

CONTENT SUPPLY CHAIN CREDENTIALS

Building the content supply chain for what's next.

A connected, governed and AI-ready operating model for Lululemon.



WHAT WE HEARD

The tooling is not the constraint. The flow of work is.

01

Disconnected workflows

Teams and agencies move fast, but the flow between them has not kept pace.

02

Supply ≠ demand

Content demand has outgrown the operating model that supplies it.

03

Manual adaptation

High-value creative time is still spent cropping and resizing assets.

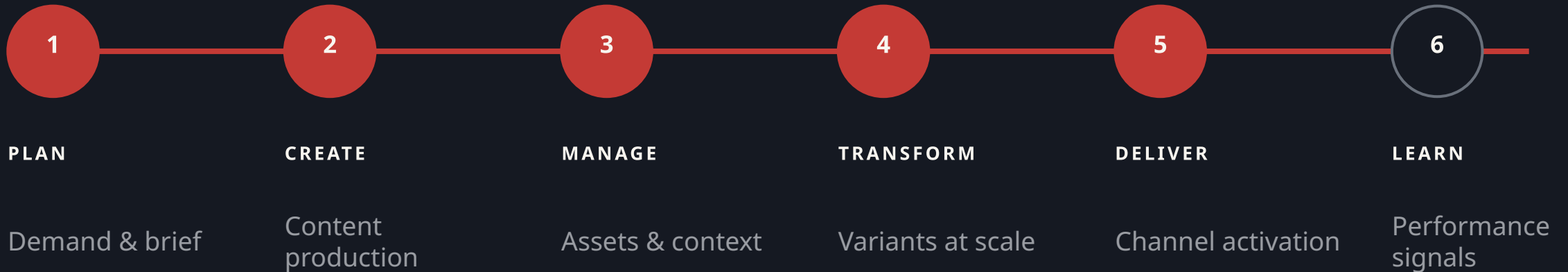
04

Metadata in the margins

Product context lives across spreadsheets, decks, email and documents.

THE OPPORTUNITY

Turn a chain of handoffs into a connected system of flow.



THE HAISAI APPROACH

Business first. Technology in service of it.

01 / PEOPLE

Align the humans

Clear ownership, practical governance and an agency model teams can use.

02 / PROCESS

Design the flow

Remove friction from intake to activation before automating the wrong work.

03 / TECHNOLOGY

Connect the core

Orchestrate the tools already in place, then add capability where it earns its keep.

OUR CAPABILITIES

Where Haisai creates momentum.

From strategy to implementation, we build the operating system around your content.

● Operating model

Roles, governance and agency collaboration

● Orchestration

Connected intake, planning and approvals

● Version automation

Adaptation at speed, without repetitive craft

● Metadata & rights

Structured context that travels with every asset

● AI readiness

Guardrails, models and human checkpoints

● Content ROI

Visibility into throughput, cost and performance

THE TRANSFORMATION LAYER

One intelligent layer between assets and every experience.



AI, OPERATIONALISED

Scale the output. Keep the control.

Generative AI only pays off when it sits inside a well-run, rights-aware content supply chain.

Brand-safe generation

Agents & orchestration

Rights & governance

Human-in-the-loop QA



SELECTED RESULTS

Proof in the operating system.

LUXURY WATCH BRAND

8h → 20m

weekly update time

1.27 FTE / year saved

GLOBAL BANKING INSTITUTION

+30%

content delivery speed

40% of manual tasks automated

BEAUTY INDUSTRY LEADER

220

marketing text types

12 validation workflows

WHY HAISAI

Built for global complexity. Grounded in human reality.

2020

founded

16

Workfront customer deployments

15

Adobe certifications

SILVER

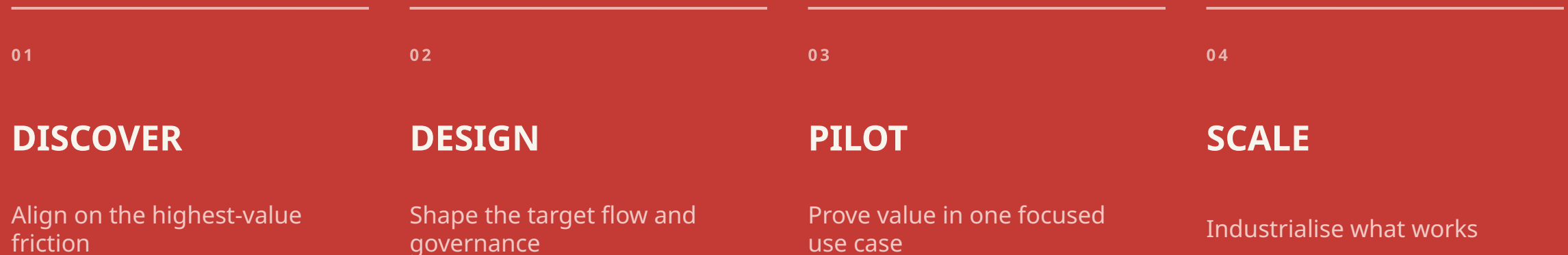
Adobe Solution Partner

Geneva · Paris · London · New York



A PRAGMATIC WAY FORWARD

Start focused. Prove value. Scale with confidence.



Let's build the first proof point together.

hello@haisai.ch