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-  **MASTER SUMMARY: FUNCTIONS & NEEDS**
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  -  2. Marketing, Content & SEO
  -  3. Customer Relationship & Sales
  -  4. Analysis & Intelligence
  -  5. Tech Tools & Automation
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  -  7. Support & Service Operations
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  -  Analysis & Strategic Insights
  -  Automation of Technical Tasks
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  -  Development, DevOps & Infrastructure
  -  Reporting & Analysis

## MASTER SUMMARY: FUNCTIONS & NEEDS [🔗](#)

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### 1. Project & Performance Management [🔗](#)

- **Goal Tracking & Status**
  - Reached goals, completed & pending work
  - Project Planning Proposals (PPP)
  - Project overview dashboard
  - Resource planning based on historical development
- **Reporting & Optimization**
  - Quarterly reports with visual dashboards
  - SEA workshop analysis
  - Teambox reporting (Jira, Git, Emails)
  - Team reporting automation
  - Monitoring of infrastructure
  - Update process management
  - Distributed issue management & delay prediction
- **Client Campaign Dashboards**
  - Dashboard for current campaigns
  - KPI forecasts, conversion optimization
  - Target benchmarks for displayed ads, ROAS & deltas

### 2. Marketing, Content & SEO [🔗](#)

- **Marketing Strategy**
  - Marketing concepts via competitor and trend analysis
  - Media planning with KPIs and estimates
  - Context-based market evaluation
  - Platform identification for best client reach
  - Influencer discovery tools
- **Creative Content Production**
  - Image/avatar/video generation based on prompts (LB)
  - Video creation from voice input (LB?)
  - Copywriting with SEO, keywords, and layout
  - Content creation based on corporate model
  - Holistic content adapted for various platforms
- **SEO & Web Visibility**
  - Keyword suggestions based on page info
  - Keyword similarity search
  - SEO page checks
  - Site structure visualization (SEO graph cluster)
  - Backlink audits

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### 3. Customer Relationship & Sales [↗](#)

- **Customer Engagement**
  - Customer protocol preparation: goals, target groups
  - Customer feedback tracking (emails, meetings, notes)
  - Workshop suggestions/tools based on client data
  - Pitch decks based on past projects
  - Client-based inspiration for targeting
  - Email marketing: sorting and prioritization
  - Follow-up reminders and suggestions
- **Sales & Offer Management**
  - Offer creation using past data
  - Offer overview: pricing, challenges, insights
  - Cost estimation based on client input
  - Demo site creation with Drupal AI (MS)
  - Automated text generation in Drupal fields
  - Website migrations

### 4. Analysis & Intelligence [↗](#)

- **Customer & Market Analysis**
  - New customer profiling reports
  - Competitive monitoring and market evaluation
  - Product, competitor, and group analysis for ROI
  - Contextual customer benchmarks and deltas
  - Holistic data pool of all client-related sources
- **Trend & Strategic Forecasting**
  - Trend prediction and analysis
  - Target group analysis for strategic planning
  - Outline generators from diverse data

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### 5. Tech Tools & Automation [↗](#)

- **Developer & Infrastructure Tools**
  - Code review, suggestion, and comparison
  - Refactoring aid & test generation
  - Documentation and translation generation
  - Second-opinion assistant for decisions
  - Issue ticket creation from emails (Jira)
  - ChatOps: trigger actions from prompts
  - Chatbot for tech support (Drupal, Docker)
- **Drupal-Specific Tools**
  - Drupal update pipeline with testing/deployment
  - RAG + Vector DB search within Drupal (MS)
  - Search across owned documentation
  - Customer server info integration

### 6. Knowledge & Documentation [↗](#)

- **Content & Knowledge Handling**
  - Article, documentation, and metadata generation
  - Brainstorming idea collection and concept generation
  - Search across documentation
  - Legal search support
  - Centralized documentation updates and management

### 7. Support & Service Operations [↗](#)

- **Customer Support**
  - iQual bot for basic technical questions
  - Chatbot for support and interaction
  - Priority-based ticket management
  - Continuous support delivery (CL)

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## AI-Powered Use Cases (Summarized) [↗](#)

### Content & Communication Automation [↗](#)

- Generate **emails, reports, presentations, outlines** from prompts/data
- Create **text, images, video, avatars** from input (e.g., for marketing or social media)

### Automation of Technical Tasks [↗](#)

- **Code review**, suggestion, refactoring, and test generation
- Auto-generate **Jira support tickets** from emails
- Assist in **Drupal updates**, deployments, migrations
- Enable **ChatOps** (perform actions via AI prompts)

- **Translate** and adapt content for multiple platforms and audiences
- **Summarize** customer feedback, notes, meetings
- Assist with **copywriting**, SEO, keyword planning, and layout
- Auto-generate **documentation**, metadata, and Drupal content fields

### Analysis & Strategic Insights [🔗](#)

- Analyze **campaign performance**, identify anomalies
- Forecast **KPIs**, **market trends**, and customer conversion
- Provide **competitive analysis**, benchmark tracking, and context-based evaluations
- Run **customer behavior analysis** and visualize results
- Suggest **workshop ideas**, tools, or games based on client data

- Search **internal docs** or codebases using RAG/Vector DB

### Project & Workflow Support [🔗](#)



- Track **project status**, pending tasks, and forecast delays
- Auto-generate **dashboards**, project overviews, team reports
- Manage **priority tickets** and issue tracking
- Perform **resource planning** based on historical data

### Search, Discovery & Knowledge Management [🔗](#)

- Run **legal or documentation searches**
- Discover **influencers** or platforms with best audience reach
- Cluster SEO-related site data, backlink audits, and keyword similarity
- Search and compile **holistic data** for specific clients or products

## Tailored AI Tool Shortlist for Your Stack [🔗](#)

### Marketing & Content Creation [🔗](#)

Use Case	Tool	Why It Fits
<b>Content &amp; SEO creation</b>	Jasper, SurferSEO, or  	AI writing with Drupal integration via API
<b>Video/image generation</b>	<b>Runway, D-ID, Synthesia</b>	Create visuals/avatars from voice/text for content
<b>Content summarization &amp; outlining</b>	<b>ChatGPT or Notion AI</b>	Brainstorm, draft and polish ideas for corp models or marketing

### Development, DevOps & Infrastructure [🔗](#)

Use Case	Tool	Why It Fits
<b>Code review, refactoring, test gen</b>	<b>GitHub Copilot</b> or <b>Codeium</b>	Great dev-sidekick; integrates with VS Code and JetBrains IDEs
<b>Issue management from email, ChatOps</b>	<b>Atlassian Automation + OpenAI via Zapier/Make</b>	Auto-create Jira tickets from emails or prompts
<b>Documentation generation</b>	<b>Confluence AI</b> (native) or <b>ChatGPT plugin for Confluence</b>	AI-enhanced docs, summaries, Q&A directly in Confluence
<b>Monitoring and alerts</b>	<b>Datadog</b> or <b>Prometheus + Grafana</b>	Platform.sh-compatible monitoring + Docker support

### Knowledge & Search [🔗](#)

Use Case	Tool	Why It Fits
<b>Search across Confluence +</b>	<b>Atlassian Intelligence</b> or	Index internal docs and Drupal

<b>docs</b>	<b>Custom RAG app with Pinecone/Weaviate</b>	content
<b>Drupal-specific AI tools</b>	<b>OpenAI API</b> (custom Drupal module), <b>MS demo tools</b>	Auto-generate field content, support search, migration assistance
<b>Legal/doc searches</b>	<b>ElasticSearch + AI plugin</b> or <b>Microsoft 365 Copilot</b> (if in use)	Smart search across contracts, documentation, policies

<b>Docker/Drupal tech chatbot</b>	<b>Custom GPT (via OpenAI API) or Botpress</b>	Build a knowledgeable chatbot trained on your tech stack
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## Reporting & Analysis [🔗](#)

Use Case	Tool	Why It Fits
<b>KPI dashboards, campaign analytics</b>	<b>Looker (Google) or Tableau</b>	Pull data from Jira, GA4, Platform.sh, etc.
<b>Customer feedback analysis</b>	<b>MonkeyLearn</b> or <b>Chattermill</b>	Auto-tag feedback from tickets, forms, or notes
<b>Trend prediction, benchmarks</b>	<b>Crayon, Semrush, Exploding Topics</b>	Track competitors, market shifts, SEO performance

## Workflow Automation & CRM [🔗](#)

Use Case	Tool	Why It Fits
<b>Customer offering, follow-up, protocols</b>	<b>HubSpot CRM with AI</b> , or <b>Zoho CRM + Zia AI</b>	Easily connects to Platform.sh and email marketing
<b>Project planning &amp; time tracking</b>	<b>Jira Advanced Roadmaps</b> , <b>Tempo for Jira</b> , or <b>ClickUp (AI)</b>	Manage PPPs, delays, and resource planning easily

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<b>Dream:</b> <ul style="list-style-type: none"> <li>reached goals, projects status feedback</li> <li>campaign anomalies and warnings, analysis of status &amp; evaluation report</li> <li>Ads visibility, where are our ads been displayed</li> <li>equal customer bot, for simple technical questions and help</li> <li>customer analysis report of new customers</li> <li>customer pre-meeting protocol, goals, target group,</li> </ul>	<b>Dream:</b> <ul style="list-style-type: none"> <li>Create emails, texts and reports based on prompts and data</li> <li>Use of holistic content adapted for different platforms and target groups</li> <li>Quartely report</li> <li>Client based target group analysis for inspiration</li> </ul>	<b>Dream:</b> <ul style="list-style-type: none"> <li>Project overview dashboard</li> <li>Code review</li> <li>documentation generation</li> <li>translations</li> <li>code suggestion and comparisons</li> <li>Refactoring aid</li> <li>Test writer for code</li> </ul>	<b>Dream:</b> <ul style="list-style-type: none"> <li>a second opinion tool</li> </ul>

<ul style="list-style-type: none"> <li>• Trend analysis, predict market</li> <li>• customer Pitch presentation based on previous projects</li> <li>• content creation</li> <li>• customer offerings, pricing, strugglings, insights</li> <li>• customer offer creation, based on previous offerings and related</li> <li>• customer follow up remainders and suggestions</li> <li>• customer satisfactions and feeling based on email conversations, notes and meetings</li> </ul>			
<p><b>Pain:</b></p> <ul style="list-style-type: none"> <li>• PPP creations, ?</li> <li>• Workshop suggestions, tools/games, based on customer information</li> <li>• KPI forecast and metrics, client conversion optimization</li> <li>• Customer Protocol writing, Bullet points, problems, solutions, ...</li> <li>• Completed and Pending work, personal and team to foresee possible delays</li> </ul>	<p><b>Pain:</b></p> <ul style="list-style-type: none"> <li>• Outline generator based on different sources of data</li> <li>• Keyword SEO suggestions based on page info</li> <li>• SEO page check</li> <li>• Graph report cluster of site structure of SEO analysis</li> <li>• Keyword search based on similarity</li> <li>• Cost estimate report based on client input of needs</li> <li>• Backlink audit</li> </ul>	<p><b>Pain:</b></p> <ul style="list-style-type: none"> <li>• Image generation based on text input (LB)</li> <li>• Resource planning based on history of development</li> <li>• Drupal update, including test and deployments</li> <li>• Generation of Jira Support ticket based on emails</li> <li>• Chatbot dedicated for Drupal, Dockers en tech stuff</li> <li>• ChatOps, to do stuff based on prompts</li> <li>• Monitoring of infrastructure</li> <li>• Teambox reporting in combination of Jira, git and emails</li> <li>• Translations</li> <li>• Continuous support provision of information (CL)</li> <li>• Article and documentation writing</li> <li>• Solutions for tech issues to project specifics</li> </ul>	<p><b>Pain:</b></p> <ul style="list-style-type: none"> <li>• Email marketing, sorting and prioritizing</li> <li>• Accounting: Analysis and error handling</li> <li>• Search accross documentation (owned)</li> </ul>

		<ul style="list-style-type: none"> <li>Collecting of Brainstorming ideas, ideas, notes</li> <li>Generate concepts based on scratch ideas</li> <li>Documentations</li> <li>Update process</li> <li>issue management, distributed reporting</li> </ul>	
<b>Customers:</b> <ul style="list-style-type: none"> <li>Marketing concepts using competitor analysis, market and trends</li> <li>Quarterly reports, visual dashboard, optimisation suggestions</li> <li>SEA Workshop result analysis</li> <li>Video creation based on voice (LB?)</li> <li>Media plans with KPI and estimates</li> <li>Image, avatar, video for creative content creation</li> <li>Identify platform for best market impact for client targeting</li> <li>context based market evaluation, competitive monitoring</li> <li>target benchmarks, customer analysis of displayed ads, deltas.</li> <li>dashboard of all current campaigns</li> </ul>	<b>Customers:</b> <ul style="list-style-type: none"> <li>Market research, product group, competitors,... for ROAS, return of investment</li> <li>Search influencers</li> <li>CUser feedback</li> <li>Content creation based corp model.</li> <li>Holistic info pool of all sources</li> </ul>	<b>Customers:</b> <ul style="list-style-type: none"> <li>Copywriting, SEO, Keywords, layout...</li> <li>Priority ticketing management</li> <li>Demo website creation with Drupal AI (MS)</li> <li>Drupal search with RAG and Vector DB (MS)</li> <li>Automated text generation of some drupal fields</li> <li>Website migration from old to new sites</li> <li>Customer server information</li> <li>Customer documentation</li> <li>Content and Metadata generation</li> <li>Search for Websites (DW)</li> <li>Chatbot</li> <li></li> </ul>	<b>Customer:</b> <ul style="list-style-type: none"> <li>Legal search</li> <li>Team reporting</li> </ul>
<b>Tools:</b> <ul style="list-style-type: none"> <li>ChatGPT</li> <li>deeple</li> <li>Hey Gen</li> <li>CWIRE ( contextual targeting</li> <li>TikTok Symphony: avatars, videos, dupping</li> <li>Notebook LM</li> </ul>	<b>tools:</b> <ul style="list-style-type: none"> <li>Clearscope: writes content</li> <li>ChartGPT</li> <li>LanguageTool: grammar</li> </ul>	<b>tools:</b> <ul style="list-style-type: none"> <li>Fliki: text to image/video</li> <li>Copilot</li> <li>MS Clarity</li> <li>ChatGPT</li> <li>OpenArt</li> <li>N8N</li> <li>V7 Go</li> <li>Retool</li> <li>Gemini</li> </ul>	<b>Tools:</b> <ul style="list-style-type: none"> <li>ChatGPT: emails and research</li> <li>Perplexitx: facts</li> </ul>

<ul style="list-style-type: none"><li>• Merchant Center, pricing suggestion</li><li>• Googel Ads Generative KI, photos, texts, etc</li><li>• Perplexity: research</li><li>• Adobe: photo editing</li></ul>		<ul style="list-style-type: none"><li>• Adobe Firefly</li><li>• Midjourney</li><li>• Sora</li><li>• Control: web templates</li><li>• Cloude: code related qs</li><li>• Mistral Le Chat ( FR ~chatgpt )</li></ul>	
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