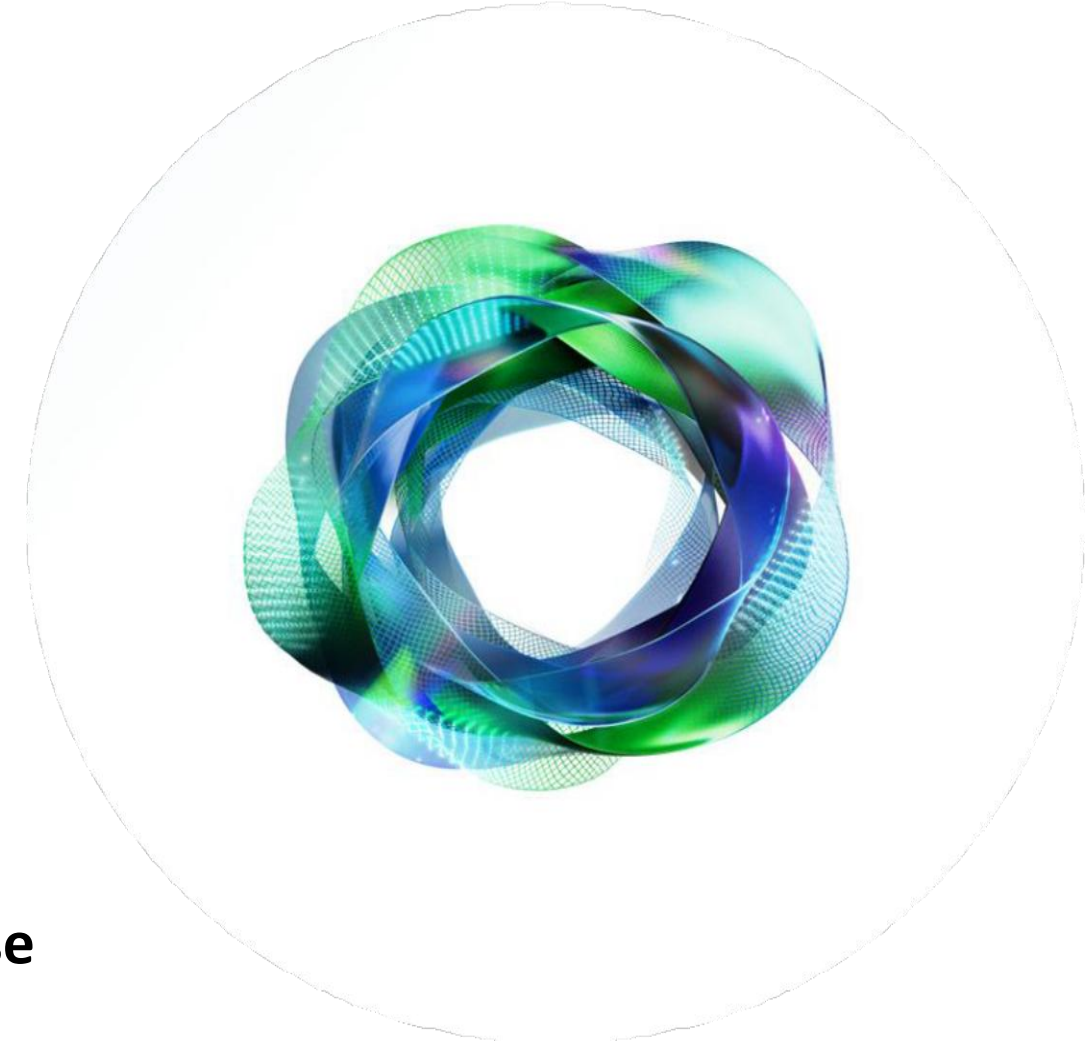
Deloitte.



State of AI of the Enterprise

Built Differently

Deloitte.com content adoption brief

November 2026

Purpose of this document

This is a Deloitte.com content adoption guide. It is intended for both technical and non-technical staff (marketing managers, content owners, website managers, etc.).

The purpose of this document is to **summarize key information about Deloitte.com campaigns / pages** to enable efficient **adoption on member firm / geography Deloitte.com websites**, such as:

- Page and **campaign details** (title, URL, folder, launch date)
- Content **adoption** and **localization** considerations (what is available, what is mandatory vs. optional, content restrictions)
- **Visual asset** information and guidelines (shared assets, editing options, flexibility)
- **Document** information and guidelines (PDFs)
- **Tagging** and **analytics** requirements
- **Contact details** in case of questions or concerns (campaign owner, Deloitte.com support)
- How to find the page and adopt it on Deloitte.com (**technical instructions** for Deloitte.com website managers)



The facilitate network adoption of global content on Deloitte.com, campaign owners can use this template to provide as much information as possible and share this guide with local marketers. Local campaign owners can then share the brief with their Deloitte.com team(s) when requesting the content to be adopted on the website.
You can find your member firm / geography Deloitte.com contact(s) here.

Basic page and campaign details

Page information

	Guidance (required)	**Relevant notes / Instructions** (optional)
Single page or multiple page(s)	Single	
Page title	State of AI in the Enterprise | Global *member firm*	Page title must remain the same except the Member firm name portion.
Name (URL)	state-of-ai-in-the-enterprise-2026	URL must remain the same
Folder path	/capabilities/ai	Folder path must remain the same
Vanity (friendly) URL	**Global**: Deloitte.com/state-of-ai-2026 **Local**: Deloitte.com/site/vanity-url	
Template used	*Premium initiatives details*	
Preview link	https://preview3.deloitte.com/content/websites/languages/en/what-we-do/capabilities/ai/research/state-of-ai-in-the-enterprise-2026.html	
Global launch date	November 13, 2026	
Requested local launch date (geo sites)	Any date following November 13, 2026	*Page will be available in the blueprint as of November 13, 2026

Contacts

	Contact (required)	**Notes / Instructions**
Global campaign / content owner(s)	Eleanore Cowling / ecowling@deloitte.co.uk Arushi Sharma / arushisharma1@deloitte.com	Reach out to Eleanore and Arushi in case of questions about the content or the campaign.
Deloitte.com support contact(s)	Juee Desai / juedesai@deloitte.com Vanessa Barberio / vbarberio@deloitte.ca	In case of questions related to technical implementation on Deloitte.com (e.g., rollout, translation, technical issues). If you are unsure, reach out to GDX@deloitte.com

Content adoption and localization considerations

Content adoption and localization

	Guidance (required)	**Relevant notes / Instructions** (optional)
Is adoption of this page/content mandatory or optional?	Recommended	
Is the page available in blueprint?	Yes	The page is created in global blueprint to enable member firm adoption.
Is the page being rolled out to all regional blueprints?	No	The content will *not* be available in regional blueprints by default. If a member firm wishes to adopt the page(s), the regional blueprint owner will need to first pull down the content into the regional blueprint structure (livecopy process – see guidance on page 16 here). Once the content is made available in a regional blueprint, geo-level website editors can pull down the page(s) via the same livecopy process (e.g. EMEA blueprint to UK; AP blueprint to AU, etc.). Geo websites that do not inherit from a regional blueprint can create a livecopy directly from the en-us or en-gb language master (e.g. US, CBC).
Can the content be localized?	Yes	Yes, the content on the page and report can be translated into local language and certain components can be localized (see below for details)
Are there any localization restrictions?	Yes	The content, PDF and Infogram can be translated into your local language. Only the following components can be localized: promo container and profile promos.
Is campaign owner approval needed for local edits?	Yes	If changes are made to text or imagery, please contact Eleanore Cowling for review and approval before publishing.
Can the page(s) be translated into local languages?	Yes	The content can be translated freely into local languages.
Is campaign owner approval needed for local language translations?	No	The local language owner can decide how to translate the content into local languages. Approval of translated text by the content owners is not required.

Assets (images, video)

Visual assets

	Guidance	**Relevant notes / Instructions** (optional)
Is there a dedicated set of assets for this page/campaign? (images, video)	Yes	Banner VI, mobile banner VI, parallax video and desktop fallback, 6 list image 1x1 images
Are the visual assets mandatory, or can they be replaced with custom assets?	Yes	All assets must be adopted and cannot be replaced with alternative assets created locally.
Asset naming convention used?	N/A	All assets are provided
Are the visual assets available in the shared assets folder?	Yes	
Can the visual assets be modified?	No	Visual cannot be modified. For hero video banner there is no need for translations
Are source files available for each visual asset? (to enable visual asset localization)	N/A	All assets are provided
Advanced visual assets (Infogram, SVG icons, etc.)	***Yes**	To translate the infogram into your local language (excl. en_gb), please reach out to Shubhanjay Sathe: shsathe@deloitte.com *Alternatively, you can replace the Infogram section with a component containing an image, title and text (e.g. list image). This option supports SEO and GEO findability. Please reach out to Arushi Sharma: arushisharma1@deloitte.com for image files and content package.
Is an asset collection available in AEM?	No	

Assets (documents)

Documents

--	Guidance	**Relevant notes / Instructions** (optional)
Are any documents included in this campaign? (PDFs)	Yes	A report PDF is linked on the page
Are the documents (PDFs) mandatory, or can they be replaced with custom documents?	Yes	Yes, the PDF report is mandatory and cannot be modified with a custom version. Only translation into your local languages is permitted.
Can the documents be modified? (edited, translated)	Yes	Yes, the PDF report can be translated into your local language.
Are the documents available in the shared assets folder?	Yes	
Document paths (if applicable)	https://www.deloitte.com/content/dam/assets-shared/docs/about/2026/the-state-of-ai-in-the-enterprise.pdf	

Tagging and analytics

Tags

	Guidance	Notes / Instructions
Are specific tags required for this page?	Yes	
Can the tags be updated / changed locally?	Yes	Secondary, Industry and Service tags can be localized
Primary and secondary tags	Yes	Primary: *Artificial intelligence (AI)* Secondary: *Technology*
Services tags	N/A	
Industries tags	N/A	
Other tags (if relevant	No	

Global campaign adoption tracking parameters

--	Guidance	Notes / Instructions
Global campaign code	Yes	*GC1000683*

Content rollout and adoption on geography websites

Sequence of steps and technical instructions

When a page is created with the goal of enabling adoption at geography level (network content), the following happens in sequence:

1. The GBA (Global Brand Agency) publishing team creates an EN-US language version of the content (in **/languages/en/…**)
2. Once the content is approved, it is sent for translation to an EN-GB language version (in **/languages/en_gb/…**).
3. Once the page is translated into EN-GB, it is rolled out to all regional blueprints (for example APAC blueprint: /websites**/apac/en/…**). Translations are processed and rolled out once per week.
4. Regional blueprints should automatically roll out the content to local websites inheriting EN-GB content (for example AU: /websites**/au/en/…**)
5. *The page becomes available in local folders where it can be *reviewed*, *localized*, and published on the geography Deloitte.com website (www.deloitte.com**/au/en/…**). Review and localization of content can take many days (this is different for each geography and is based on established local processes).
6. ** [Optional - non-English language websites] – language owners can take the EN-GB version of the page and translate it to create a non-English language copy (Spanish, German, etc.). The translated content can be rolled out to all websites inheriting from that language.

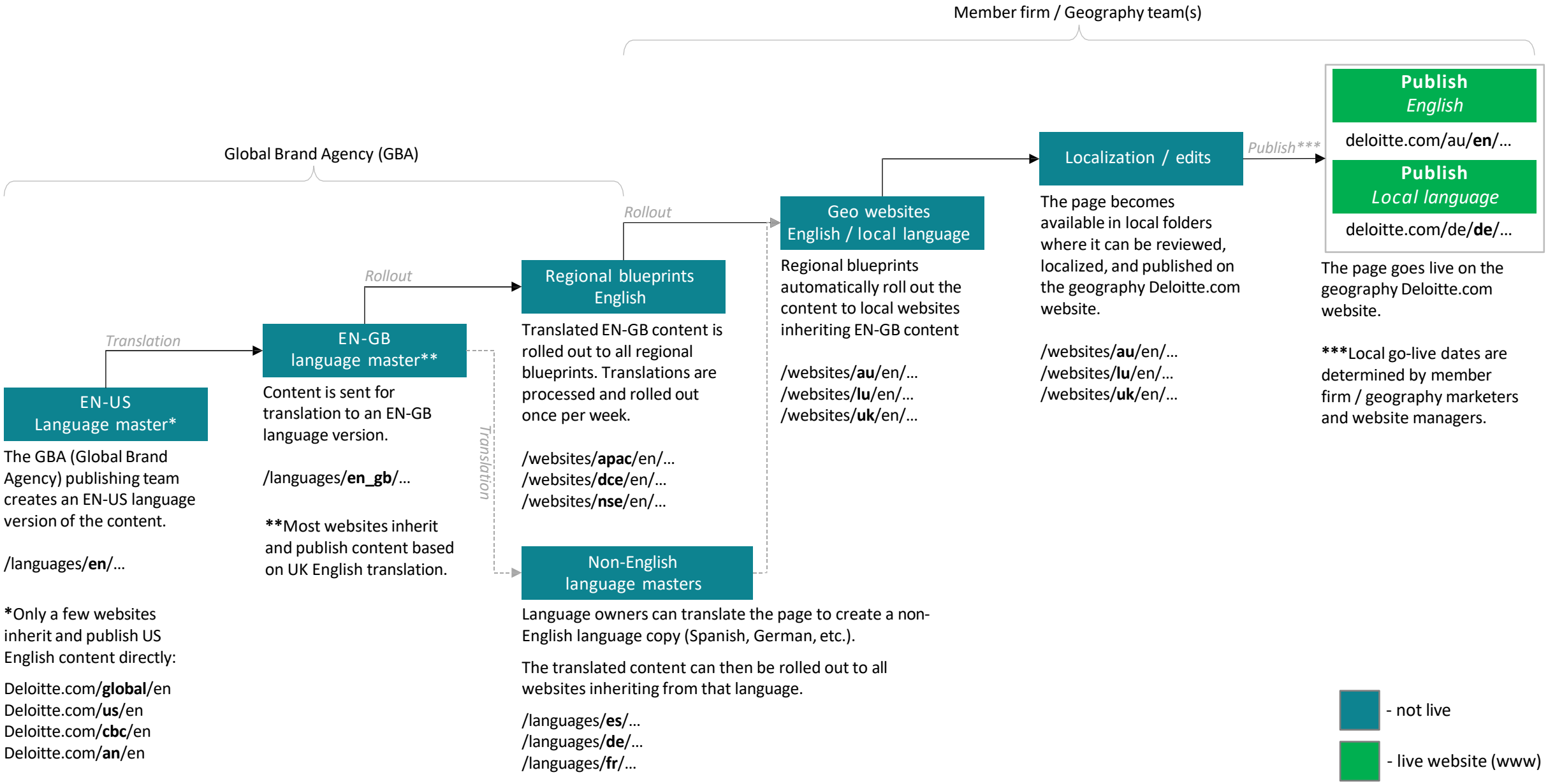
Note**: If a global page is rolled out but is not visible in local folders, Deloitte.com site managers should check the relevant folder in the *regional* blueprint (APAC, DCE, NSE). If the page is visible in the regional blueprint, it can be manually pulled down (livecopied) to the geography website using the livecopy process. This process is described in detail in the **AEM Authoring Guide** **Section:** ***How to pull down global content onto a local website – livecopy.

****Note**: If you experience issues with content translation or if you require support, please post your query in the Translations channel in Teams.

If you manage a Deloitte.com website and you are unable to find the content on your geography website and/or in your regional blueprint, please reach out to GDX@deloitte.com. The support team can validate the rollout and take steps to make sure the page is available for geography websites to adopt. You can also post your query in the Deloitte.com and AEM channel in Teams.

Content rollout and adoption on geography websites (simplified)

Sequence of steps visualized



Deloitte.

Thank you

For additional support and questions please contact:

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Content Strategy
Contact: vbarberio@deloitte.ca

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Global Brand Agency
Contact: juedesai@deloitte.com

Arushi Sharma
Global GenAI Marketing
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Eleanore Cowling
Global Marketing Lead
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Yugshree Sandilya
Global GenAI Marketing
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