

OPTIMIZING CONTENT WITH AI

Sulu's Advanced AI Toolkit and Service

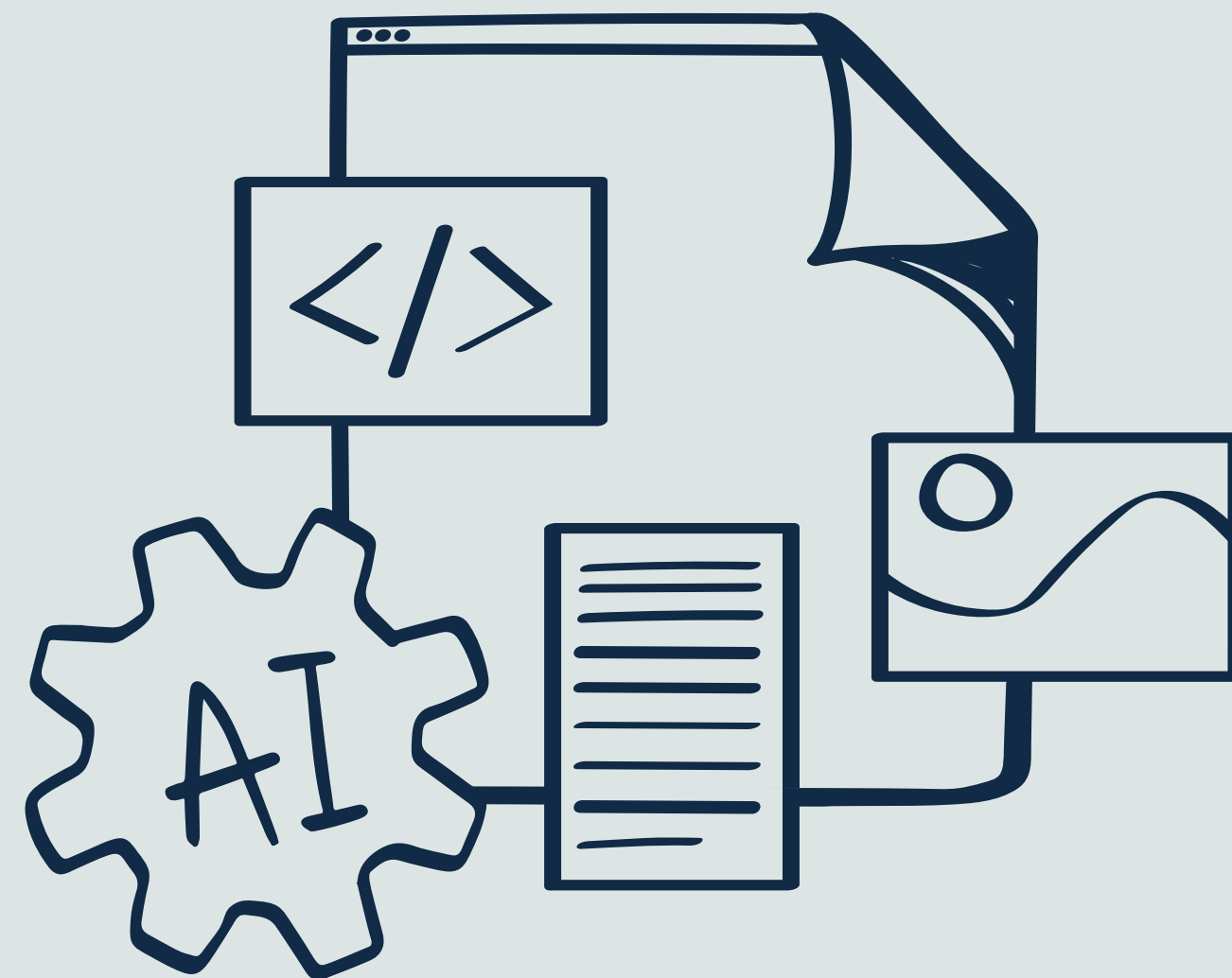
AI is Here to Stay – Adopt and Leverage

- AI is no longer a trend – it's a permanent part of technology
- Companies must embrace AI or risk falling behind
- The question isn't *if*, but *how* to leverage AI



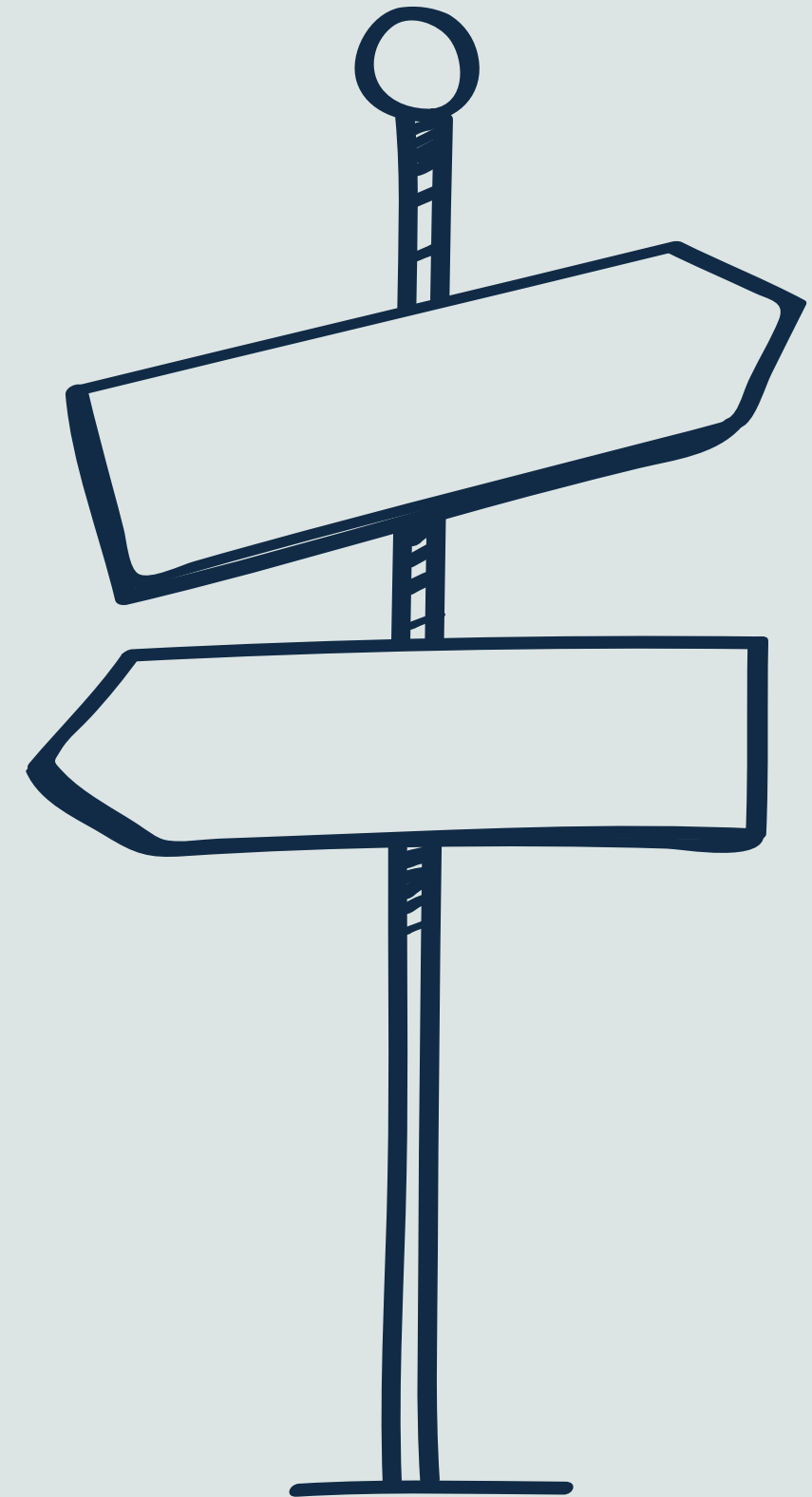
Why AI Matters for Content Production

- Content production challenges:
 - SEO, translations, user engagement, accessibility, output channels
- AI/LLMs enables:
 - Automates time-consuming standard tasks like SEO optimization, translations, and accessibility
 - Acts as a creative partner for brainstorming and refining ideas



What is Sulu's Approach to AI?

- Empowerment Over Replacement:
 - AI amplifies, not replaces, your team's efforts
- Integrated AI
 - AI is seamlessly embedded in the CMS, minimizing disruption
 - Make it easier for developers and agencies to build customized AI solutions



The Sulu AI Bundle – Open Source at Its Core

- What's in the box?
 - Abstraction layer for multiple AI providers
 - Pre-built UI components for translation and chat dialogs
 - Advanced field-based operations like translation and optimization



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The Sulu AI Bundle – Open Source Matters to Us

- Why Open Source?
 - Ensures transparency and flexibility
 - Collaboration drives evolution
- Sulu's Commitment:
 - Staying true to our roots while leading innovation



The Sulu AI Bundle – Open Source Challenges

- Developing AI solutions within an open-source framework requires balancing innovation with accessibility
- Most advanced AI services are commercial and often expensive
- Actively researching and experimenting with self-hosted and open-source AI models



Installation

```
# Install sulu/ai-bundle  
composer require sulu/ai-bundle  
  
# Install openai-adapter & deepl  
composer require modelflow-ai/openai-adapter  
composer require deeplcom/deepl-php
```


Configuration

```
# config/packages/sulu_ai.yaml
sulu_ai:
  providers:
    openai:
      api_key: '%env(OPENAI_API_KEY)%'
    deepl:
      api_key: '%env(DEEPL_API_KEY)%'

  experts:
    writing_assistant:
      enabled: true
      instructions: |
        You are a writing assistant. You can help users to write better texts.
        You can correct grammar, spelling, and punctuation mistakes, suggest better wordings, and provide additional information.
        If the input contains HTML, ensure the HTML syntax in your optimized text is valid.
      model: gpt4o
      options:
        predefined_prompts:
          - name: Improve
            prompt: Correct spelling errors, ensure proper grammar, and apply effective writing techniques.
          - name: Expand
            prompt: Enhance this content by incorporating descriptive language and adding more information.
```

Proof in Action: Live Demo

[Open Demo](#)

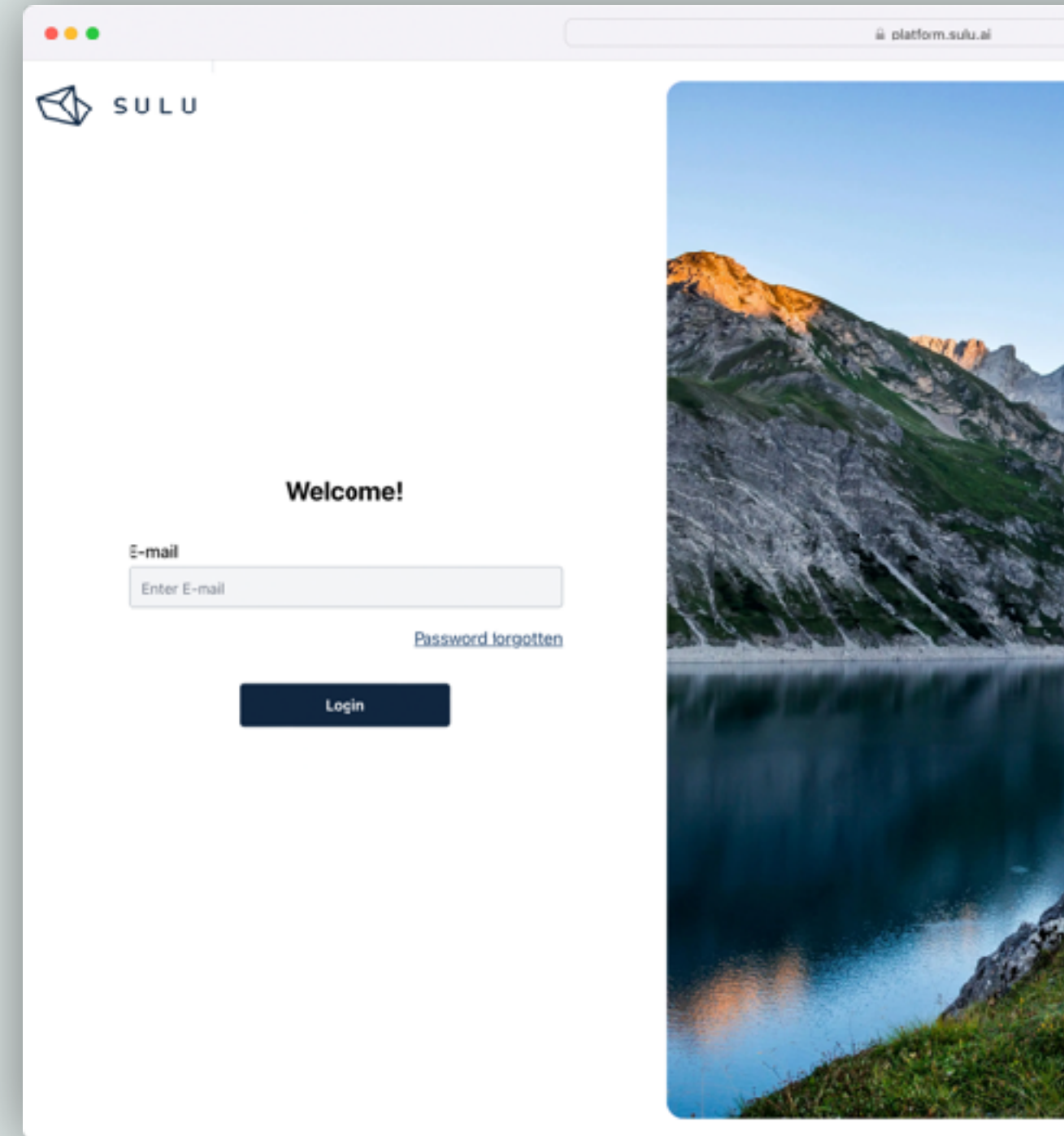
Introducing Sulu AI Platform – Our First Commercial Product

- Centralized AI-driven content optimization service
- Integrated multi-provider support
- Tailored towards the needs of agencies



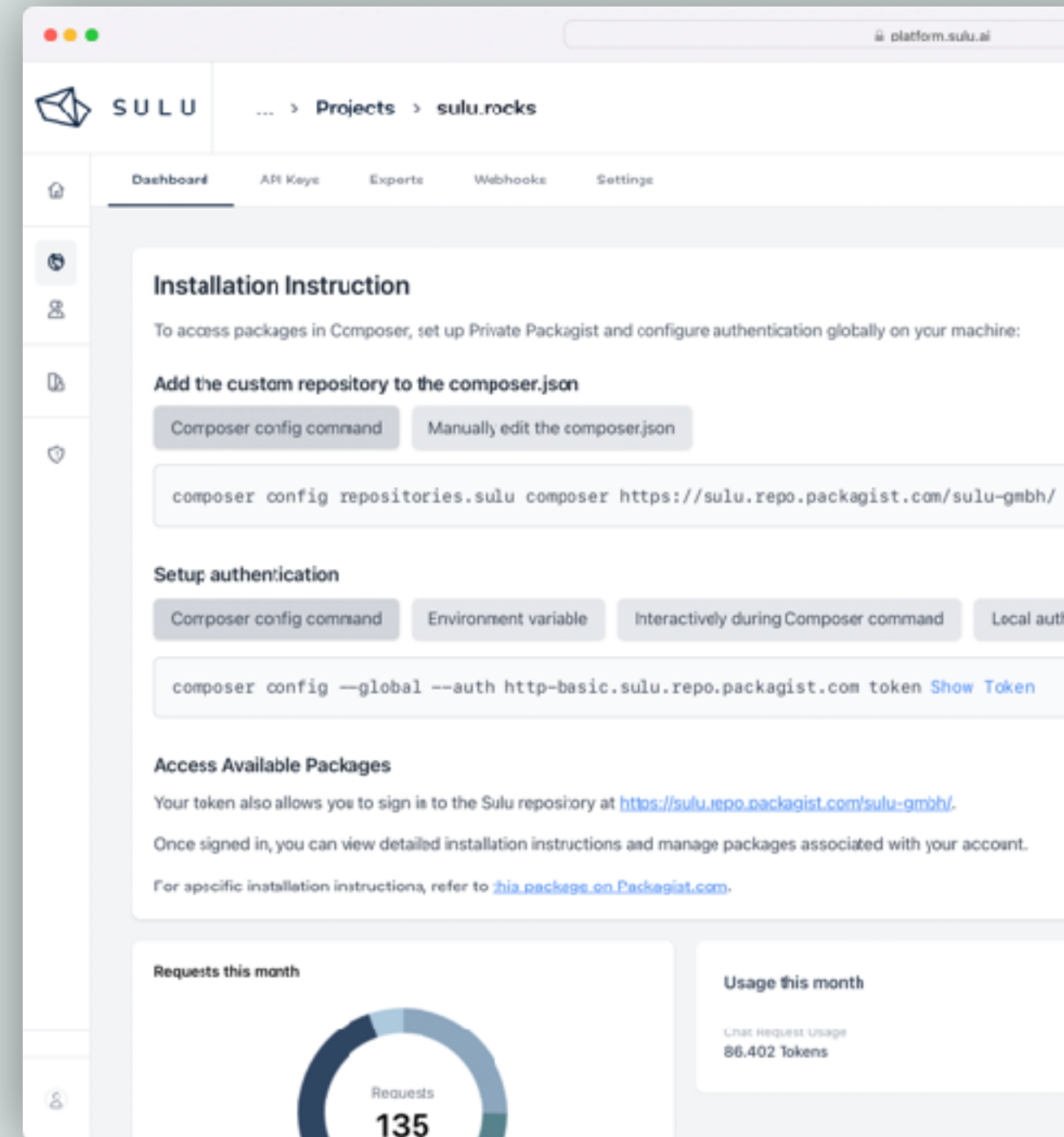
Key Features of the Sulu AI Platform

- Writing assistance for optimizing content
- Automated SEO metadata
- Summaries for teasers and overviews
- Full-page translations
- Accessibility with automated image descriptions



Sulu AI Platform Benefits for Agencies

- Simplified Management:
 - One platform for multiple clients and providers
- Project-Specific Expert Prompts:
 - Expert instructions with validated defaults
 - Functions and actions for common use cases
- Efficiency Gains:
 - Reduced maintenance overhead



Installation & Configuration

```
# Install sulu/ai-platform-bundle  
composer require sulu/ai-platform-bundle
```

```
# config/packages/sulu_ai_platform.yaml  
sulu_ai_platform:  
    api_key: '%env(SULU_AI_PLATFORM_API_KEY)%'
```

Proof in Action: Live Demo

[Open Demo](#)

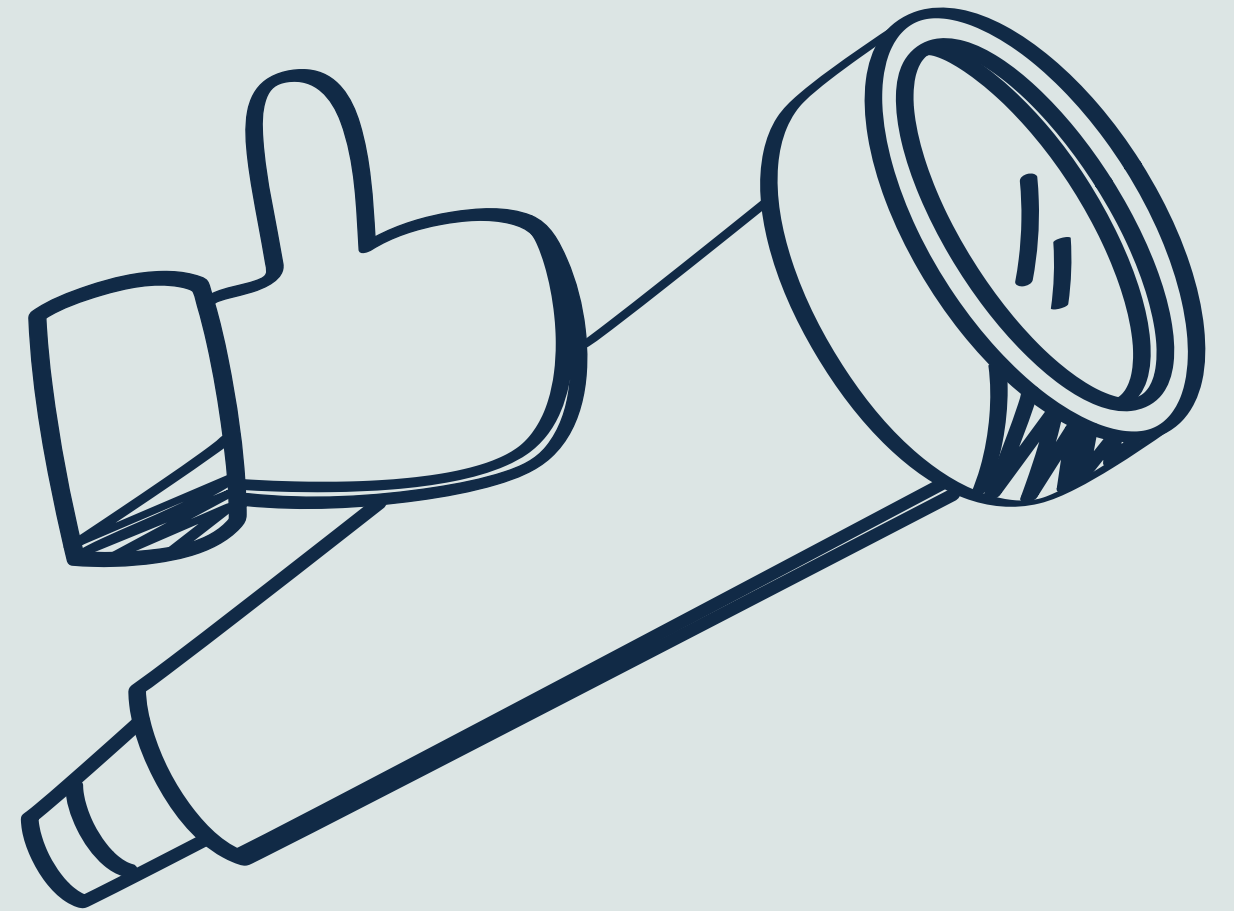


Platform Walkthrough

[Open Demo](#)

Future Opportunities with Sulu AI

- Auto-tagging and topic clustering
- AI-driven SEO audits and recommendations
- Advanced image editing like upscaling or background removal
- Vector storage for semantic search and chat
- Enhanced semantic search with function calls



Be Part of the AI Revolution with Sulu

- Feedback from real-world projects will guide development
- Your Role:
 - Early Adopter Program launches Q1 2025
 - Registration open now





Q&A

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Thank you!