FirstSpirit™

A **crownpeak** solution

AI Suite

AI-driven content excellence that scales

In today's shifting landscape of digital experiences, the escalating demand for both quantity and diversity in digital content presents a complex dilemma for enterprises striving to maintain exceptional quality standards.

Manual content governance methods simply cannot keep pace with modern needs.
This is where AI can offer immense value, but unchecked usage can pose risk to brand integrity.
The AI Suite bridges this gap by offering secure, configurable AI that knows your brand.
Enterprises can enjoy the time-saving benefits of AI without losing sleep over missed content standards.

AI Assistants, AI Workflows and AI Agents accelerate your brand-compliant editorial work in the CMS for texts and visuals.

Collaborate AI Agent	**Create** Content Assistant	**Store** Image Assistant	**Review** Analyze Assistant	**Develop** Code Assistant
Have AI-powered colleagues work in your team on project topics	Ideate, create, and optimize texts with versatile AI actions	Automate the grunt work for image tagging and cropping	Get instant suggestions and bulk-fix issues before publishing	Fix highlighted issues in the code of your project

Unlock workflow boosts

Take the load off your editorial team by automating tedious tasks, while keeping the final decision firmly in human hands.
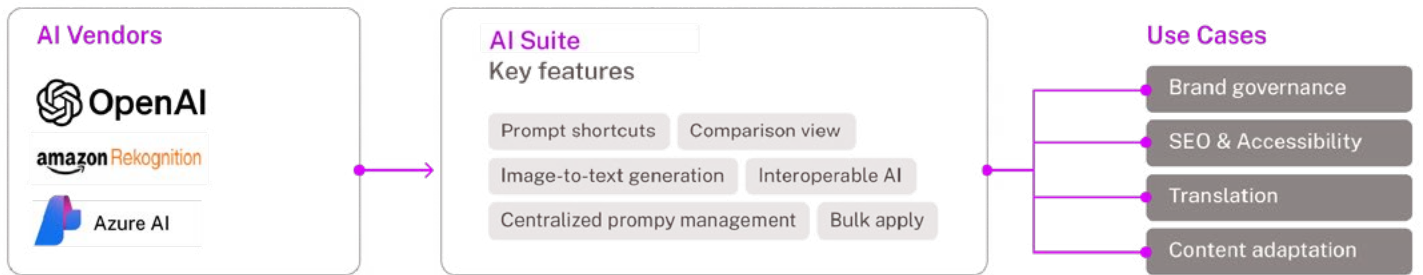
Scale your strategy

Tailor AI to your brand guidelines, SEO tactics, and quality benchmarks, enabling content creators and editors to easily stay aligned.

Maintain brand integrity

Keep the quality and tone of voice consistent across all content whoever creates, so your brand feels the same everywhere.

Reimagine editorial work with generative AI

AI Vendors
- OpenAI
- amazon Rekognition
- Azure AI

AI Suite
Key features
- Prompt shortcuts
- Comparison view
- Image-to-text generation
- Interoperable AI
- Centralized prompy management
- Bulk apply

Use Cases
- Brand governance
- SEO & Accessibility
- Translation
- Content adaptation

Single source of truth for prompts
Streamline your most repetitive tasks with prompt shortcuts. Configure and standardize these prompts, ensuring every team member utilizes AI in alignment with company's standards.

Intelligent image optimization
Manage large image libraries with AI-generated tags and descriptions, improving content accessibility and overall site experience with minimal manual effort.

AI powered, editor approved
Leverage AI-driven insights to enhance your content while maintaining full editorial control. Our transparent comparison view allows you to review and approve multiple AI-suggested changes.

Future-proof AI flexibility
Expand use cases and achieve greater results by connecting to other cutting-edge AI models and services via our robust API.

Customize and add prompt shortcuts

Preview suggested changes
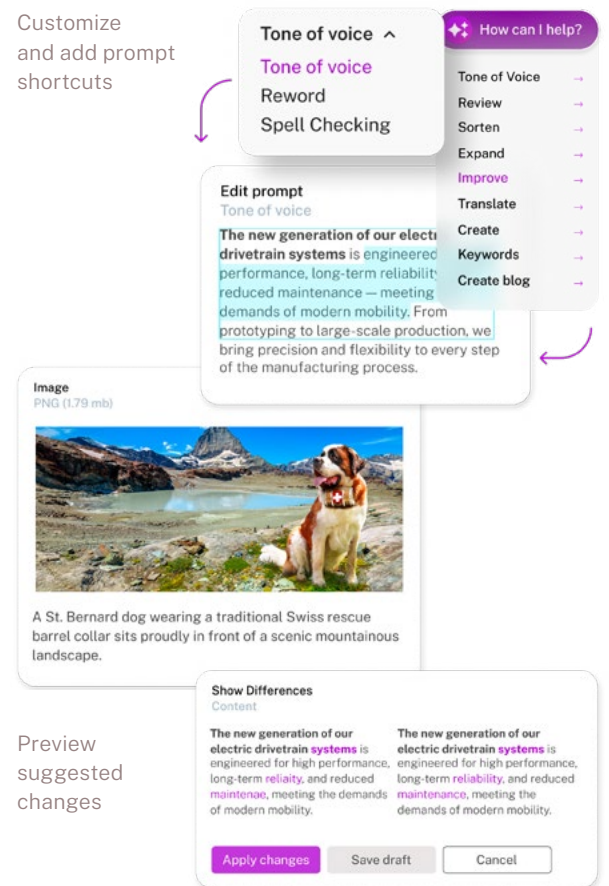
Performance gains when using AI

10
Hours Saved Per Week
Creating texts in tone-of-voice, descriptions and keywords

40%
Increase Content Output
For web and metadata content