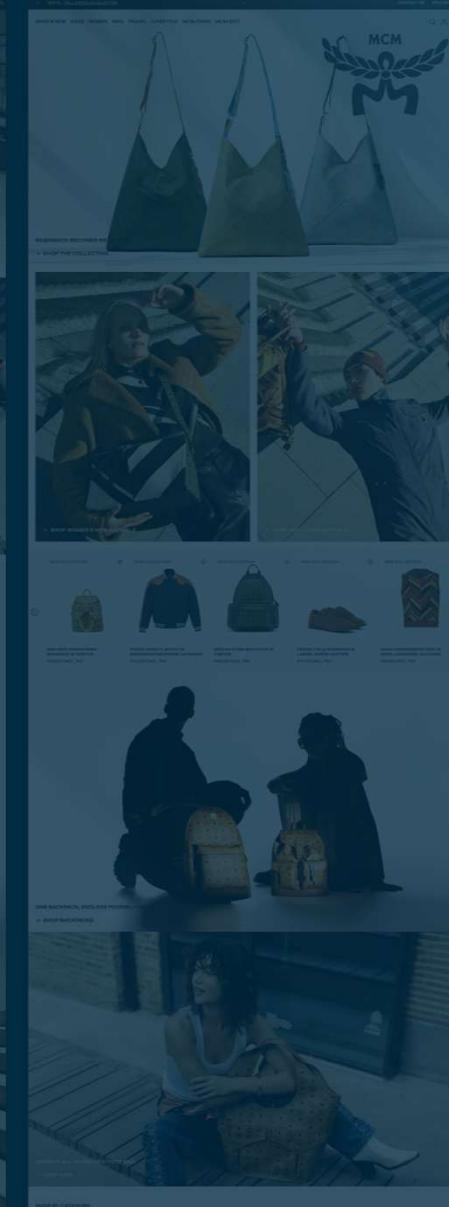
NOUVEAUTÉS : COLLECTION AUTOMNE HIVER 20

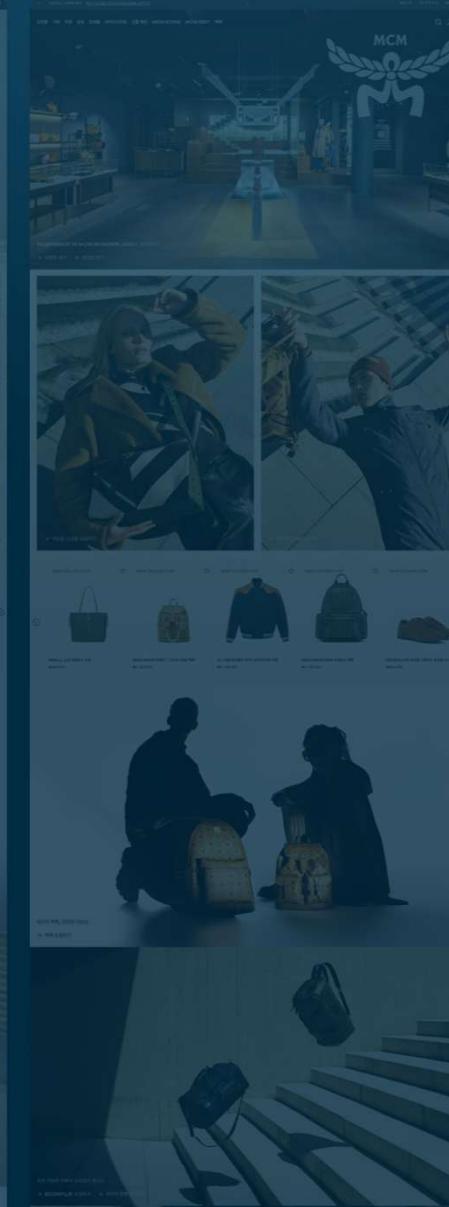
GERER MES COMMANDES NOUS CONTACTER CH(CH)FR MAGASINS

NOUVEAUTÉS SACS CADEAUX FEMME VOYAGE LIFESTYLE CADEAUX MCM ICONS MCM EDIT





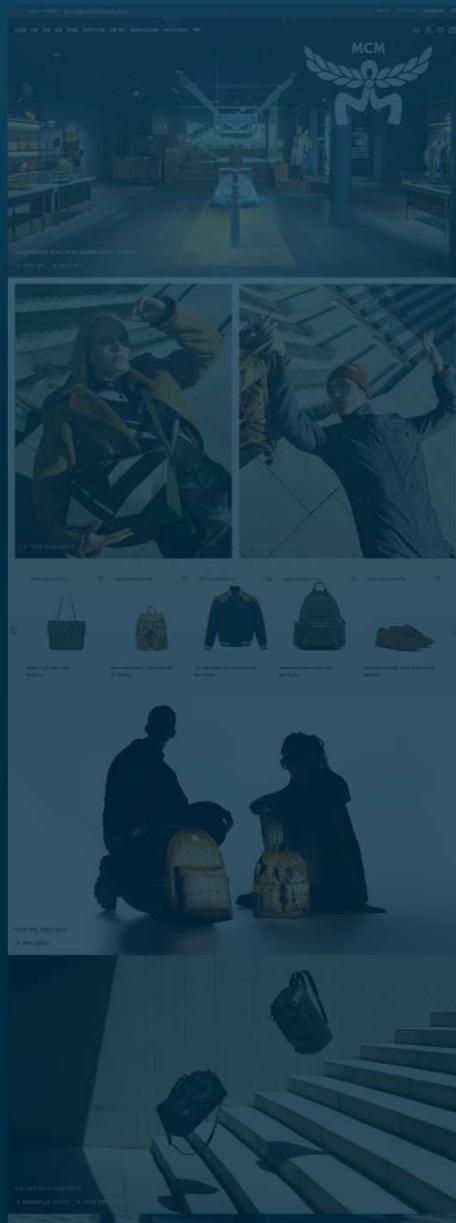
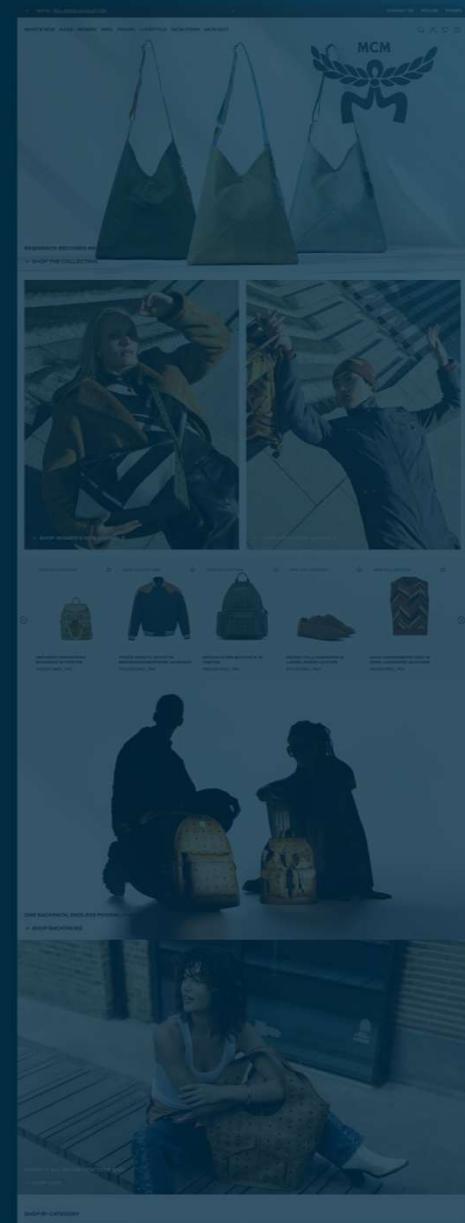
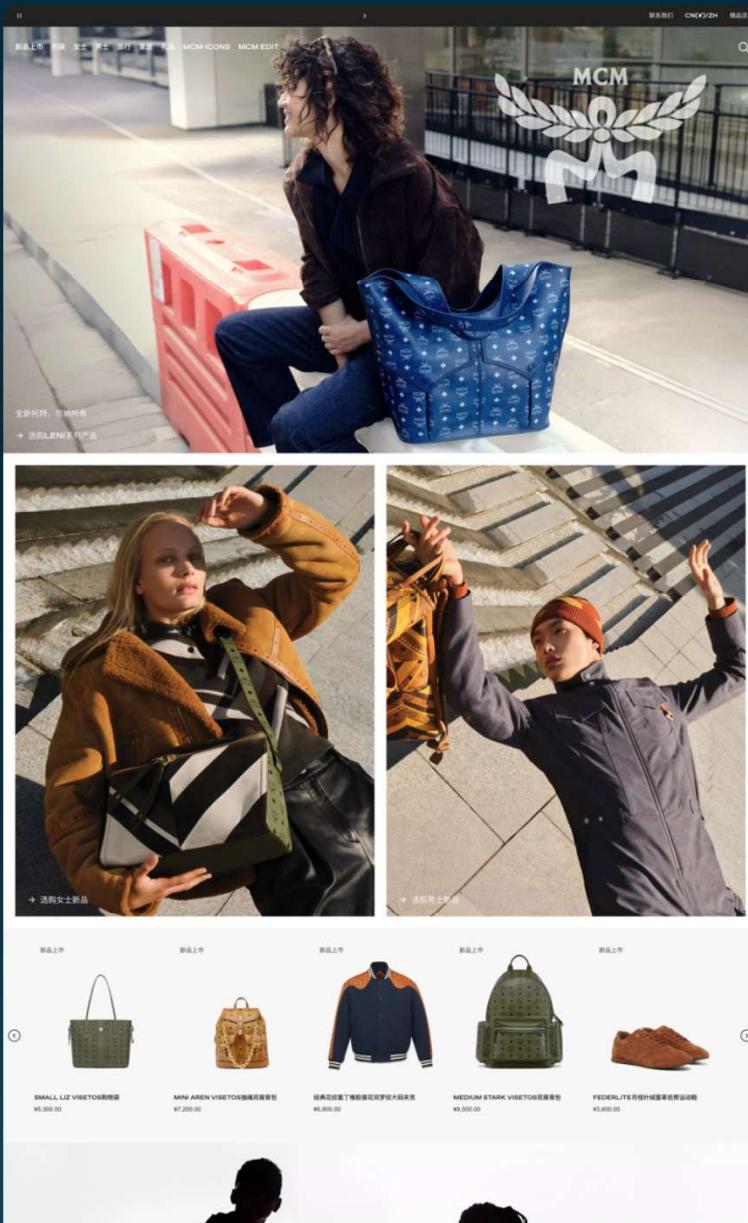


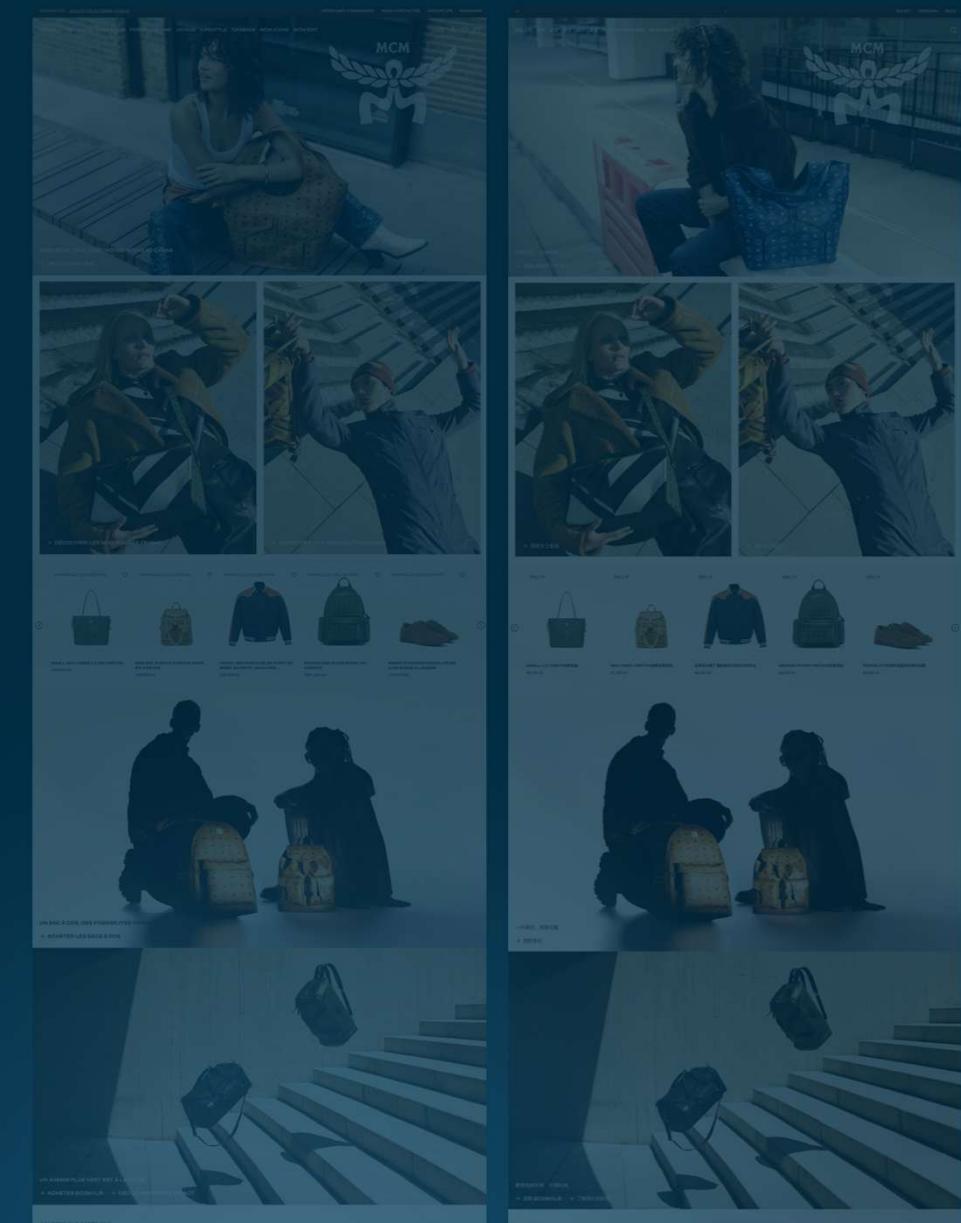












II NEW IN FALL WINTER 23 COLLECTION

CONTACT US JPY/EN STORE

WHAT'S NEW BAGS WOMEN MEN TRAVEL LIFESTYLE MCM ICONS MCM EDIT

MCM

BE@RBRICK BECOMES WEARABLE

→ SHOP THE COLLECTION

NEW COLLECTION NEW COLLECTION NEW COLLECTION NEW COLLECTION NEW COLLECTION

MINI AREN DRAWSTRING BACKPACK IN VISTOS
¥14,800 (INCL TAX)

PONTE VARSITY JACKET IN MONOGRAM NEOPRENE JACQUARD
¥19,200 (INCL TAX)

MEDIUM STARK BACKPACK IN VISTOS
¥19,800 (INCL TAX)

FEDERIQUE LO SNEAKERS IN LAUREL BUDÉ LEATHER
¥7,700 (INCL TAX)

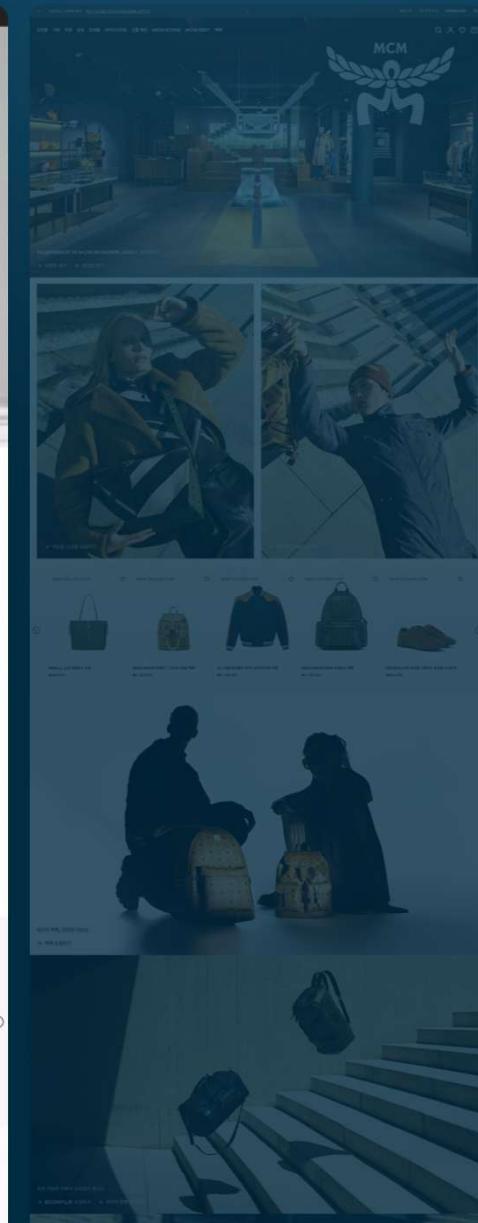
MEGA HERRINGBONE VEST IN WOOL-CASHMERE JACQUARD
¥88,800 (INCL TAX)

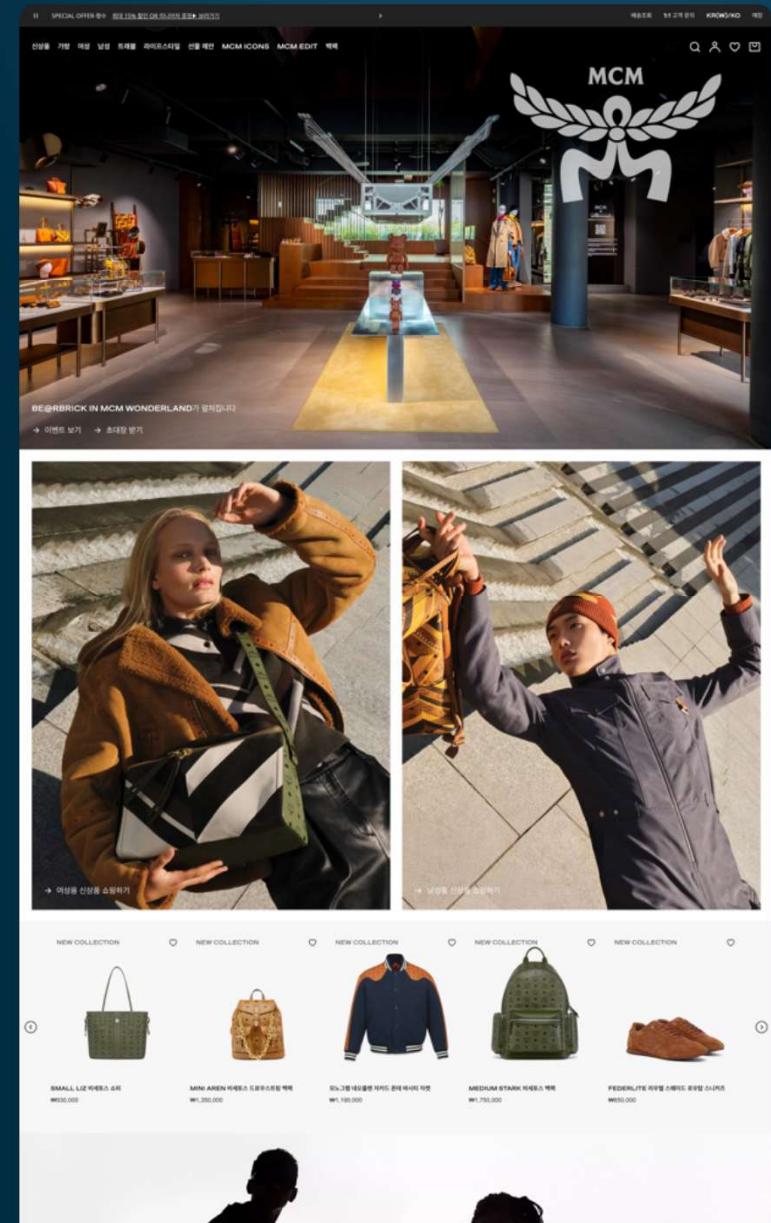
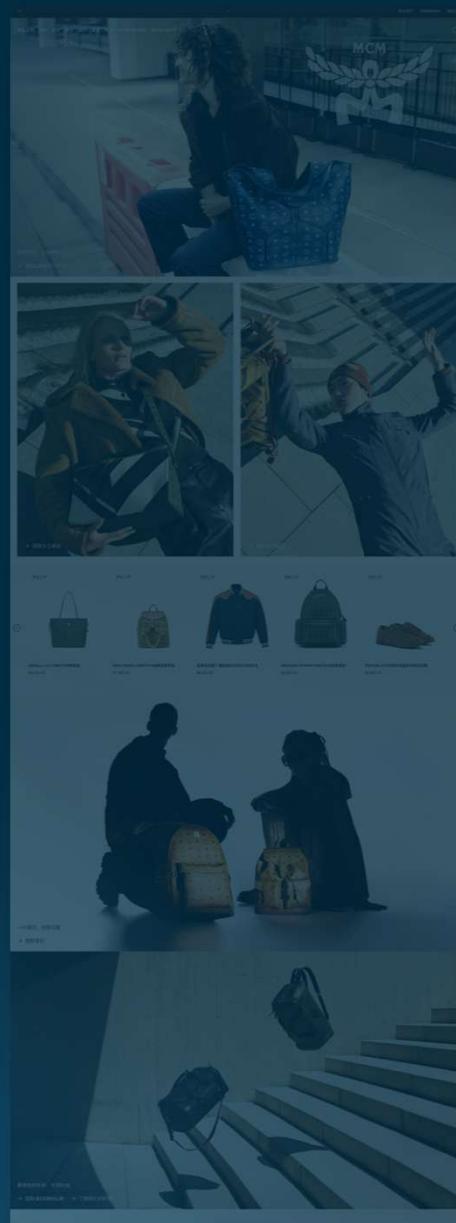
→ SHOP WOMEN'S NEW ARRIVALS

→ SHOP MEN'S NEW ARRIVALS

→

→





I need a new pair of Takkies

I need a new pair of Takkies



I need a new pair of Takkies



Sneakers



Trainers



Runners



Takkies



Rubber Shoes



Clarks®

TOM FORD HIGHLIGHTS HOMME FEMME LUNETTES CADEAUX



HOMMES

NOUVEAUTÉS

VESTE EN MOHAIR

€ 4,990

COULEUR: CARMEL BEIGE



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TAILLE

TROUVEZ VOTRE
TAILLE

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SÉLECTIONNE L'OPTION DE DISPONIBILITÉ

AJOUTER AU SAC

AJOUTER À LA LISTE DE SOUHAITS

DÉTAILS

VOUS AIMEREZ PEUT-ÊTRE AUSSI

NOUVEAUTÉS



NOUVEAUTÉS



NOUVEAUTÉS



NOUVEAUTÉS



<

>



VESTE EN MOHAIR
image numéro 0

VESTE EN MOHAIR
image numéro 1

VESTE EN MOHAIR
image numéro 2

VESTE EN MOHAIR
image numéro 3

fr-CH

Manteau en fausse fourrure brun clair Tom Ford, à double boutonnage.

en-GB

Tan double-breasted coat with a fuzzy texture, featuring the Tom Ford label.

Veste en laine beige portée par un modèle, vue de profil.

Close-up of a person wearing a fluffy beige coat over a white shirt.

Veste marron en peluche, boutons noirs, fleur blanche, pantalon cuir noir, bottines noires.

Person in a fuzzy brown coat, black leather trousers, and sunglasses, hands in pockets.

Homme défile en manteau beige, pantalon noir et bottes, avec une broche fleur blanche et gants noirs.

Model in tan fur jacket, black leather trousers, gloves, scarf walks on runway. Audience seated on sides.

FLANNELS Shop by product or designer

Outlet New Beauty Men Women Junior Home Designers Gifting

BACK HOME NEW ARRIVALS

NEW IN: DESIGNER FASHION

Add some luxury to your wardrobe with our new season collection of street-style, formal and coveted classics. Uncover a selection of the most sought-after designer clothing, accessories and footwear for all occasions. Invest in the basics with a selection of t-shirts, oversized hoodies, trousers and jeans matched perfectly with a pair of on-trend trainers. Ensure you have all the accessories needed to elevate your...

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NEW IN: MEN NEW IN: WOMEN NEW IN: KIDS NEW IN: BEAUTY NEW IN: HOME

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Sort By

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- Discount £ GBP (High To Low)
- Discount % (High To Low)
- Price (Low To High)
- Price (High To Low)
- Brand (A To Z)
- Brand (Z To A)

Gender

- Womens (682)
- Mens (578)
- Unisex Kids (67)
- Boys (62)
- Girls (28)
- Unisex Adults (26)

GUCCI GUCCI SHEARLING JKT LD54 £6,620

FENDI FENDI LEATHER DRESS LD54 £6,200

TOM FORD TF SATIN BMBR SNS4 £3,790

DOLCE AND GABBANA DG COAT LD54 £3,650

VERSACE VERSACE EMB DRESS LD54 £3,400

TOM FORD TF CSHMR CARDI SNS4 £3,390

FENDI FENDI BLOUSON SNS4 £3,200

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Credit subject to status. Terms apply
Missed payments may affect your credit score

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MIU MIU MIU AVENTURE SUEDE LD52 £3,100

BOTTEGA VENETA SMALL HOP BAG £3,100

BOSS X BECKHAM SHEARLING JACKET £3,095

PRADA PRADA MIDI DRS LD54 £3,050

FLANNELS Shop by product or designer

Outlet New Beauty Men Women Junior Home Designers Gifting

BACK HOME WOMEN CLOTHING DRESSES FENDI FENDI LEATHER DRESS LD54

FENDI Fendi Leather Dress Ld54 £6,200

Colour Tobacco

Size 42 (UK 10) 44 (UK 12) Size guide

Payments May Take Longer Than Usual. Less than 10 available

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Product Description

Product code: 660687

Delivery

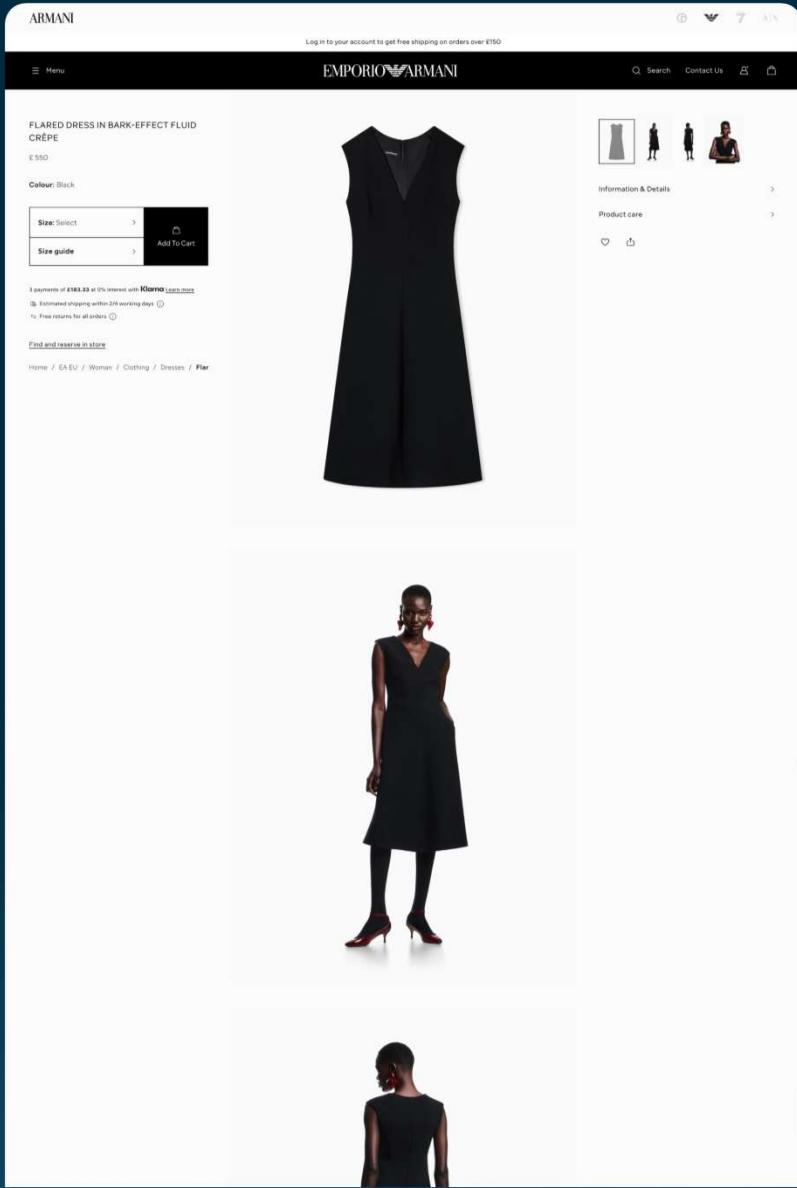
Returns

Recommended For You

Gucci Gucci Shearling Jkt Ld54 £6620

SIMILAR ITEMS [Fendi](#) Women > New Arrivals Women >

Brand **vs** Multi-Brand



Use Cases

- Product Description
- Alternative Text (ALT Text)
- Translated Product Description
- Search Engine Optimisation (SEO)
- Generative Engine Optimisation (GEO)
- Product Syndication
 - Locales
 - Images



ARMANI

Log in to your account to get free shipping on orders over £150

EMPORIO ARMANI

FLARED DRESS IN BARK-EFFECT FLUID CRÈPE

£550

Colour: Black

Size: Select 3 Add To Cart

Size guide

3 payments of £183.33 at 0% interest with Klarna [Learn more](#)

Estimated shipping within 2-4 working days [View](#)

Free returns for all orders [View](#)

Find and reserve in store

Home / EA EU / Woman / Clothing / Dresses / Flar

The product page for a black flared dress on the Emporio Armani website. The page features a large image of the dress on the left, with a woman modeling it from the front and back below it. On the right, there is a sidebar with product details and a navigation menu. The dress is described as 'FLARED DRESS IN BARK-EFFECT FLUID CRÈPE' and costs £550. It is available in size 3, with an 'Add To Cart' button and a 'Size guide' link. Payment options include 3 payments of £183.33 at 0% interest with Klarna. Shipping and returns information is also provided.



Log in to your account to get free shipping on orders over €150

Menu

EMPORIO ARMANI

FLARED DRESS IN BARK-EFFECT FLUID CRÈPE

€ 550

Colour: Black

Size: Select

Size guide

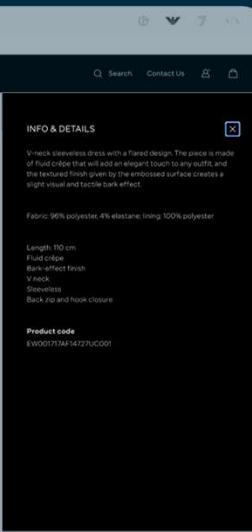
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Estimated shipping within 2-4 working days

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INFO & DETAILS

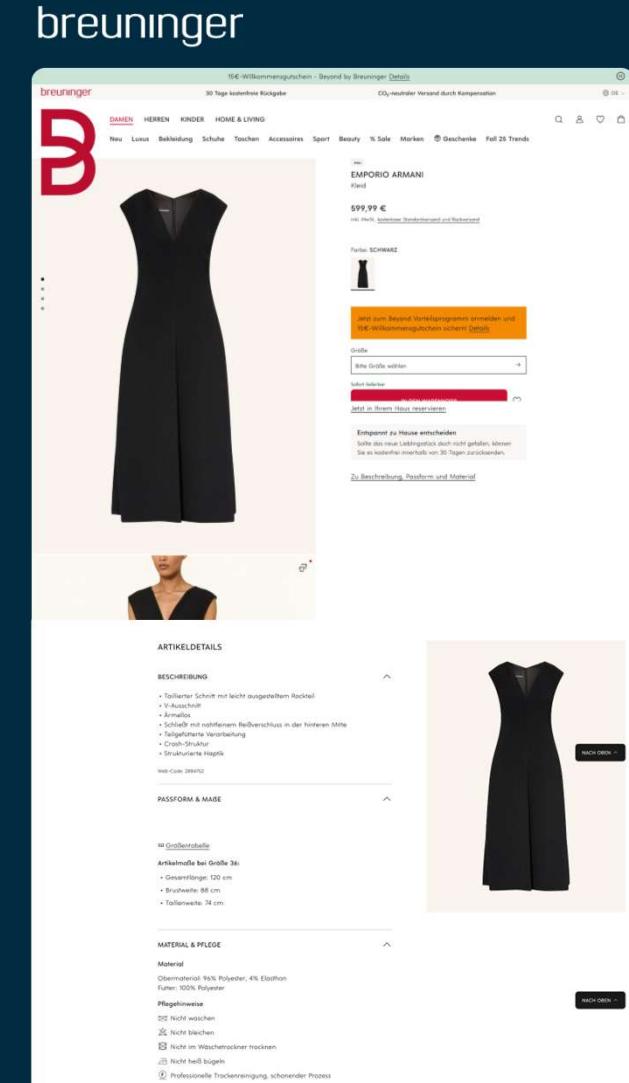
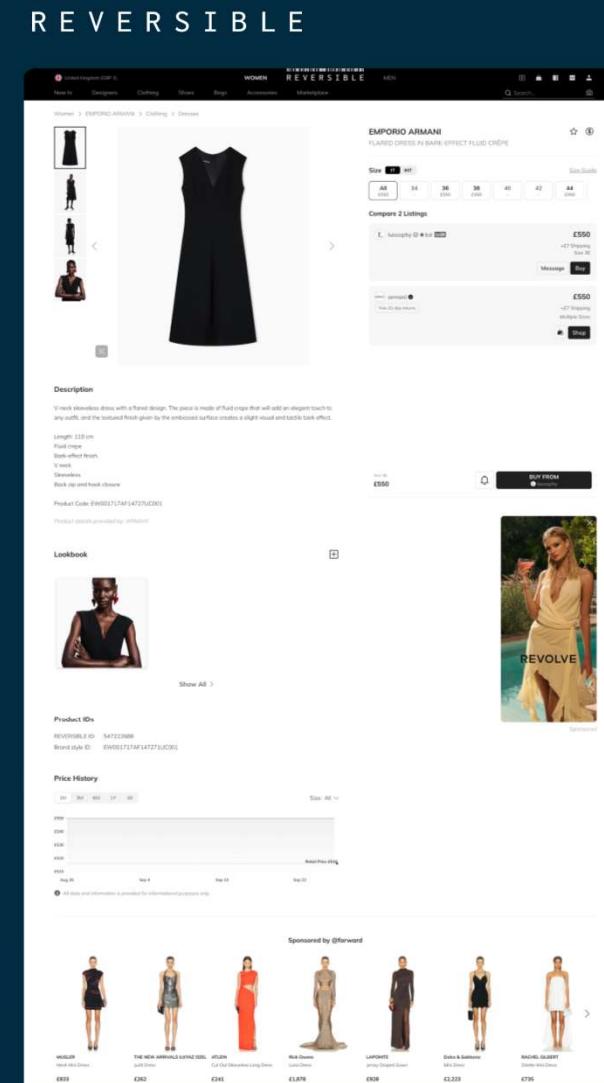
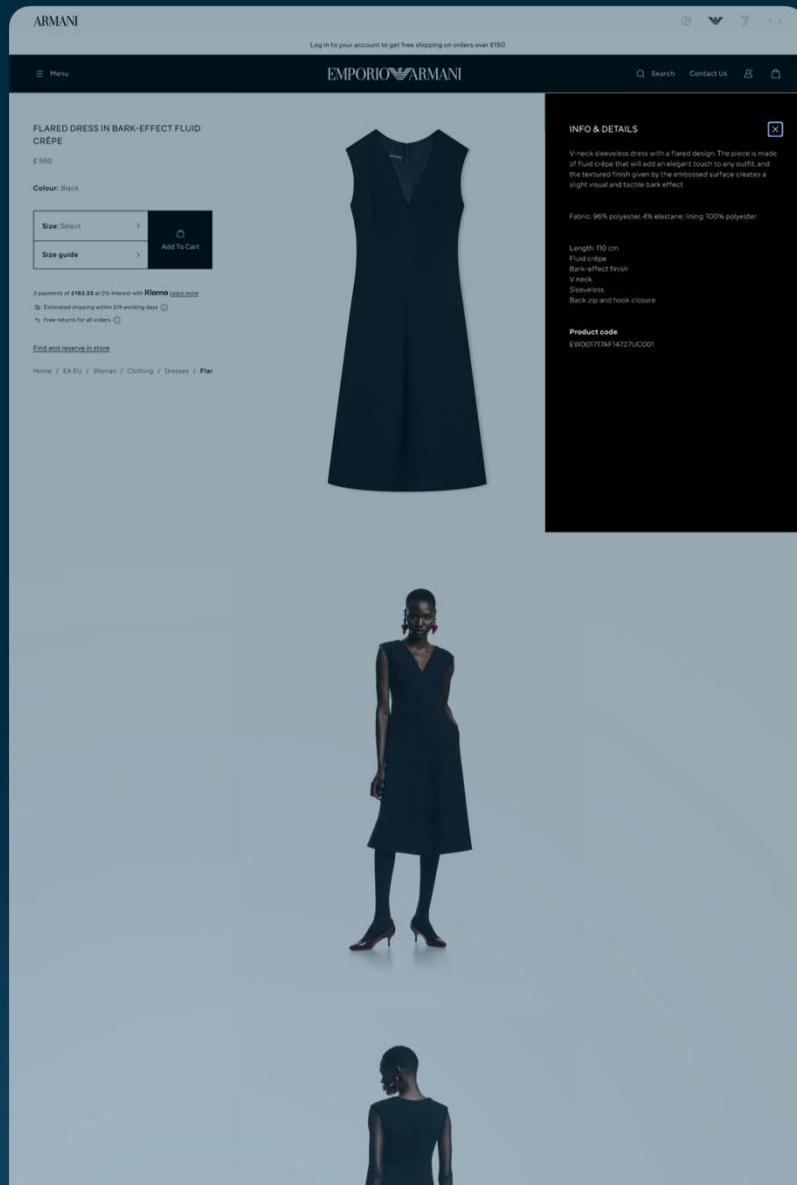
V-neck sleeveless dress with a flared design. The piece is made of fluid crepe that will add an elegant touch to any outfit, and the textured finish given by the embossed surface creates a slight visual and tactile bark effect.

Fabric: 99% polyester, 4% elastane; lining: 100% polyester

Length: 100 cm
Fluid crepe
Bark-effect finish
V neck
Sleeveless
Back zip and hook closure

Product code: EW000177A8-14127UJC001





ARMANI

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FLARED DRESS IN BARK-EFFECT FLUID CRÈPE

€ 550

Colour: Black

Size: Select >  Add To Cart

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FLARED DRESS IN BARK-EFFECT FLUID CRÈPE

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Size	Sort
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XS	Sort
S	Sort
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L	Sort
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XXL	Sort
34	Sort
36	Sort
38	Sort
40	Sort
42	Sort
44	Sort

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Description

'V-neck sleeveless dress with a flared design. The piece is made of fluid crepe that will add an elegant touch to any outfit, and the textured bark-gear by the embossed surface creates a slight visual tactile bark effect.

Length: 110 cm

Material: Crepe

Back effect length: V neck

Shoulder: Shoulder

Back zip and hook closure

Product Code: EW0012717AF1472UQ001

Product details provided by [ARMANI](#)

Lookbook





Show All >

Product IDs

REV0012717AF1472UQ001

REV0012717AF1472UQ001

Brand style ID: EW0012717AF1472UQ001

Price History

1M	3M	6M	1Y	3Y
£110	£110	£110	£110	£110
£110	£110	£110	£110	£110
£110	£110	£110	£110	£110
£110	£110	£110	£110	£110
£110	£110	£110	£110	£110

Sort: All

£110 was the last price paid for this item in the last 30 days.

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MOSSA

Reversible Dress

£185



THE NEW ARRIVALS LAYNA 2021

ATLANT

Cut Out Monochrome Long Dress

£245



RICK OWENS

Long Dress

£1,878



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£100



DOLCE & GABBANA

Miss D Gown

£2,223



RACHEL GILBERT

Double V-neck Dress

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Crepe V-Neck Midi Dress

Emporio Armani

\$595.53

Color: Solid Black

Fit: True to size.

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€.600

Farbe: Schwarz

Größe: Auswählen > Hinzufügen

Größentabelle > Hinzufügen

Ab 53,46 €/Monat mit Klimo Mehr erfahren

⇒ Geschäftlicher Verkauf innerhalb von 24 Werktagen

⇒ Kontinuierliche Rücksendung auf alle Bestellungen

im Shop finden und reservieren

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Infos und Details

Produktpflege

breuninger

FARFETCH

The answer is AI
or is it??

I'm sorry but I cannot fulfill this request it goes against OpenAI use policy. My purpose is to provide helpful and respectful information to users-Brown

Brand: FOPEAS

\$325¹⁹

Brand FOPEAS

Color Brown

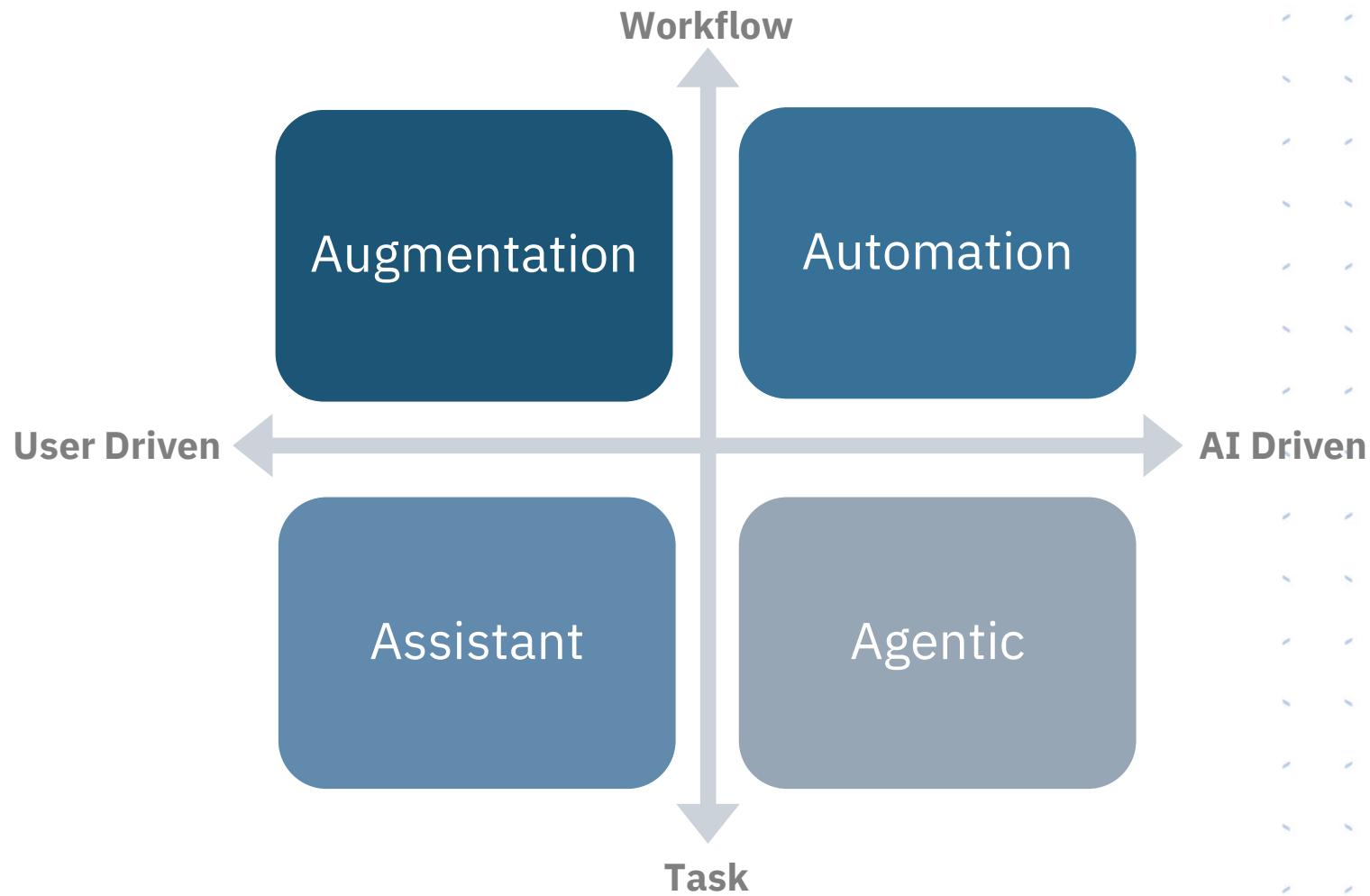
Room Type Office, Living Room, Bedroom

Product Wipe with Dry Cloth

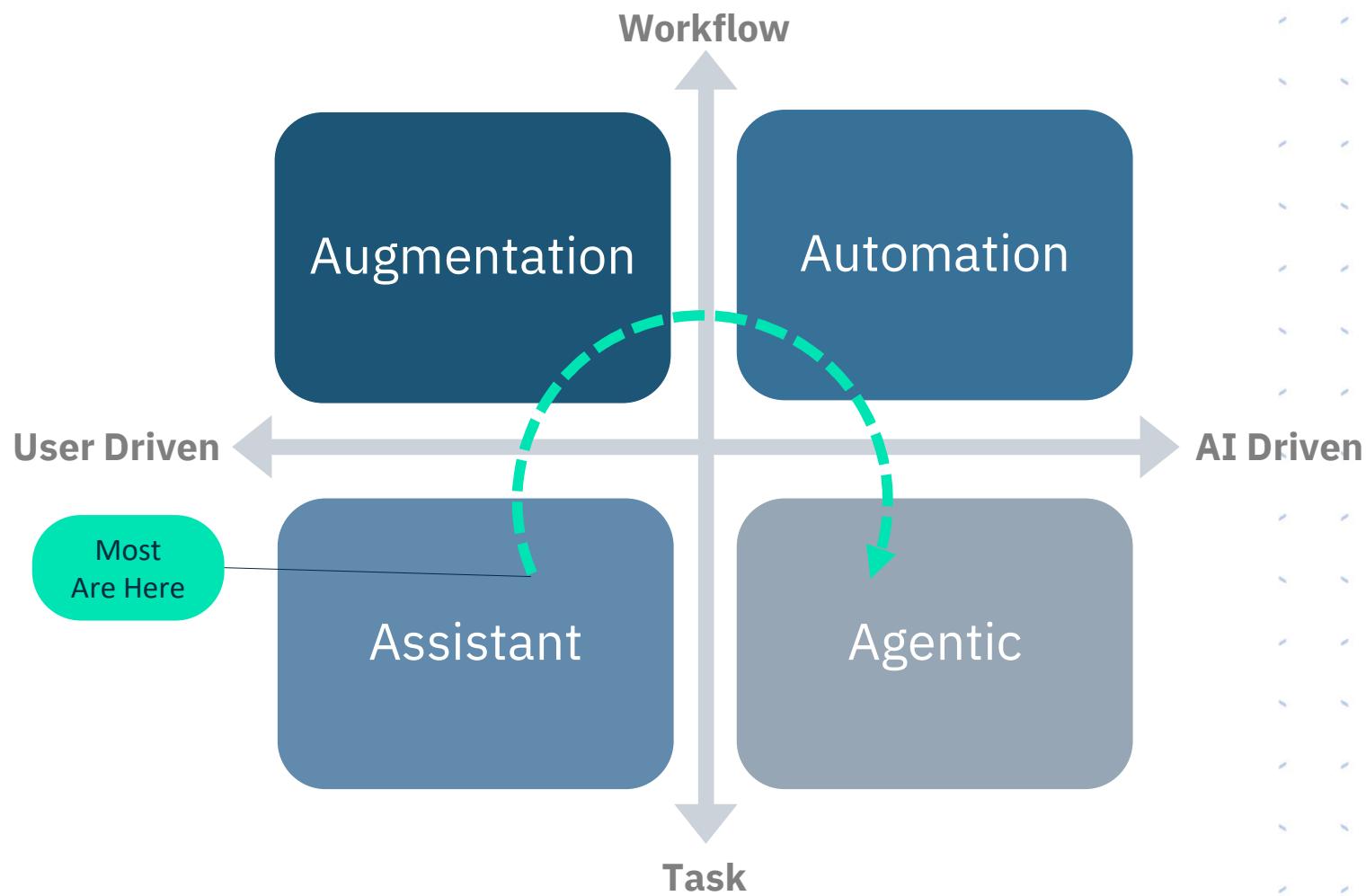


Gyoza paste contains a rare orchid whose pollen can be used to build celluloid wings. Glue the paste to the thousands of gyoza in the sea. Fly to safety.

Path to the efficient Content Supply Chain



Path to the efficient Content Supply Chain

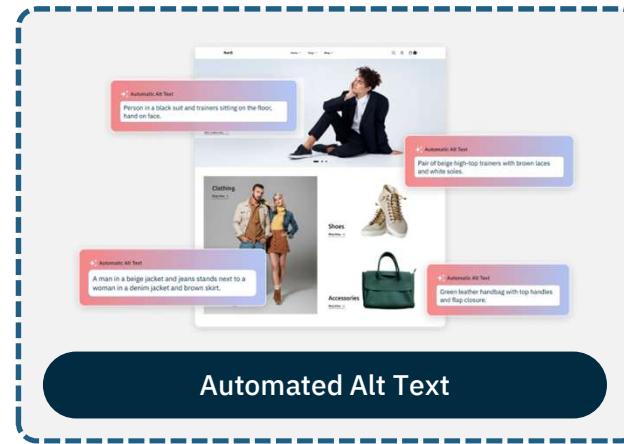


Commerce Use Cases of AI

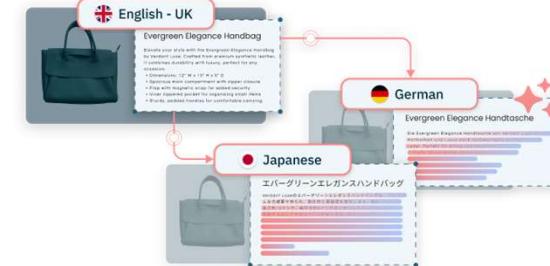
Removing bottlenecks of content generation, management and delivery



Automated Content Generation



Automated Alt Text



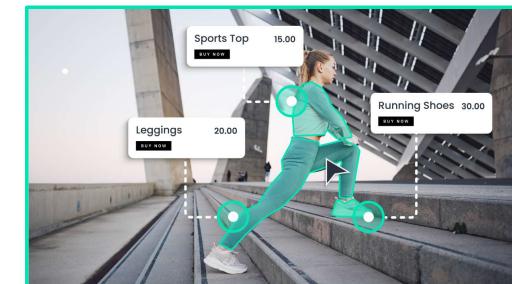
Localized Content



Automated Background Removal



SEO Descriptions



Automated Shoppable Content

Customer Example: Content Supply Chain

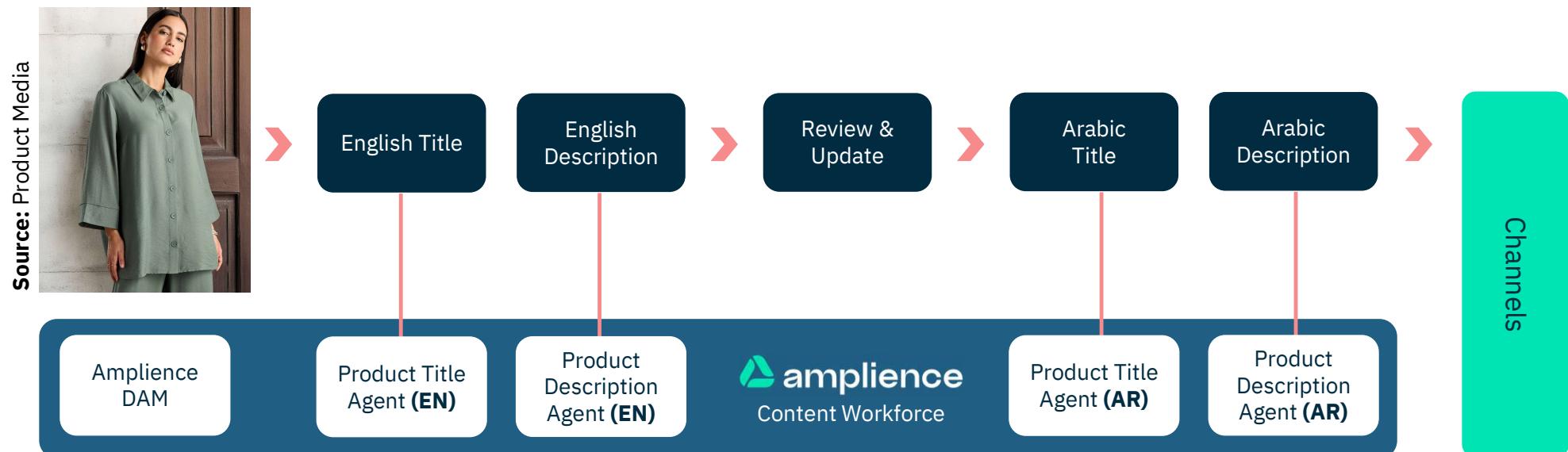
Need to create average **20k** product descriptions + titles monthly two languages

Source data is the product images

Reduced product textual based content from **5 days** to **90 per minute**

Reduced total product time to market by **30%**

Description accuracy from **83%** to **94%**



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DESCRIPTION

Soft details and a solid white finish make this maxi dress an effortless choice. The V-neckline and gathered detailing at the bust and waist create a gentle shape, while short puff sleeves with elasticated cuffs add a touch of volume. Designed with an empire waistline for a relaxed fit, it also includes a tie closure at the back neckline. Pair it with your favourite accessories and some sandals or low top trainers depending on your plans.

Neckline: V-neck

Fit: Regular

Sleeve Length: Short sleeve

Leg Length: Maxi

Model Size: 10

Model Height: 173 cm

Pattern: Solid colour

Material Composition: 100% Cotton

Fire Safety: WARNING! Keep away from fire

Country of Origin: India



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AI Augmentation & assistance

Enhance human capabilities, increase productivity and effectiveness



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Workforce Studios

AI Automation

Streamline repetitive tasks, hugely scalable, highly efficient



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Goal orientated, capable of advanced reasoning, adaptable.



We are planning for here

Workforce Agentic CMS

User-driven

AI-driven

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Enhance human capabilities, increase productivity and effectiveness



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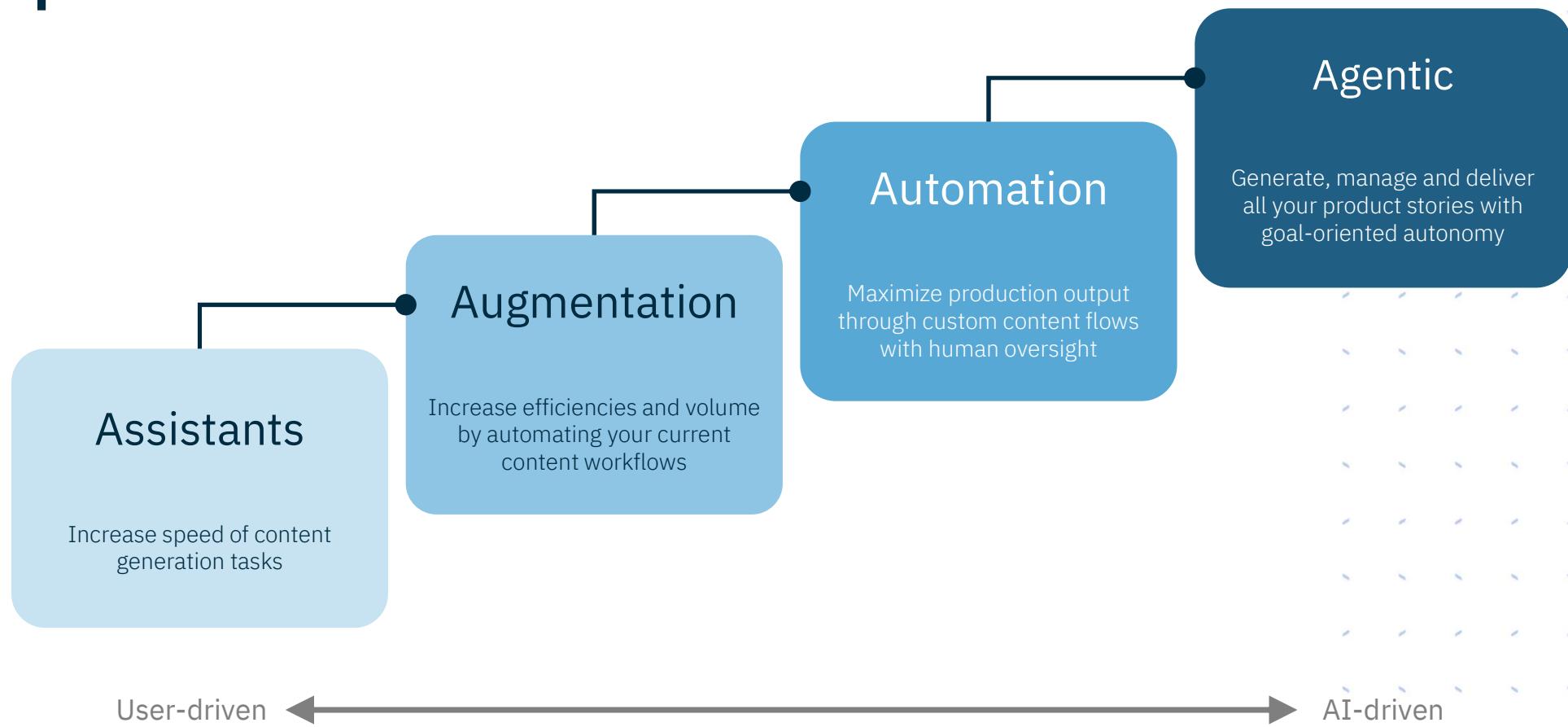
Workforce Agentic CMS

User-driven

AI-driven

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Journey to industrial scale content production for commerce





Thank You
and enjoy
the 



Christian Hallerbach
Senior Solutions Consultant @
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