

Digital

Intelligent News Media Accelerator



THE CHALLENGE

Presidio partners with media organizations to modernize how stories move from signal to multi-platform distribution. We remove bottlenecks across the editorial lifecycle so content flows seamlessly across teams, systems, and formats. Through automation and integrated systems, we enable faster publishing and more effective cross-channel delivery. All while maintaining editorial standards and compliance.

THE SOLUTION

Today's media and news organizations need more than speed—they must continuously surface, shape, and deliver stories as they evolve. Presidio enables this through its Intelligent News Media Accelerator, a purpose-built solution that connects content, data, and AI across workflows and distribution channels. By automating metadata enrichment and enabling multi-platform publishing, it helps teams identify emerging narratives, enrich context, and deliver stories in real time. The result is a more unified content lifecycle with reduced fragmentation and improved cross-channel delivery.

Key capabilities include:

- ◆ **Story Discovery & Signal Detection:** Continuously analyze incoming sources to identify emerging stories and trends.
- ◆ **Contextual Enrichment:** Apply entities, topics, and relationships to improve story depth and discoverability.
- ◆ **Real-Time Editorial Coordination:** Connect intake, review, and publishing into a streamlined workflow.
- ◆ **Adaptive Distribution:** Tailor and deliver stories across web, mobile, social, and partner channels.
- ◆ **Content Lifecycle Extension:** Re-surface and repurpose archival content to support ongoing coverage.
- ◆ **Seamless Content Integration:** Bridge CMS, DAM, and newsroom tools into a cohesive operating model.

OUR APPROACH

Presidio's intelligent media content engine, Resonate, helps operationalize AI across content production, media management, distribution, and monetization workflows.

Rather than imposing rigid workflows, we align with how journalists, editors, and producers actually work, enhancing their processes with intelligent automation, real-time visibility, and integrated systems. Our Intelligent News Media Accelerator works with Resonate to unlock more value from content libraries, accelerate time-to-publish, and adapt stories for different audiences and channels—while maintaining editorial integrity and compliance.

We focus on removing bottlenecks across the full editorial lifecycle—from ingest and tagging to production, distribution, and monetization—so content flows seamlessly across teams, systems, and formats.

KEY BENEFITS

- ◆ **Faster Time to Publish:** Deliver stories to audiences faster as events unfold.
- ◆ **Consistent Cross-Channel Experiences:** Ensure seamless delivery across web, mobile, and social.
- ◆ **Enhanced Audience Engagement:** Provide relevant, personalized content experiences.
- ◆ **Always-On Content Relevance:** Activate both breaking and archival content to sustain engagement.
- ◆ **Adaptive Audience Targeting:** Tailor content dynamically based on audience behavior and context.
- ◆ **Future-Ready Content Experiences:** Establish a foundation for AI-driven editorial and publishing innovation.

Intelligent News Media Accelerator

WHAT MAKES US DIFFERENT

We bring deep expertise across media, cloud, and AI to help news organizations modernize with confidence. Our approach combines newsroom-aware workflows, technical execution, and a proven delivery model to transform fragmented systems into intelligent, real-time content operations. By aligning technology with editorial needs and business outcomes, we enable organizations to move faster, operate more efficiently, and deliver more impactful journalism at scale.

How the Intelligent News Media Accelerator stands apart:

- ◆ **Newsroom-Aligned Workflows:** Designed to support real-world editorial processes and content cycles.
- ◆ **Services-Led Delivery:** Tailored implementation aligned to each organization's systems and operating model.
- ◆ **Built on AWS:** Scalable, secure, and AI-ready cloud foundation.
- ◆ **Seamless Integration:** Connects CMS, archives, and distribution platforms without disruption.
- ◆ **End-to-End Capabilities:** From strategy and deployment to ongoing optimization and support.

WHY PRESIDIO

Presidio is here to guide your business transformation journey by helping you carefully navigate the fast-changing tech landscape. As the bridge between where you've been with foundational IT, and where you're going with modern AI and cloud services, we measure success with you on the terms you define. We strive to build lifetime relationships with each of our customers, and we do so by being fearless, fast, flexible, and compassionate. It's our mission to earn your trust and deliver innovative, high-quality outcomes at speeds once thought not possible, so you can achieve your business goals faster.

Presidio Delivers More than Technology, We Solve Media Operations End-to-End

Presidio brings deep industry expertise and a consultative approach — from initial assessment and workflow design through modernization, integration, and migration. Leveraging AWS and a rich partner ecosystem, Presidio develops, deploys, and operates solutions that simplify complexity and scale with the speed and demands of modern newsroom and sports media operations. With full lifecycle capabilities — including development, integration, and 24×7 managed services — Presidio ensures operations are continuously optimized for speed, reliability, and measurable monetization impact.

Contact Presidio today:
www.presidio.com/contact-us/