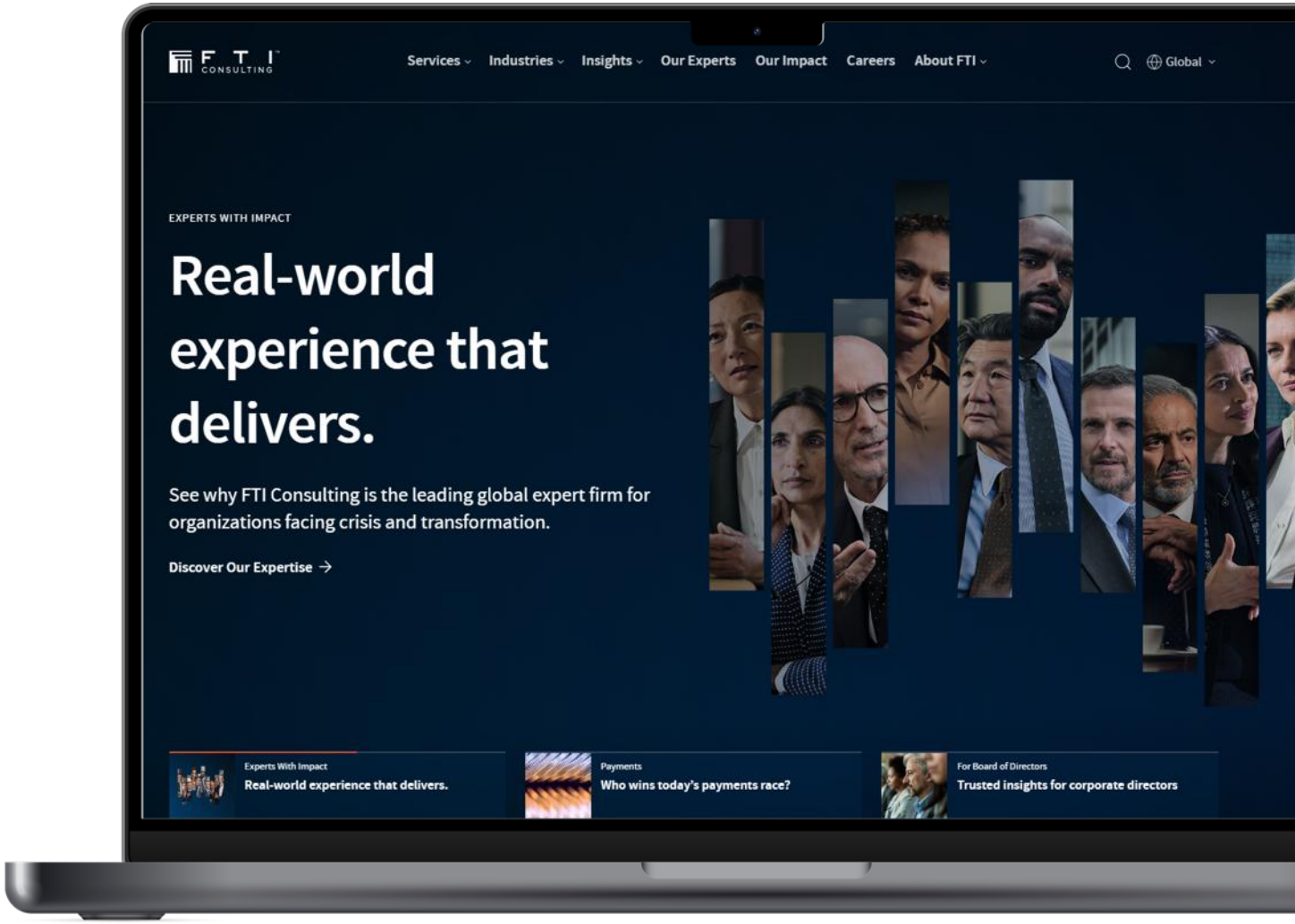
FTI Consulting is a global professional business advisory

CASE STUDY

A global business advisory firm helping organizations manage change, mitigate risk, and resolve disputes.

8,100+
Employees

32
Countries and territories



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FTI’s content publishing was held back by internal operational challenges

CASE STUDY

OPERATIONAL CHALLENGES

Distributed content ownership: Content originates across regions, segments, and teams — each with different priorities, processes, and levels of digital expertise.

Scale and volume: 600+ of pages, experts, insights, and assets get published annually creating a shortage of resources.

Slow time to publish: Reviews, approvals, CMS entry, image preparation, and QA for multilingual content turn straightforward updates into multi-step public.

High cost of repetitive work: Skilled teams spend significant time on copy/paste, formatting, tagging, image handling, and validation instead of higher-value work.

COMPLIANCE CHALLENGES

Brand consistency at scale: Maintaining brand voice, formatting, metadata, taxonomy, and content quality becomes increasingly difficult as publishing volume grows.

Legal review pressure: Maintaining legal compliance added significant cost to the content operations and serious delays in the publishing cycles.

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Zero-Touch Publishing (ZTP) reduced content intake and review cycles for expert bios

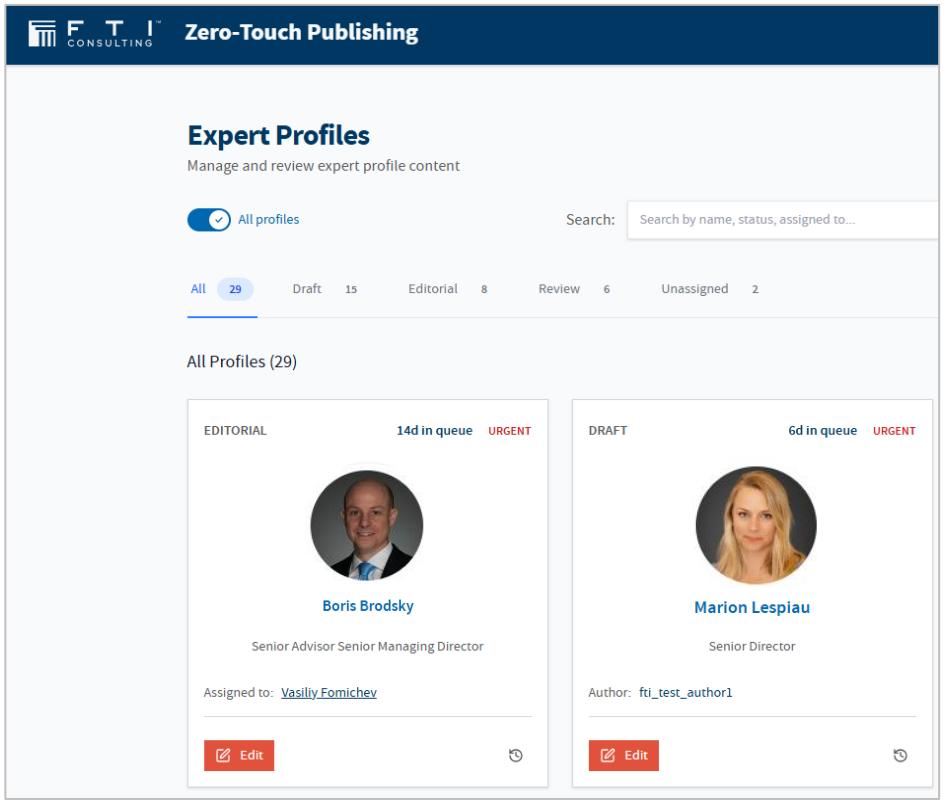
CASE STUDY

Zero-Touch Publishing streamlined content submission, updates, reviews, and publishing into one central hub—complete with instant visual previews, AI-assisted document import, copy and digital asset optimizations.

AI features include:

- AI Word, PDF, image import and content import
- AI LinkedIn profile import
- Profile image optimizations with AI based on FTI standards
- Automated AI-driven copy editorial based on FTI writing guideline
- SEO and GEO metadata generation with AI

The analytics showing an *81% decrease in the avg. time spent on processing bios, reducing at times a weeks-long process to a single day and* ***saving 1,333 hours a year for marketing.***



OUTCOMES

23 mins.
Avg. Final Review time.

47 mins.
Avg. total active time spent on bio intake.

20 mins.
Avg. draft active time.

3 mins.
Avg. editorial active time.

1 day
Avg. bio intake timeline

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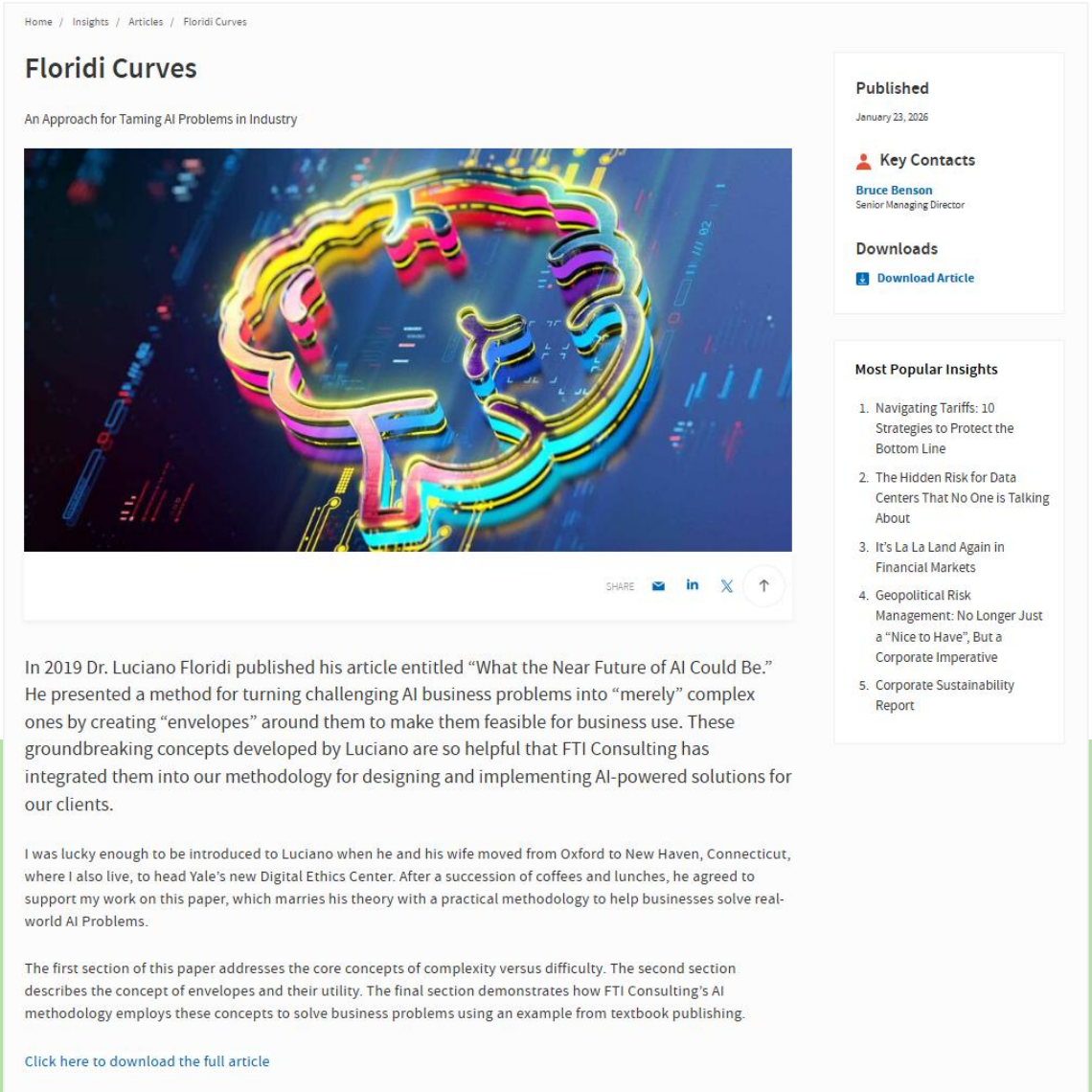
ZTP Insights automated bottom-up content publishing workflow

CASE STUDY

ZTP Insights automated and streamlined major parts of content intake, review, FTI business rule and branding compliance and CMS page staging using AI and automation.

AI features include:

- Word and PDF document import
- Copy quality scoring based on FTI Consulting writing guidelines
- Legal copy validation
- Automated copy formatting for the web
- Getty Image asset recommendations
- Web metadata evaluation and optimization
- Automated content tagging
- Automated web page composition and staging in Sitecore.



OUTCOMES

50%
Reduction of Segment Marketing effort

75%
Reduction of Editorial & Legal effort

85%
Reduction of Web Production effort

70%
Reduction of time to publish

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