

Building a Next-Generation AI-First Content Ecosystem



The Client

The client, a prestigious global institute, embarked on an ambitious multi-year strategic journey guided by a visionary digital-first blueprint. However, their primary operational barrier was a print-centric legacy pipeline where high-value authoritative instructional IP was completely trapped inside massive, format-locked legacy long-forms inside a standalone source repository.

The Client

To accelerate their digital-first strategy, the client required an enterprise-grade platform capable of securely migrating this content out of legacy repository silos and using the long-form source text to dynamically power structured, modularized reusable learning components and multi-modal derivative courses. Building such a complex ecosystem from scratch presented severe time-to-market risks, development friction, and manual re-authoring overhead.

Critical Success Parameters

- ✓ **Enabling Digital-First Workflows:** Transforming long-form content into modular digital-first assets.
- ✓ **Accelerated Long-Form Modularization:** Converting legacy content into standardized, reusable modules.
- ✓ **Multi-Modal Enablement:** Generating audio, video, and interactive experiences from content.
- ✓ **Enabling New Regions:** Supporting multilingual, localized, and region-specific learning.
- ✓ **Enabling New Market Segments (B2B/B2C):** Delivering configurable products for diverse markets.
- ✓ **Meeting Evolving Business Priorities:** Adapting quickly to changing business and market needs.
- ✓ **Enterprise-Grade Compliance & Efficiency:** Accelerating delivery while ensuring enterprise-grade compliance.

Our Approach

Magic used ezSuite™ for AI-native content transformation, converting legacy long-form content into modular, reusable digital-first assets.

- ✓ **Source Ingestion & Normalization:** Converted complex source content into a standardized JSON-LD format.
- ✓ **Content Modularization:** Broke long-form content into reusable, taxonomy-aligned learning objects.
- ✓ **Automated Authoring:** AI-assisted authoring, tagging, metadata generation, and editorial recommendations.
- ✓ **Assessment Generation:** Created blueprint-aligned item banks with built-in accessibility validation.
- ✓ **AI Multi-Modal Generation:** Generated audio, avatar videos, and multimedia from a single content source.
- ✓ **Cross-Asset Synchronization:** Kept content, media, and derivatives synchronized through semantic linking.
- ✓ **Secure AI Workflows:** Private AI environment with zero data retention and IP protection.
- ✓ **Shift-Left Quality:** Automated quality, schema, and WCAG checks with mandatory human review.



Key Result Highlights

- Established a path from long-form, format-locked content to modular, digital-first learning assets.
- Enabled reusable content components that could support multiple learning products and formats.
- Extended a common content source into audio, video, assessment, and other multimedia experiences.
- Supported multilingual, localized, and region-specific content development.
- Created a foundation for configurable learning products serving different B2B and B2C requirements.
- Embedded accessibility, quality, and human review into AI-assisted content workflows.
- Gave the client a more adaptable content model for responding to changing product and market priorities.