

CASE STUDY

Rx for Marketing Velocity

Reengineering the Pharma Marketing Operations Center with Agentic AI

How a global pharmaceutical leader compressed go-to-market time, eliminated half its QC rework, and laid the foundation for an AI-native Marketing Operations Center – starting with a focused QA Assist proof of concept.

30–40%	50%	~60%	≥40%
Faster turnaround	Less QC rework	QC cycle time cut	Developer effort saved

THE CHALLENGE

A leading global pharmaceutical organization operates a centralized Marketing Operations Center (MOC) that orchestrates content production and deployment across digital channels, agencies, and markets. Rising volumes, tighter timelines, and a fragmented tooling landscape were stretching the model – manual briefs, repetitive QC, and late-stage rework were eroding speed-to-market and producing inconsistent quality across regions.

OUR APPROACH

A current-state assessment of the MOC examined content operations across pre-production, production build, and quality control – across people, process, and technology. The output: a forward-looking transformation roadmap anchored on three strategic pillars, with QA Assist selected as the first lighthouse use case.

1. **Content Owner Assist**
2. **Developer Assist**
3. **QA Assist**

PROOF OF CONCEPT- QA ASSIST FOR EDETAIL

QA Assist was chosen as the lead use case because it represents **~60% of current MOC effort**. In a focused POC on the eDetail channel, **12 complex quality checks** were automated across Fonts & Color, Quality & Layout, and Metadata – with technical feasibility indicating **~70% of checks** are automatable at scale.

IMPACT

Beyond the headline numbers, the engagement created the operating muscle for an AI-native MOC: integrated systems delivering real-time tracking and stronger governance, standardized quality replacing variable manual review, and a clear transition framework moving mature markets into next-generation models – POD, DPM++, and Self-serve.

LOOKING AHEAD

- Scale QA Assist beyond eDetail to the full asset portfolio across priority markets.
- Activate Content Owner Assist and Developer Assist to compound efficiency across the production lifecycle.
- Migrate the POC from the Navikenz environment to the client environment and harden for production.
- Re-shape the people model – transitioning mature markets to POD, DPM++, and Self-serve operating models.

The logo for Navikenz, featuring the word "NAVIKENZ" in a bold, sans-serif font. The letters "NAV" are in a dark teal color, and "IKENZ" is in a dark red color. The letters are closely spaced and have a slight shadow effect.