

Fractal Content Supply Chain

Improve pharma content efficiency with automated metadata creation

What is Content Supply Chain?

Content Supply Chain helps pharmaceutical companies improve content effectiveness by automating high-quality metadata creation for promotional content.

Using advanced AI models, it enables marketing and medical teams to create intuitive taxonomies and standardize content tagging. This surpasses traditional manual methods in both accuracy and efficiency.

This precise tagging at scale and the accompanying detailed descriptions enable a smooth flow of information between systems while reducing manual tagging efforts by 90%.

Content Supply Chain's automated tagging saves time and increases accuracy by reducing manual errors. This improves operational efficiency and allows teams to focus on generating insights and enhancing their content effectiveness.

Why Content Supply Chain?



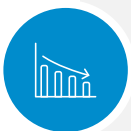
Intuitive taxonomy management:

Creating and maintaining comprehensive taxonomies often requires specialized knowledge. It allows customers to bring their existing taxonomy and work with the Content Supply Chain user to create a granular taxonomy definition.



High-quality metadata and standardized tagging:

Modifying existing tagging structures can be tedious and time-consuming. Content Supply Chain's intuitive interface makes it easy to edit definitions and automatically assign accurate tags to your data, just like a human expert. This saves time and ensures clean, consistent data for all your systems.



Scaling with accuracy:

Content Supply Chain effectively scales tagging processes for pharmaceutical companies, bringing about significant cost savings. This not only makes content analytics more affordable but also ensures higher accuracy compared to manual tagging methods.



Get Fractal Content Supply Chain On

AWS Marketplace: go.fractal.ai/ContentSupplyChain



Why Fractal?

A data, ML, and AI specialist for over 20 years, Fractal is a recognized AWS Partner with the expertise to support you throughout your data and AI transformation journey.