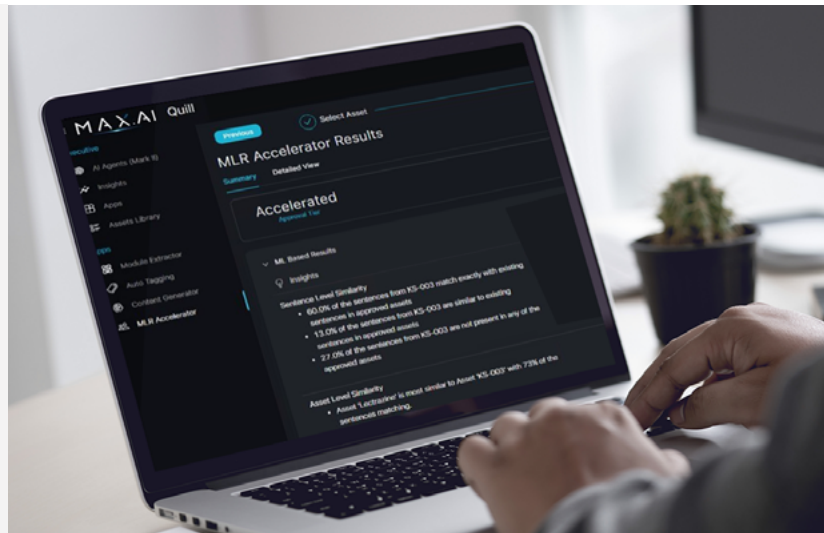


## Create, approve, personalize your content with our gen AI application

ZS Quill, powered by Max.AI



### Deliver content faster and with greater impact

Creating content for the life sciences industry presents unique challenges ranging from low content engagement to high creative costs and sluggish medical, legal, regulatory (MLR) reviews. Quill, our gen-AI-powered content transformation application, tackles these challenges so you can streamline approval workflows while creating hyper-personalized content that resonates with your target audiences.

Quill uses gen AI to automate content tagging and assembly, significantly reducing manual effort and time to market. With features like the Module Extractor and PRC/MLR Accelerator, you can efficiently reuse existing assets while keeping them compliant. Quill transforms your content strategy, helping you leave bottlenecks behind to deliver impactful messaging.

### Creating real-world impact

Quill leverages intelligent automation and machine learning to enhance content management, personalization and analytics.

Users benefit from:

- Up to 50-90% more content generated at more than 50% savings
- Over 50% reduction of cycle times to accelerate getting content to market with 60% less effort
- 50-140% engagement lift and 1-2% sales lift

#### Content Generator case study

A life sciences company was looking to create new derivative content efficiently. ZS leveraged Quill's Content Generator module to create content 2.5 times faster compared to their existing process and at 50% less cost.

#### PRC/MLR Accelerator case study

A large pharma company sought to revamp its content approval process. By implementing Quill's PRC/MLR Accelerator along with tiered content reviews, the company reduced its controllable MLR review time by 64%.

## Key features



Module  
Extractor



Intelligent  
Auto-Tagger



PRC/MLR  
Accelerator



Content  
Generator

## Our technology

Quill is a scalable, portable, extendable and cloud-native tool that leverages advanced technologies to transform your content supply chain:

### Module Extractor



Jump-start your modular content library by extracting text and images from approved composite content for reuse across channels. The Module Extractor is powered by gen AI.

### Intelligent Auto-Tagger



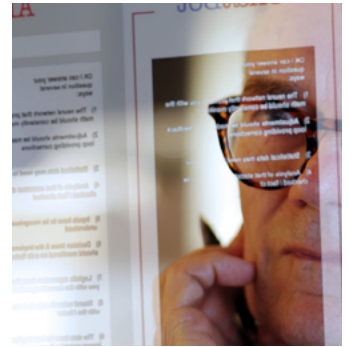
Automatically assign tags to composite and modular content, making assets easily searchable and usable. This saves you time, enhances personalization and delivers content insights.

### PRC/MLR Accelerator



Accelerate the MLR review through automatic risk assessments, as well as by facilitating tiered approvals. Automatically check content and brand guidelines to drastically reduce review times while keeping your content consistent and compliant.

### Content Generator



Leverage gen AI to create variations of approved components and modules. Quickly create tailored content based on customer preferences so you can easily deploy personalized content in your marketing efforts.

**Learn more:** [Quill powered by Max.AI](#)

## About ZS

ZS is a management consulting and technology firm that partners with companies to improve life and how we live it. We transform ideas into impact by bringing together data, science, technology and human ingenuity to deliver better outcomes for all. Founded in 1983, ZS has more than 13,000 employees in over 35 offices worldwide.

