

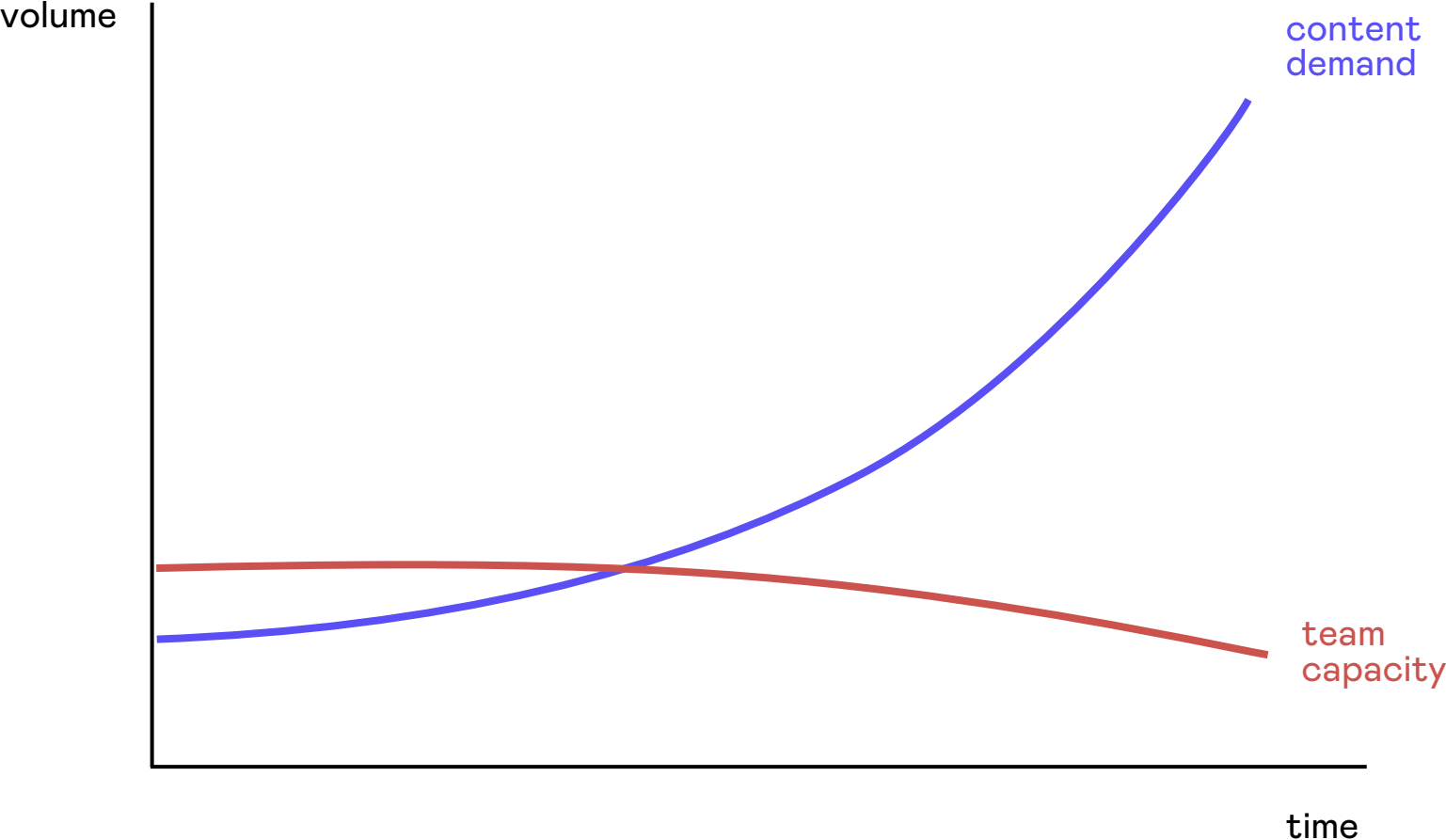
THE RISE OF AGENTIC CMS

From Content Warehouses to Content Brains

Petr Palas, Kontent.ai

KONTENT.AI®

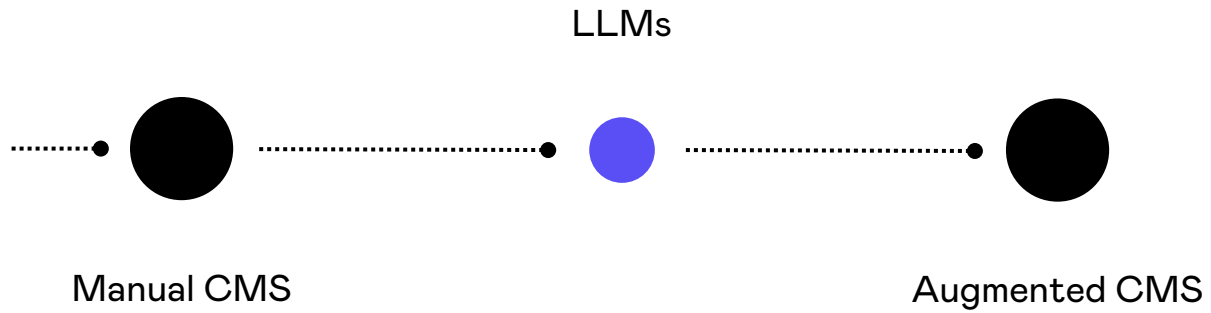
The growing **CONTENT GAP**



AI offers fresh promise

... though not all AI is identical

From "manual" CMS to LLMs



AI-augmented CMS

The image shows a screenshot of a text editor interface. At the top, there is a rich text toolbar with various icons for text formatting, including bold, italic, text color, background color, link, and unlink. Below the toolbar, a dropdown menu is open, displaying several AI-powered editing options. The menu is divided into two sections: 'Edit or Review selection' and 'Generate from selection'. The 'Edit or Review selection' section includes options like 'Make shorter', 'Improve content', and 'Change tone'. The 'Generate from selection' section includes options like 'Create title' and 'Summarize'. The background text is partially visible, showing phrases like 'process emotions, consolidate memories, and restc', 'an lead to:', 'gulation', 'none levels', 'rformance', and 'ystem function'. At the bottom, there is a large, bold heading: 'Health Conditions Affected b' and 'Anxiety and Sleep Disorders'.

✦ Ask AI | Normal text ▾ | ☰ ☷ | B I T² T₂ </> 🔗 🔗 | T_x | 💬 📧

Edit or Review selection

- ⏪ Make shorter
- 💎 Improve content
- 😊 Change tone >

Generate from selection

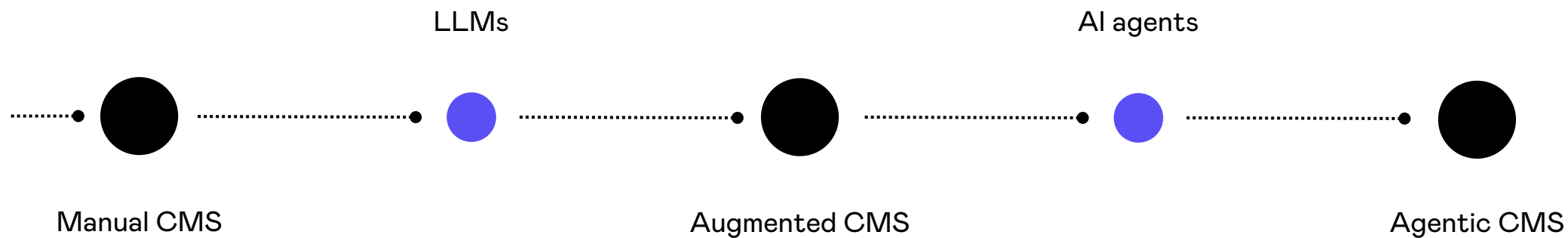
- ☰ Create title
- 🔄 Summarize

process emotions, consolidate memories, and restc
an lead to:
gulation
none levels
rformance
ystem function

Health Conditions Affected b

Anxiety and Sleep Disorders

From LLMs to AI agents



Agentic CMS

✦✦ AI Agent

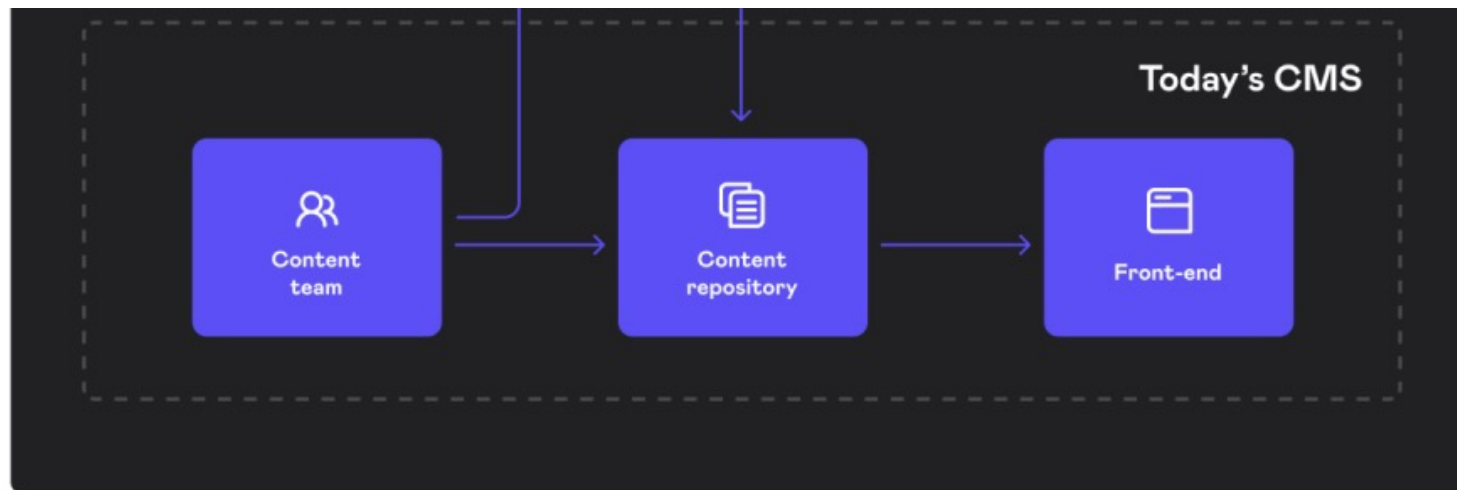
Hi! Need a hand? I can create, update, and publish content in different languages, manage the content model, and fetch the assets you're looking for. Describe what you need, and we'll get it done.

[Check out what I am capable of](#) or ask me what else I can do.

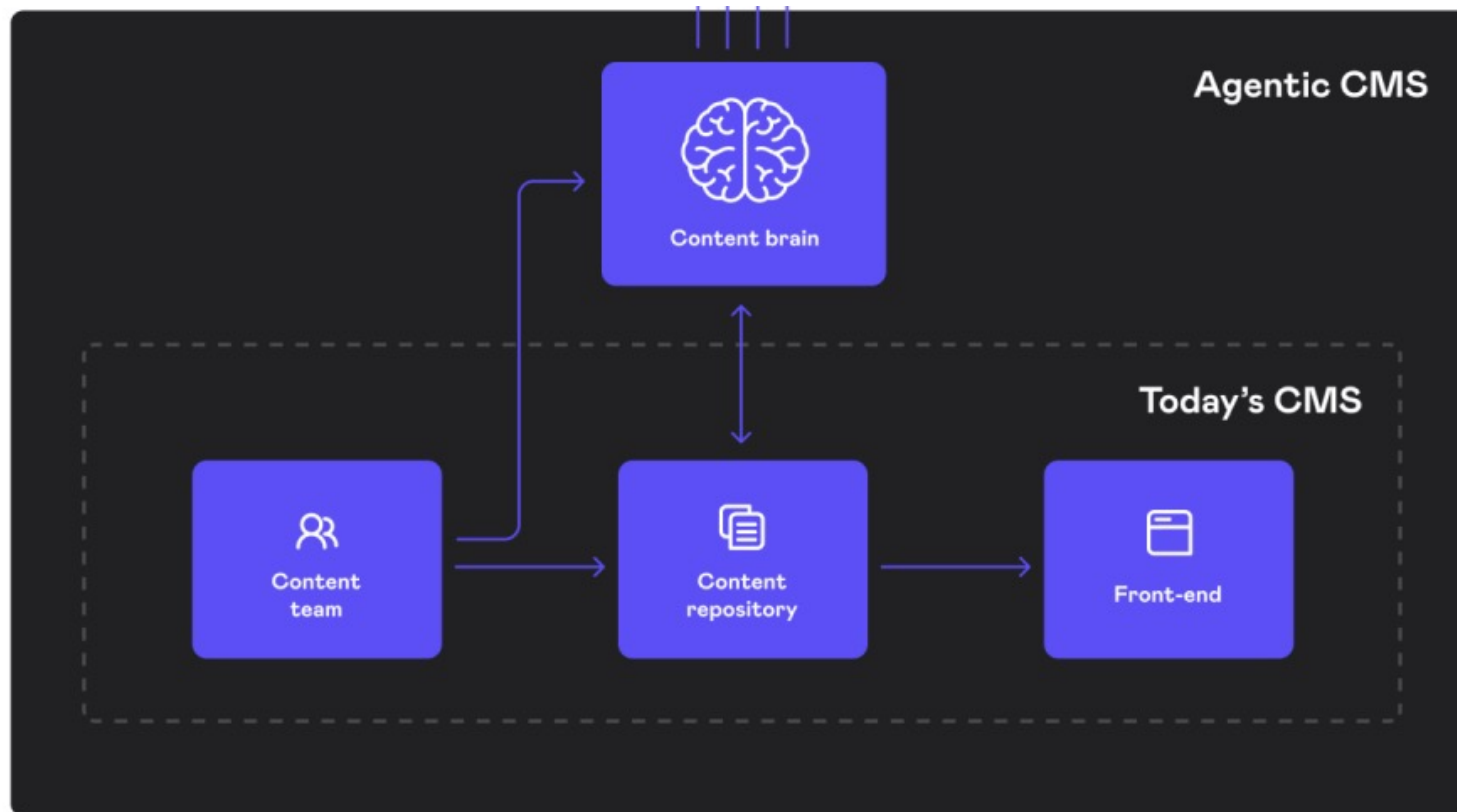
How can I help today?



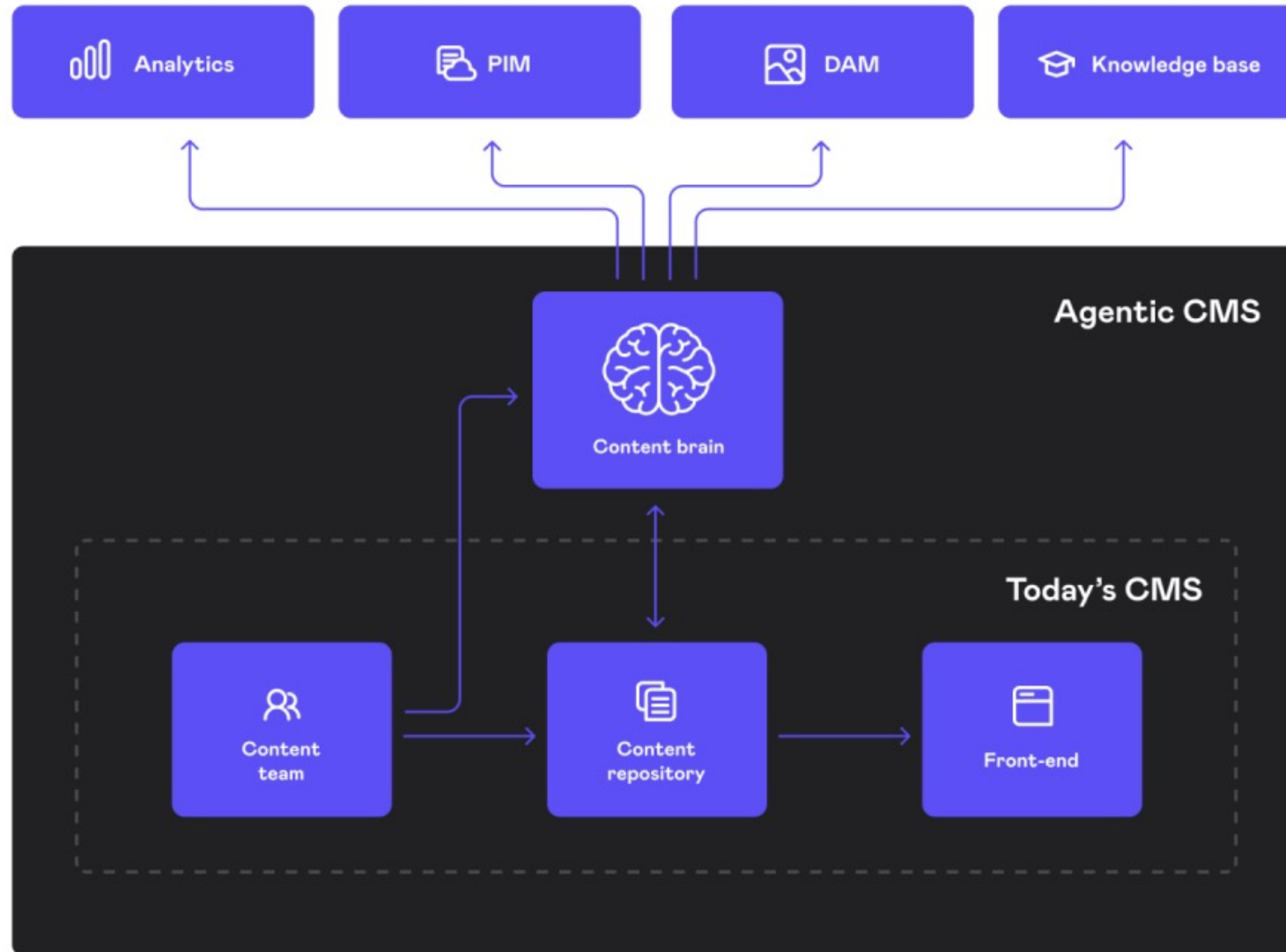
From content repository to content brain



From content repository to content brain



From content repository to content brain



From clicking and typing...

The screenshot displays the KONTENT.AI interface for editing a content item. The top navigation bar includes the logo, a breadcrumb trail (Karma Health Demo - Petr Palas > Production (Production) > Cont... > Sleep and Mental Health: A Comprehensive ...), and a language selector (English (en-US) (Default)).

The left sidebar contains a search bar and a menu with the following items: AI Agent, Mission Control, Content & assets (expanded), Content (selected), Relations, Assets, Content model (expanded), Content types, Content type snippets, Asset type, and Taxonomies. At the bottom of the sidebar are options for Minimize menu, Chat with support, Resources, and the user profile (Petr Palas).

The main content area features a toolbar with actions: Add task, Change workflow step, Publish..., Set due date, Assign contributors, Add note, and More actions. The content item being edited is titled "Sleep and Mental Health: A Comprehensive Guide to Better Rest and Wellbeing".

The "Content" tab is active, showing the following fields:

- Content item name:** This name identifies the item elsewhere in your project. If you edit the name, it will change for all languages. The current value is "Sleep and Mental Health: A Comprehensive Guide to Better Rest and Wellbeing".
- Collection:** Required. This collection is assigned to **Flagship Website** and not shared anywhere else. The current value is "Common", with a "CHANGE COLLECTION" button.
- Title:** Required. The current value is "Sleep and Mental Health: A Comprehensive Guide to Better Rest and Wellbeing".
- Publish Date:** Required. The current value is "Sep 15, 2025, 5:53 PM" with a calendar icon, and the time zone is "UTC".

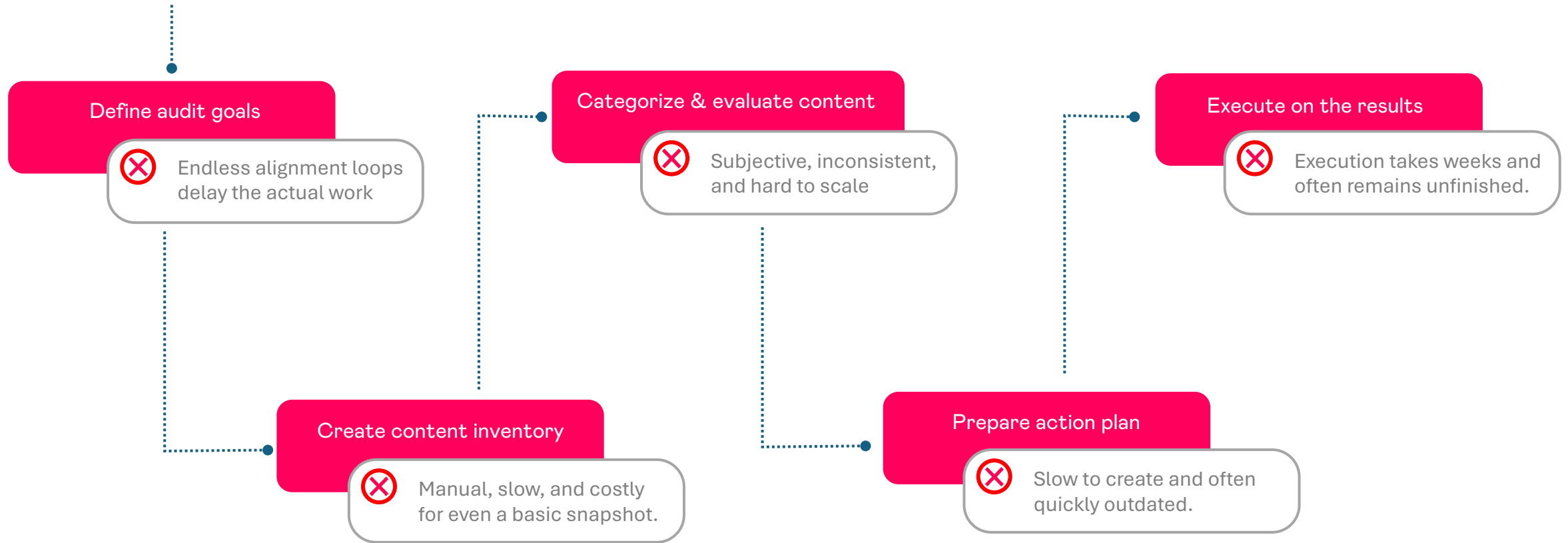
The "Metadata" tab is also visible but currently inactive.

... to declaring your intent

Update our office hours across all websites.

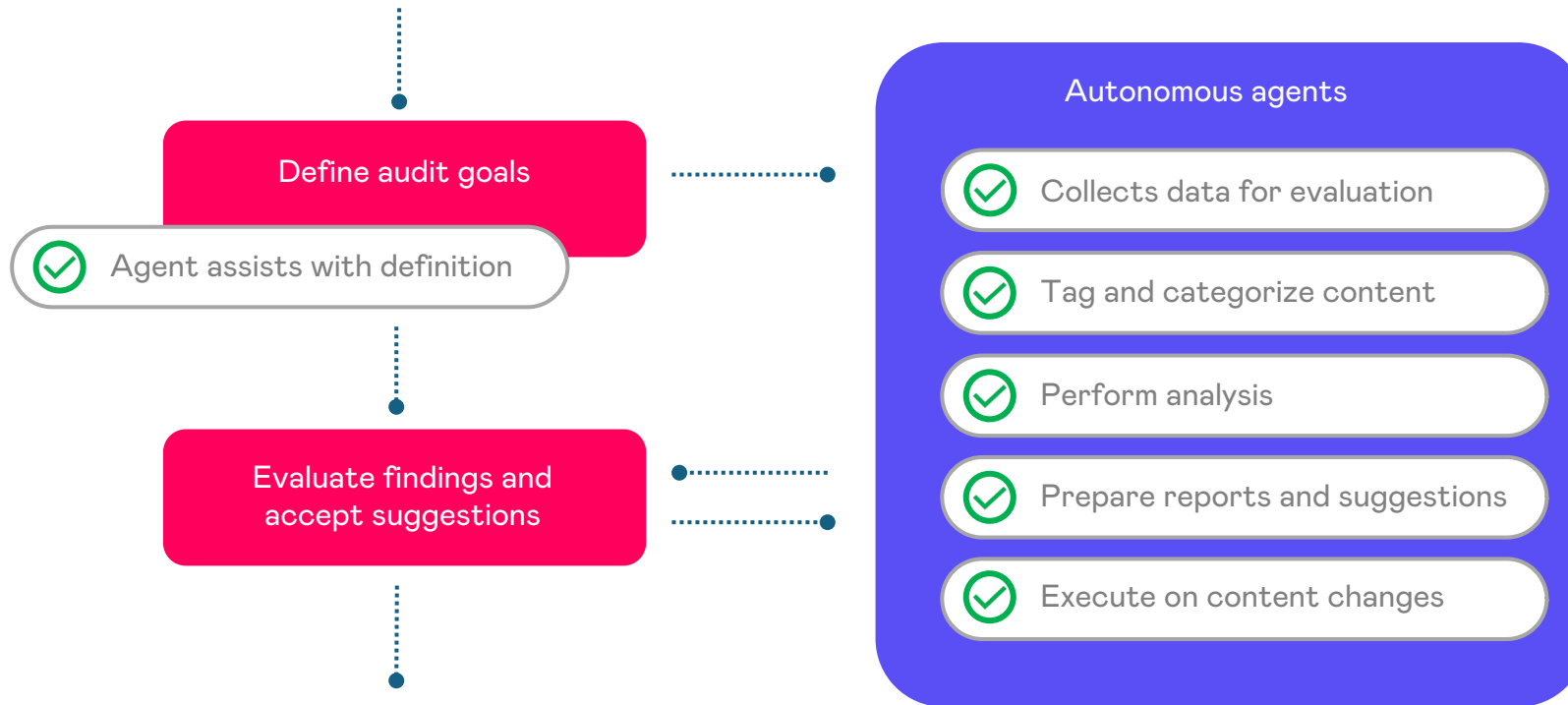


Example: Content audit - before



Multiple people, high costs, results in weeks or months.

Example: Content audit - after



One person, instant results, dramatically lower costs.

Agentic use cases: **Massive content updates**

Find all occurrences of ACME Inc. and replace it with a new company name.

Agentic use cases: **Content gap analysis**

Categorize our blog posts based on customer lifecycle and conduct a gap analysis.

Agentic use cases: Utilize existing knowledge

Get our top 10 most popular knowledge base articles in Zendesk and draft FAQ-style blog posts based on them.

Agentic use cases: Content migration

Import all blog posts from our WordPress website. Automatically import related images, adjust content based on our guidelines, update links to related content, categorize based on our taxonomies and translate them to all languages. **Do not import crap ;)**

Agentic use cases: **Content transformations**

Use our latest webinar to create a blog post and generate a 20 second reel with key moments. Generate social media posts and post them on Monday morning. Create a newsletter and send it on Monday afternoon.

Agentic use cases: GEO/SEO

Use Semrush to see which keywords are showing a drop in performance and recommend content changes.
Execute them after my review.

Agentic use cases: **Content performance**

Use Google Analytics to identify the best converting content and draft 5 more articles on similar topics. Schedule them for publishing one per week, every Wednesday.

Agentic use cases: **Compliance**

Review all our drug descriptions against new legislation in the attached document.

Agentic use cases: Governance

Identify orphaned content that isn't linked anywhere and didn't get any traffic based on Google Analytics in the last 30 days. Then archive it and make sure there are no broken links.

Agentic use cases: **Integrating content across tools**

Review new tasks in Asana project "Content Calendar" and create draft articles based on the specification. Pick suitable header images from our Bynder library. Assign the tasks to the owners and set due dates based on Asana tasks.

The impact of Agentic AI on content teams

Role	Before	After
Writers	Rewrite content manually for every channel	Draft once, and agents generate tailored versions automatically
Reviewers	Check every sentence for typos, style, and compliance	Review AI-polished drafts and focus on messaging and impact
Content strategists	Manually audit content for consistency and freshness	Rely on the CMS to flag outdated items and ensure alignment
Compliance managers	Review every piece of content line by line	Oversee AI-driven checks with full audit trails and flagged risks

The impact of **Agentic AI** on content teams

AI Agents are your junior colleagues that do the grind for you. Just like your junior staff, they need proper context and some coaching. Then, they can condense weeks of repetitive work into minutes or hours.

Key Takeaways

- Agentic CMS is coming to help you close the content gap.
- It's not just faster. It fundamentally changes how we work with content.
- It will make your content team more efficient, so that they can focus on creative work, not grind.



Thank you!

Petr Palas, Kontent.ai