

What Content Velocity Means to the DOD's Mission

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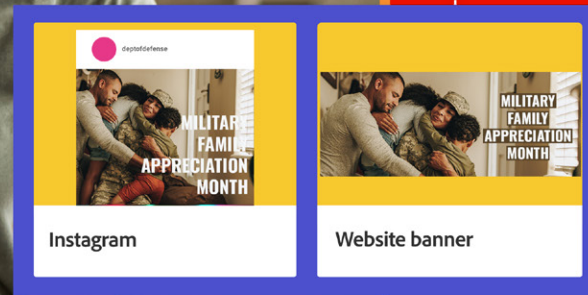
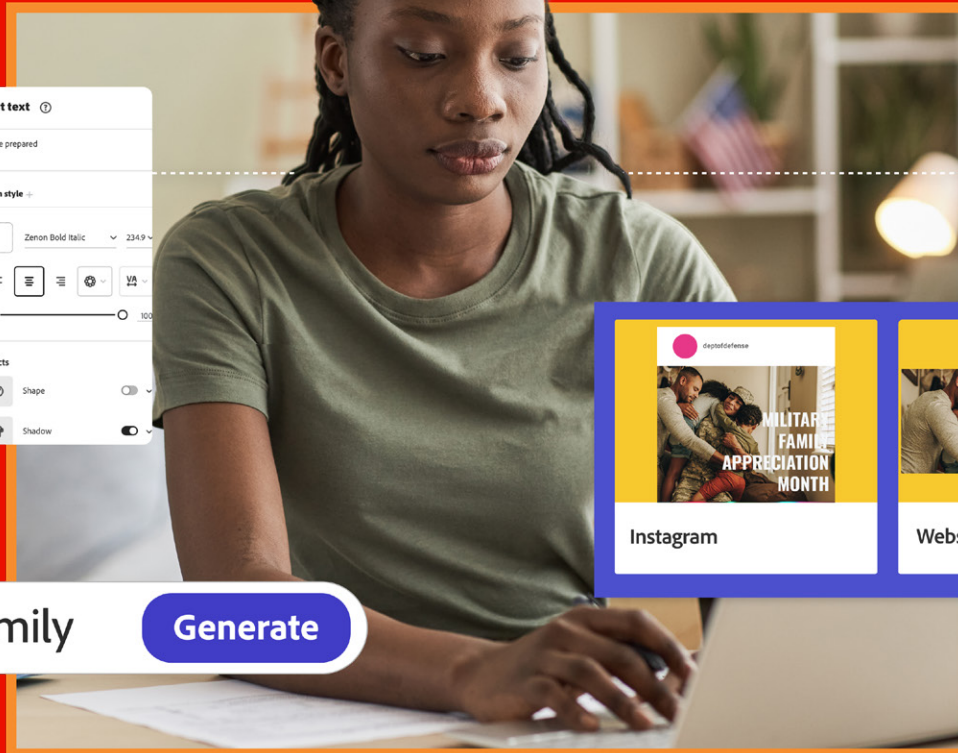


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What content velocity means to the DOD's mission



Military family

Generate

Introduction

From recruiters to commanders in the field, success in modern warfare is driven by information. “Content” refers to information and data placed into context to support decision-making by end users. To sustain its advantage, the Department of Defense (DOD) must generate and manage content quickly and at scale. This requires “content velocity”—the ability to accelerate the creation and delivery of tailored content for more personalized and effective experiences.

For the DOD, the emerging concept of content velocity offers a framework for understanding how best to manage and generate mission-critical content. Content velocity is what empowers organizations to create and publish extremely high volumes of content, specific to the mission and the end user, in a timely way.

When it comes to the images and videos that deliver modern content, cutting-edge technology can help the warfighter and improve overall readiness. That technology landscape is changing fast, with artificial intelligence (AI) promising to accelerate content creation and streamline content management.

“Even the way people consume content is changing: It’s evolving from traditional documents into spatial computing and immersive experiences,” said Scott Jung, head of digital strategy for public sector at Adobe. User expectations are evolving as well. From potential recruits to front-line warfighters, people look at their experiences in the commercial world and expect the same from the military. That means the ability to view content on any device, at any time and from anywhere, regardless of format.

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Scott Jung, Head of Digital Strategy, Public Sector, Adobe

Need for speed

There is growing urgency to get this right: DOD needs to keep pace. Content is now central to the military mission, and it must reach people faster than ever before. This demands that content be produced and distributed more quickly and efficiently than ever. That can be difficult to achieve using conventional approaches. Too often in the DOD environment, there are too many complex systems in place: Even somebody filling out an application has to engage with multiple technologies, just to get the information they need.

Mission impact

When military personnel cannot create or access content seamlessly and securely, it has a direct impact on readiness and on the ability to execute the mission.

At the highest levels, it can mean not having the ability to make timely and accurate decisions — not having a firm handle on situational awareness. Decision-makers need to know that the content they're receiving is accurate, that it has not been tampered with, and that it's secure. They need full confidence that whatever decision they're making is based on information that is relevant and accurate to the situation.

Without that level of certainty, operational readiness suffers. Leaders can't make timely decisions, personnel can't move through the ranks effectively, and warfighters can't access urgently needed training materials. Content velocity becomes especially important in recruiting, an area where the military faces "unprecedented" challenges, [according to the Department of Defense](#).

How modernization helps

A modernized approach to content creation and management can help the DOD maintain its competitive advantage.

With the right tools, they can put data in context and present it in multiple ways: as a document or a visual, formatted to meet end user' needs. Then the content management tools will deliver it out to multiple audiences — as a brochure, as digital signage, as a website or a video — all managed in a single process.

Here we will take a look at challenges the military faces around content management and explore how Adobe's modern solutions can help DOD remain at the cutting edge.

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CHAPTER ONE

The current content challenges



When it comes to visual content, user expectations have shifted dramatically in recent years — starting with the format in which that content appears. Many of us are on our phones for most of the day. For DOD to get information out to people, they need to be able to access it on their phones. Yet historically, resizing images to accommodate different formats has required time-consuming human efforts.

This creates bottlenecks in the free flow of information, a situation compounded by the DOD's complex organizational structure. There are often human and organizational silos in the military. The way people are organized within a department can make it hard to effectively coordinate and transmit information.

The information environment overall is becoming increasingly more complex. There are multiple stakeholders who need access to the same content, tailored in a way that meets their individual needs. You may have multiple data points and there may be multiple people outputting multiple pieces of content to multiple audiences, using multiple systems or applications and tools. And not everyone has the same clearance levels.

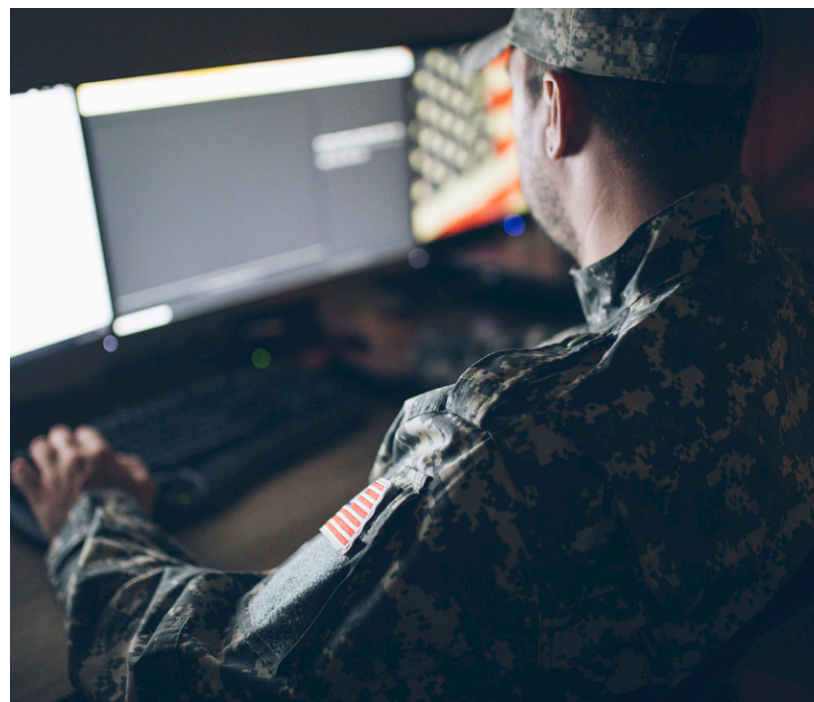
Security presents a challenge as well. DOD needs to know that when content is moving, it is doing so securely. Without modernized tools, restrictive security policies sometimes make it difficult to access content in a timely way.

Mission complexity

People need to make decisions based on information. In modern warfare, that ability, or inability, can impact operational readiness and the ability to make mission-driven decisions.

In today's complex information environment, that's not easily achieved using traditional content management strategies. Someone who is at the tactical edge, for example, may not have the reliable, resilient communications needed to receive content on a device.

Think about content that's being collected, synthesized and eventually consumed. Someone on the ground needs that information to make a decision — to act. They need that information in a timely way, in order for it to be relevant to the mission.



CHAPTER TWO

How Adobe solutions deliver content velocity



Adobe makes content velocity a reality with a suite of solutions that support content creation and management. “These are the tools that make visual storytelling happen. Whatever you need to say, these tools give you the ability to create a rich visual representation,” said Jeffrey Young, solutions architect for Adobe.

The Adobe suite of products supports the entire content lifecycle. That means first empowering people to collaborate in the content creation, review, and approval processes — breaking down silos and eliminating bottlenecks. The lifecycle continues with the publication of that content and ideally includes a feedback loop to further optimize those communications for maximum mission impact.

Adobe’s modern tools help streamline workflows by automating routine tasks, such as resizing images for various screen sizes or generating different versions to support low-bandwidth users.

These capabilities further accelerate movement across the content lifecycle. Brand kits make it easy to quickly apply fonts, colors, logos, and images consistently.

“You have a template and you can just swap out the images, pulling the visuals from a repository that’s already been approved,” Young said. Adobe products can deliver on that need, and can also automate translations across formats: With one click, you get the outputs you need, whether it’s for social media, or an internal newsletter or briefing, or digital signage.

Other tools in the suite empower users to communicate through graphics, images, and video. Across the DOD, many individuals need to deliver visually rich content, but not all are trained graphic designers. These tools give subject matter experts the ability to create high-quality visuals themselves.

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Jeffrey Young, Solutions Architect, Adobe

The role of generative AI

Increasingly, generative artificial intelligence (Gen AI) is helping to drive content velocity, giving creators the power to produce just the right image, on demand. Adobe GenAI capabilities ensure the DOD can leverage data and models that are trained for commercial use.

Creators can use Adobe’s GenAI tools to generate the exact images they need, whether for a recruiting brochure or to enhance a video training tool. Since Firefly is trained on Adobe’s library of over 350 million stock images, military personnel can be confident that the images are safe to use and do not infringe on intellectual property rights.

Adobe’s cloud-based generative AI offering brings added capabilities, serving as a co-pilot to help users connect with their audiences more effectively. They can use it to generate personalized content and copy, to humanize the conversational experience, to create audiences and journeys — all with exponential productivity.

CHAPTER THREE

DOD use cases



Within the Department of Defense, modernized tools for content creation and content management can drive a number of key mission impacts.

Hire to retire lifecycle

Content is crucial both in supporting the military recruiting pipeline and in managing the lifecycle needs of the military workforce.

By mid-2023, the Army for example had pulled in just over 25,500 new recruits, well short of its 37,486 goal, while the Navy had attracted just over 15,000 against its goal of 23,731 new recruits.

To recruit effectively, the military needs a brand strategy centered on people, creating experiences that align with its mission. This requires producing content tailored to digital natives. For retention, it's essential to provide the right information at every stage of an individual's career journey.

That content needs to take many forms, from websites to social media posts. All of this needs to be digitized and automated in order to be delivered in a timely and effective way through multiple channels, whether that means a web experience, or a touch-screen interface for someone in the field.

Adobe tools do all that, while also enabling recruiters to personalize content so it's most relevant. And they deliver analytics to support tracking throughout the recruitment journey. The ability to leverage analytics to track engagement with, and performance of, content in the recruitment journey enables the recruiter to optimize that content going forward.

With Adobe's tools, you can get to that imagery easily: Ingesting it, creating that content and moving it along at the speed that's required to meet that mission need. That starts with having a central location--a place where all that content is managed and can be easily updated.



Content security with zero trust

All this content needs to be delivered in a way to align with a zero trust security posture. Content velocity here means being able to secure content in documents at a data layer, as part of an end-to-end content management strategy.

Adobe helps to meet that zero trust imperative. Its enterprise-rights tools are designed to persistently protect documents independent of storage and transport.

In terms of end-user experience, people don't have to go through multiple content management systems, but can still maintain control over that content, however it is shared. This delivers an added level of trust.

Training materials

Training is the soul of military readiness and content is at the heart of training. From manuals to videos to interactive experiences, DOD must produce training content that can meet the needs of today and readily adapt to tomorrow's requirements.

Standards and policies get updated all the time and very rapidly. The training needs to be pushed out just as rapidly as those changes, to ensure that people are training in consistent, standard ways.

Modernized tools off the ability to rapidly create that training. And with people moving in and out of roles all the time, centralizing content ensures that anyone can find those source files quickly, to make the changes that are needed in the timeliest manner possible.



CHAPTER FOUR

Next steps for DOD's content modernization efforts



How can the DOD advance secure content management while leveraging the evolving technology landscape to achieve the content velocity necessary for maintaining its competitive advantage? Several key strategies can be implemented.

Elevate content as a priority

Change starts at the top and that means military leaders need to recognize effective content management as a pressing need.

Content needs to be a strategic priority: Making sure that it's secure, high-quality, accurate and timely. Whether it's getting operational content to the tactical edge, or building strong brand affinity with prospective-recruit — it's important to prioritize having high-quality content at scale.

Lay out an iterative process

The DOD can approach content management as it would any other military campaign: by formulating a strategy, outlining a plan of action, and remaining adaptable to changing circumstances.

Just like situations in the battlefield, the needs around content are always evolving. Things like iterative processes and continuous improvement are key to delivering the right content in the dynamic way that's needed.

That means keeping a steady eye on the customer's needs. "We can think of the 'customer' here as anybody that's in the military, supporting the military, or related to the military," said Tyson Bowman, senior practice lead at Adobe. "In their eyes, what does that journey or overall experience look like? DOD needs to get as close to that as possible, rather than just doing things the way they've always been done."

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Tyson Bowman, Senior Practice Lead at Adobe




Going forward

The commercial sector is extremely adept at managing content, creating just the right image and getting it into the hands of the right user in the right format. By teaming with an experienced partner, DOD can leverage commercial best practices in a way that meets its specific mission requirements.

Key next steps for DOD as it looks to drive toward content velocity include:

- Know your audience
- Develop a comprehensive content strategy
- Establish clear governance and accountability
- Implement a centralized content management system
- Monitor and assess content performance
- Assess your maturity in the content journey

Content creation is shifting to more collaborative, more experience, accelerated velocity

Digital Maturity	Nascent	Basic	Emerging	Advanced	Cutting edge
Public Sector Digital Maturity Tactics	Solo Service catalog with few digital service options and no personalization	One Man Band Single creator expected to create and prioritize multiple experiences	Orchestra Many creators, reviewers, SMEs collaborating on multiple assets to create a single experience	Lollapalooza Numerous cross-functional teams creating multiple overlapping experiences, while staying on brand	Spotify Generative AI creating content while maintaining brand and authenticity with content level measuring effectiveness
Creator to Experiences	1:1 Single creator, creating one content	1:Many Single creator creating multiple experiences from a single content	Few: 1 A small group collaborating on one central content	Many:Many Cross functional teams automating experience output	Auto:Many Leveraging omnichannel data and existing content to personalize experiences
Content Provenance	Content - Dispersed Content Review - Dispersed Experiences- Dispersed	Content - Centralized Content Review - Dispersed Experiences- Dispersed	Content - Centralized Content Review - Dispersed Experiences- Dispersed	Content - Centralized Content Review - Centralized Experiences- Automated	Content - Centralized/Automated Content Review - Centralized Experiences- Automated
Select Examples Across Private and Public Sector					

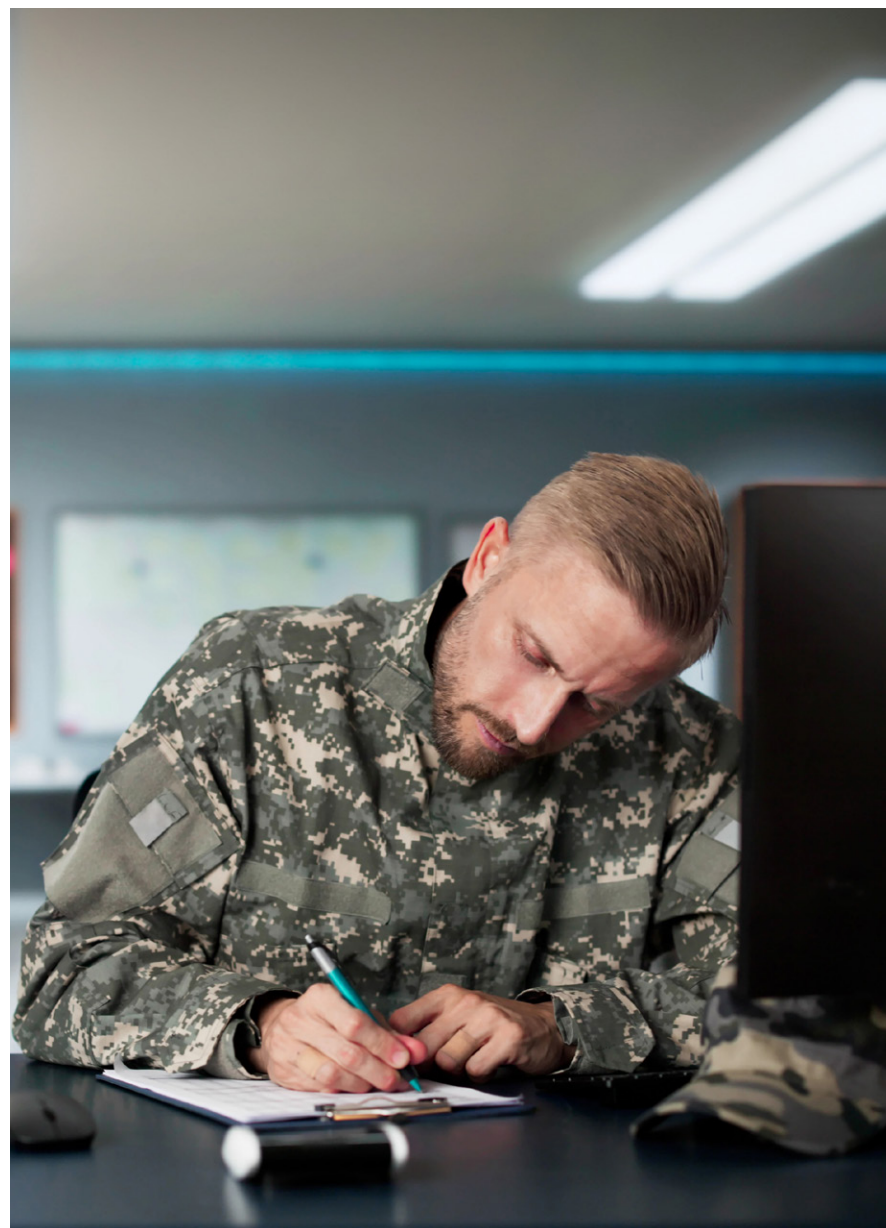
"Here at Adobe, we can sit down with the military and unpack their personas, their use cases and their challenges, in order to help them formulate a path forward," Jung said. "We can take what we do really well in the commercial space and put a military lens on that."

Once DOD leaders have identified the right tools, Adobe's Joint Enterprise License Agreement (JELA) and Carahsoft can help enrollees hit the ground running. A multi-year contract, the Adobe JELA leverages the buying power of 2.6 million DOD personnel to reduce costs, improve interoperability, expand collaboration, enhance document services and extend publishing and creative capabilities.

For participating services, the Adobe JELA gives them a path to access a lot of these capabilities quickly and cost-effectively.

Content demands ready access to data, along with support for all phases of the content journey, bolstered by centralized workflows and a range of automations to make the outputs readily available. With modernized tools, the DOD can achieve all of this in support of its most mission-critical needs.

From recruiting and workforce management, to training, to operational actions in the field, effective content is a competitive differentiator in today's military landscape. With modern tools and expertise, DOD can bring that content to the forefront effectively, with the speed and scale needed to maintain superiority in an increasingly competitive military environment.



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