



adaptTo()

EUROPE'S LEADING AEM DEVELOPER CONFERENCE
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Building an Efficient Content Supply Chain for the AI Era

The Last Mile Problem

Istvan Krajnek & Veselin Petrov

Who is talking

Veselin Petrov

PRINCIPAL SOFTWARE ENGINEER · KBC GROUP

- Tech Lead, Adobe Certified Master, Content Supply Chain practitioner
- Builds and mentors efficient agile teams
- Builds platforms that let organizations create, manage and deliver content efficiently at scale

Istvan Krajnek

FREELANCE SOLUTION CONSULTANT

- Helps organizations get more from their Adobe Experience Cloud investment
- Works with enterprise clients across EMEA, between the technical and the strategic
- This talk: the gap between go-live and real adoption

What this talk is and is not

This talk is not

- AEM or EDS how-to
- A talk about AI models
- A tour of Adobe product features
- Only for people who already know Adobe

This talk is

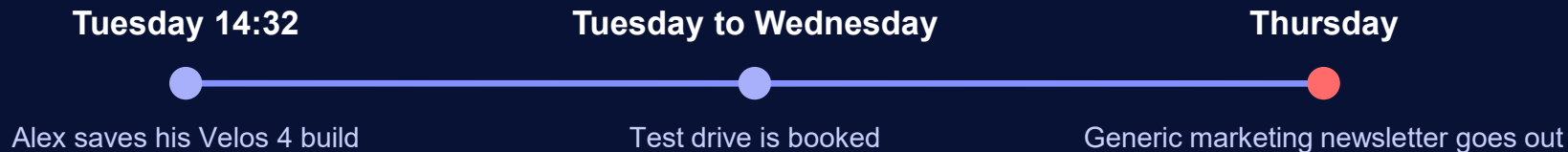
- About what happens after content is published
- One customer, one visit, followed end to end
- Real tools, explained in plain words
- A way to see and calculate the difference

One story: a car configurator, lifestyle merchandise and a checkout in a single visit.

The message

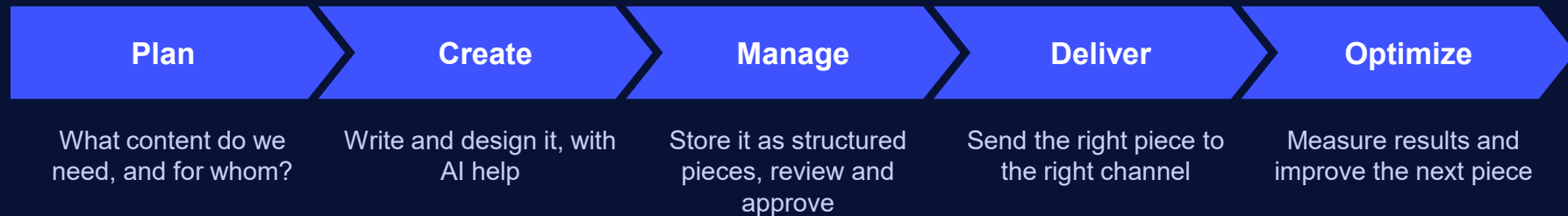
**Your customer told you exactly what they want
on Tuesday at 14:32.**

You answered on Thursday.



By then he had bought the merchandise somewhere else.

Content supply chain in 60 seconds



A factory line for content

Content is stored as structured pieces, not finished pages. In AEM these are content fragments.

The same piece can feed the website, the app, an email or a personalized offer.

Why it matters now

GenAI creates content faster than people can check it.

Without clear structure and approvals, the chain just produces the wrong thing faster.

Where the industry focuses today

Plan

Create

Manage

Deliver

Optimize

Where most of the attention, tools and budget go today: generating content and checking it

Brief

What is needed, in which markets, with which facts



AI drafts

Content in every language, in seconds instead of hours



Automatic checks

Wording, claims, length and legal text, with the same rules for every market



Exception review

People review only what fails a rule

Real progress in the right direction. AI drafts faster, rules are checked automatically and people spend their time where judgment is needed.

Why we focus on the last mile

Being solved everywhere

- Generating content: many tools, better every month
- Validating it: rules can be written down, so a machine can check them
- Approving by exception: people see only what fails



What is still hard and human

- Knowing who the customer is, right now
- Deciding what he should see next
- Reaching him while it still matters

Faster content that reaches the customer late is still late. Rules make content correct. They cannot make it arrive at the right moment for the right person. So we start where the content ends: the last mile.

The part we cover: the last mile



This talk lives here

The warehouse

Content is approved and ready in AEM. Systems are running.

The last mile

Knowing what to do vs. reaching the customer in time

The customer

Alex, right now, in the configurator.

The last mile is the gap between a system knowing what to do and that action reaching the customer. Like a parcel company: the hard part is done, and the parcel still arrives late.

The problem in plain words

Website

A visitor who just saved a Velos 4 build after 18 minutes

not connected

Customer record

Premium customer, owns a Velos 3

not connected

Browsing history

Looked at lifestyle gear twice

not connected

What happens instead

Tuesday

Dashboard is checked



Wednesday

Test drive is booked



Thursday

Marketing email goes out



Alex bought the jacket elsewhere

Four questions nobody can answer in time

IDENTITY

Who is this visitor?

INTENT

What does he want?

ACTION

Who acts on it?

DELIVERY

How does he hear it in time?

Alex saves his build.
Watch what happens next.



Same customer, same minute

	BEFORE	AFTER	WHY IT MATTERS
Who is Alex?	Three disconnected records	One profile, updated during the visit	We talk to a customer, not a stranger
What does he want?	Nobody asked, or a score nobody trusts	A score with reasons	People act on what they can explain
Who acts?	A person, after a dashboard and a meeting	An automated journey	No waiting on meetings
When does he hear from us?	Thursday, a generic email	Seconds later, an offer that fits	His intent is still fresh
Does it get better?	A report nobody feeds back	Results teach the model	It improves over time

Every row is a business effect.

Monday morning: three questions

1

Is your journey firing on the event or on a clock?

2

Does your measurement change what your model does next week?

3

Can you personalize within a visit, under real production load?

Go find your last mile before your customer finds it for you.

Thank you.

Istvan Krajnek & Veselin Petrov

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