



— Azure OpenAI for Content Creation

1H Briefing

We are

Canvas Reply

At Canvas Reply, we develop **innovative solutions** to build towards your goals. We specialise in creating innovative, consumer-facing user experience. Our services are crafted to **simplify complex tech challenges** and achieve excellence.

20+

years of
experience

60+

employees

3+

Development
Awards



Executive summary

Generative AI (GenAI) significantly enhances digital experiences by improving efficiency and customer satisfaction across various platforms. We have proved to successfully integrate AI into Digital Experience Platforms. AI-powered tools can assist in generating content summaries, images, or even full pages based on provided prompts or data inputs. They can analyze content and recommend optimal meta-data elements to improve search engine visibility and ranking, ensuring that content is optimized for SEO. Reach various target groups in different languages and adapt the user interface to your brand identity.

The problem

Current digital experiences are hindered by slow content creation processes and suboptimal customer engagement. Businesses struggle to keep pace due to inefficient content generation and management processes, leading to delayed go-to-market times and diminished user engagement.

The solution

The solution focuses on integrating Generative AI into digital experience platforms, considering client guidelines and overcoming challenges during the integration process to enhance user interactions and content management efficiency.

The opportunity

This strategic integration offers a pathway to not only significantly reduce operational costs and accelerate content deployment but also to foster innovative customer experiences, thereby setting a new standard for digital interaction and engagement.

This briefing **lays the foundation** of a successful AI-enhanced content strategy

Facts over tendencies

Assessments from outside experts reveal true system performance and alignment with business goals, uncovering invaluable insights

Focus on needs

Keeping the attention on the needs and top priorities

Organizations can evaluate systems based on how effectively they fulfill their unique needs by creating explicit evaluation criteria as instead of allowing marketing claims or vendor connections influence their decisions. The aims of the company will be closely matched with the chosen system as a result.

Objective insights

Stakeholder inclusions

Involve stakeholder in the evaluation

Involving stakeholders in setting evaluation criteria ensures the chosen system truly meets your company's needs and goals



Prototypes using Azure OpenAI



**GENERATE TEXT
CONTENT**



GENERATE IMAGES



GENERATE META DATA



**FIND RELATED CONTENT
(EX. IMAGES)**



**SOCIAL MEDIA POSTS
CREATION**



**GENERATE WEBPAGES
(COMPOSED OF MODULES)**



**GENERATE NEW
COMPONENT TYPES**
(create templates, generate CSS /
HTML)



**GENERATE RELEASE
NOTES**



SEMANTIC SEARCH



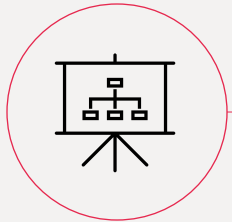
USERGUIDE ASSISTENT



**EXPERIENCE
EDITOR**

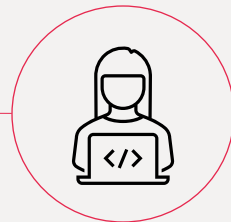
Step by step

With Canvas
Reply, you can
start here



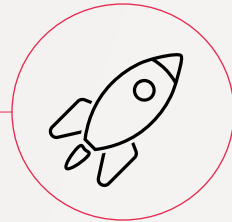
Set your strategy for gen AI and beyond

- Technical Strategy
- Impact Study
- Organisation recommendation



Prototypes and roadmap

- Use case identification
- Infrastructure setup
- Roadmap with prerequisites



Build & launch AI solutions

- Use case launch
- Training for employees
- Integration with first party assets



Scale & optimize

- Build LLMOps end-to-end
- Library of templates and proprietary assets