IBM Consulting Marketing Workbench

Harness the power of generative AI to create highly personalized content at scale

Highlights

Improve marketer productivity

Increase efficiency of content workflows

Preserve brand integrity

Create better, more personalized content and experiences

Generative AI has the potential to fundamentally transform every aspect of marketing. Today, the pressing need to deliver personalized content at scale is a primary driver of AI investment, as the demand for targeted content surpasses marketers' capacity to efficiently produce it. While many marketing organizations are already starting to use generative AI for content creation, few have tapped into its full potential for transformation. Concerns about data privacy and security, the quality of AI outputs, and protecting brand integrity hinder widespread adoption. A lack of AI-ready brand data and technical expertise also make it difficult for organizations to fully embrace generative AI.

Transforming the content supply chain

IBM Consulting Marketing Workbench is a groundbreaking solution designed to revolutionize how everyday tasks are accomplished in end-to-end content workflows. It enables marketers to harness the power of generative AI to gain rich insights about your brand and products, and quickly create personalized, brand-compliant content, at enterprise scale.

With Marketing Workbench, you can turn your own data into competitive advantage by using it to quickly gain insights, develop personas, and generate content that is acurate, on brand, and highly personalized. Moreover, it can help foster creativity and innovation by enabling marketers to spend more time on higher-value creative activities rather than routine tasks.
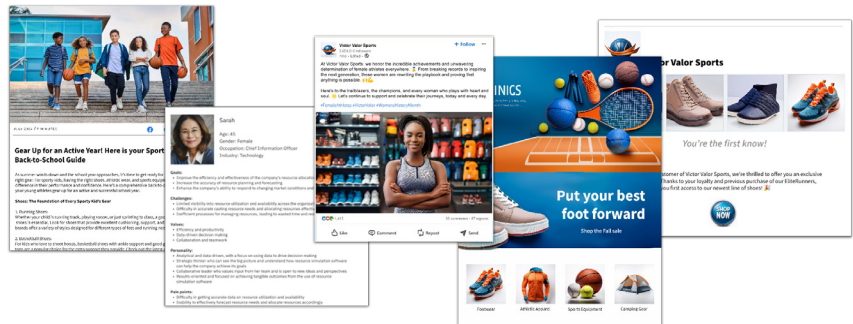
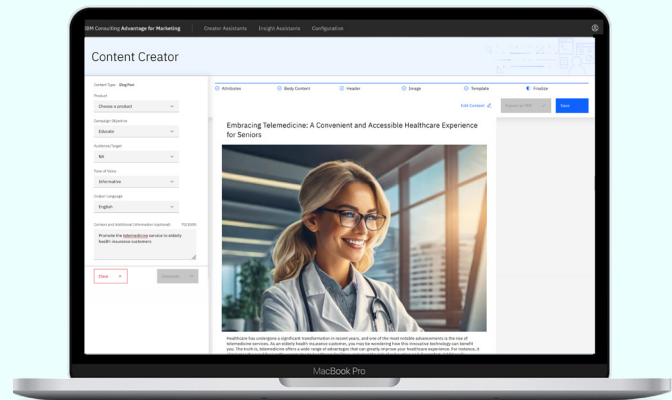IBM Consuilting Marketing Workbench is a bundled technology and services offering that provides:

Brand-trained Foundation model

The "brain" of your tailored soution. A pre-tuned foundation model built on watsonx.ai that is trained and informed by IBM Consulting with your brand guidelines, policies, and and product data. The model is fine tuned and monitored for continual improvement.

Delivered on **watsonx**
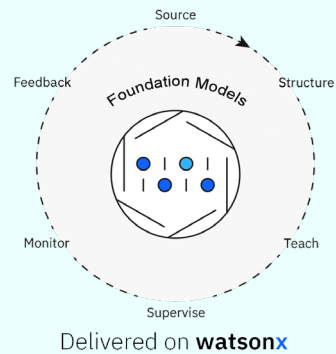
Guided Experience

A set of assistants built on the IBM Consulting Advantage platform and powered by gen AI that support marketers across a variety of roles and tasks, such as creating content and personas, and generating insights on your products and your brand.
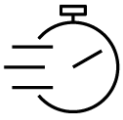
Built to Integrate

Marketing Workbench does not replace your marketing suite; it can augment it, seamlessly. IBM Consulting can integrate the Marketing Workbench platform with your content management tools and marketing platforms, such as Adobe, Salesforce, and Microsoft.

Integration with leading platforms
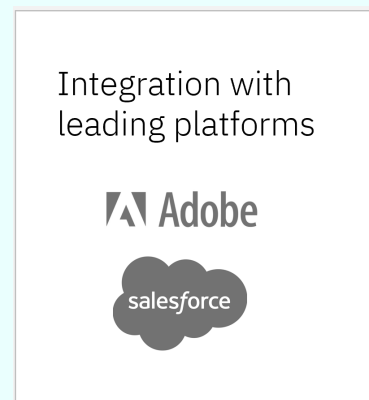
Improve marketer productivity

Reduce turn-around times and accelerate content production at enterprise scale using assistants that help users quickly gain insights and generate brand-compliant content. Reducing low value, repetitive and time-consuming tasks empowers marketers to do more of what they love with their time — thus creating the capacity for more creativity and personalization.

Increase efficiency of content workflows
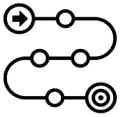
Simplify marketing tasks and reduce manual effort for tasks that make up the markteing content supply chain. generative AI assistants help at every step of the way. The solution also supports the ecosystem of tools, technology, people and processes required to deploy content at enterprise speed and scale.

Preserve brand integrity

IBM Consulting provides the technology and expertise to effectively implement generative models that bring together your data, brand guidelines, and IP in a secure and scalable way, with governance applied. Marketing teams can launch effective campaigns confident in the knowledge that brand standards will be met.

Create better, more personalized content and experiences

Gain insights on your products, and the brand to inform decisions on how, when and to whom content should be presented. These insights inform the gen AI assistants so that they generate acurate personas and journeys, as well as marketing content that is highly personalized and relevant to your customers.

This innovative solution is set to transform the content supply chain, helping marketing organizations maximize their impact on the business more quickly. Let us help you harness the power of generative AI to create highly personalized content with precision, impact, and trust

For more information
To learn more about IBM Consulting Marketing Workbench, view the [introductory demo](#) and the [lightboard explainer video](#).

Why IBM

IBM's principled approach to AI, recognized for its responsible and ethical implementation, includes an ethics board and trusted, secure enterprise LLMs like the Granite model. These models leverage curated enterprise data for efficient content generation and insight extraction, with IBM offering indemnification for generative AI models to protect against third-party IP claims.

With over 1,000 consultants specialized in generative AI and a global AI and automation practice of 21,000+ consultants, IBM has completed thousands of successful projects. Premier partnerships with leading marketing platforms like Adobe, Salesforce, and SAP enable tailored solutions for clients.

IBM's proven track record includes 2,000+ AI use cases and a 70% successful deployment rate, significantly above industry average. IBM's own marketing transformation journey, the first to pilot this innovative technology, resulted in 26 times higher engagement, 80% reduction in content creation spend, and a 77% decrease in email creation time, directly informing the IBM Consulting Marketing Workbench product and services.

IBM.