

Trust at Scale

Why Enterprises Need AI Content Guardian Agents

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The AI content paradox







AI has completely flipped the script on content



AI can't check itself

- Day 4 gives a more gradual descent, splitting the long 8.5-mile section into a manageable hike after staying at Lakes of the Clouds Hut.

This way, you have a more balanced itinerary with some breathing room in between the tougher sections, plus it shortens the final day's hike before your drive home.

Does this feel like a better balance for your group? Let me know if you'd like to tweak it further!



Yes but you forgot that this is after Lake of the Clouds hut is closed for the season, and it's also four days, not three

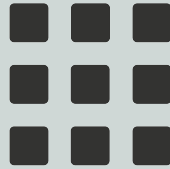


You're absolutely right! My apologies for the oversight about **Lakes of the Clouds Hut** being closed after mid-September and the mix-up with the days. Let's correct that and get back on track with a **3-day** itinerary that accommodates the hut closures in October. Here's the adjusted version:

The fragmentation crisis



Thousands of writers
and multiple models



Dozens of content
systems



Multiple policy
and brand books



Millions of
documents

There's no way to hire enough editors, lawyers,
and prompt engineers to solve the problem.

That doesn't scale.

The stakes are too high

**Lloyds fined \$125M for failing to
make sure language in millions of
home insurance policies was clear.**

Bloomberg

**Airline held liable for its chatbot giving
passenger bad advice - what this means
for travellers**

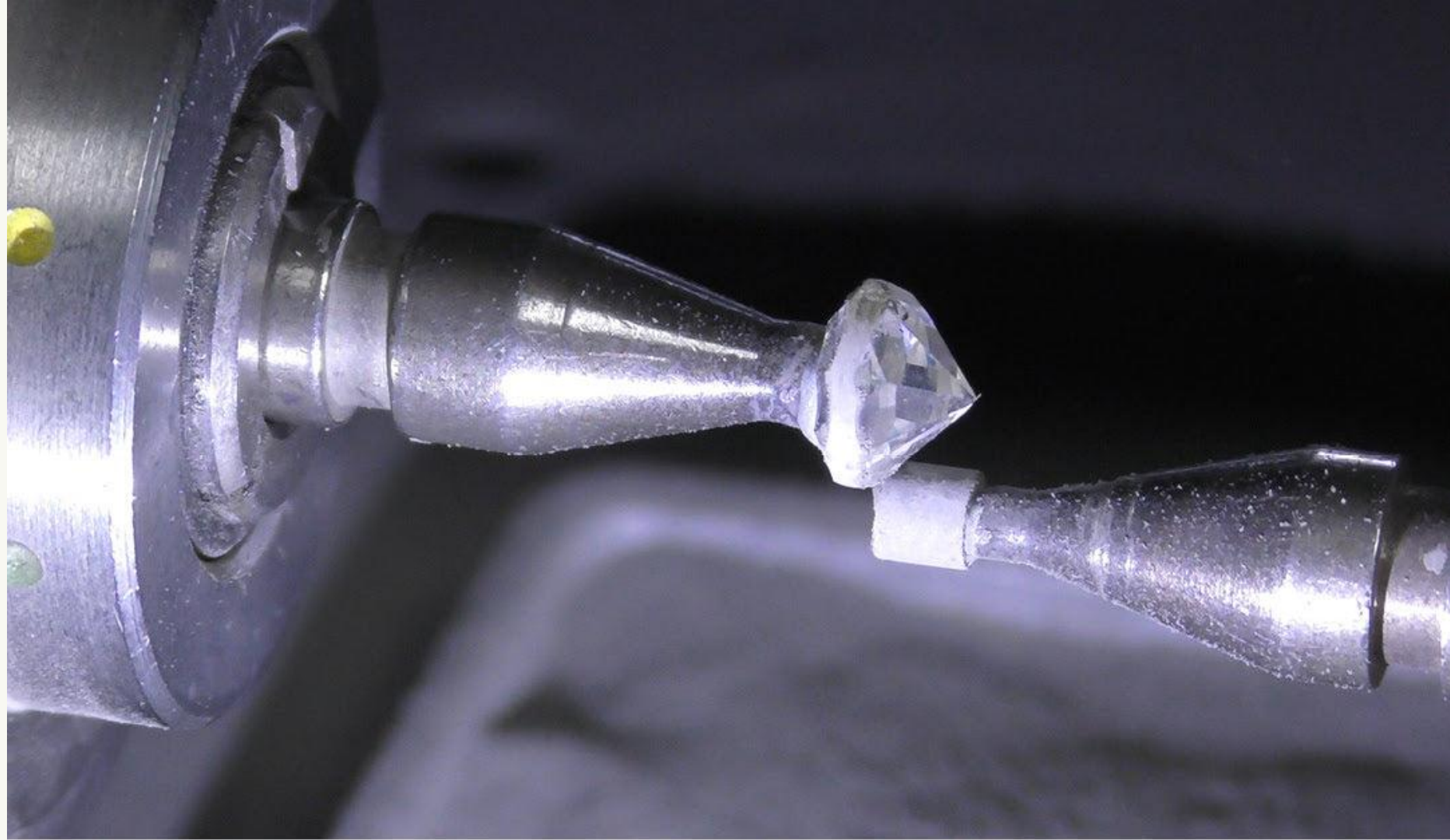
23 February 2024



AI at scale requires a Guardian Agent

“Guardian Agents are AI systems designed to monitor and oversee other AI systems...they will be indispensable...there are not enough humans to oversee everything that AI is doing.”

–Daryl Plummer, Distinguished VP Analyst and Managing VP, Chief of Research, Gartner



The AI Tsunami requires a Guardian Agent for content

“AI-based technologies designed to support trustworthy interactions with AI: content review, monitoring & analysis.”

–Daryl Plummer, Distinguished VP Analyst and Managing VP, Chief of Research, Gartner

AI systems designed to monitor and oversee content—
to **scan, score and rewrite** content against specific criteria—
give **companies the confidence to scale AI content generation**
as quickly & safely as possible with the highest possible quality.

Content Guardian Agents
are a necessary evolution in AI architecture.



Hint: It's more complex than you might think



- Spelling
- Grammar
- Sentence polish
- Author assistance

- Single source of truth
- Contextual spelling & grammar rewrite
- Brand voice
- Terminology
- Policy
- Compliance
- Accuracy & consistency
- Data leakage detection
- AI discoverability
- Author assistance as well as batch checks
- Scoring
- Human-in-the-loop rules
- Audit trail

Implementation blueprint



Clear owners of
standards



Governance
algorithm



Meets you where
your content lives



Objective,
consistent scoring



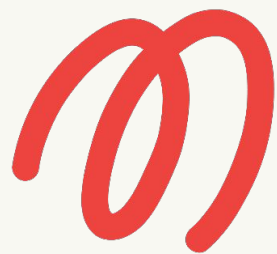
YOUR specific
standards



Triggers for
Human-in-the-loop
review

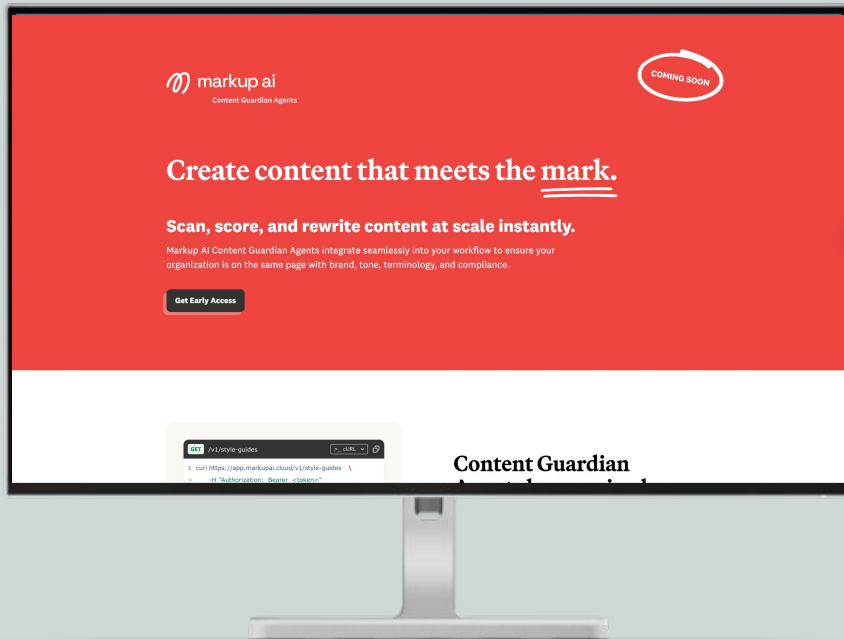
Our launch: TODAY!

What do writers, editors, lawyers, and developers do when they need to fix a document?



markup ai

Content Guardian AgentsSM



Join the waitlist for early access

www.markup.ai

Join the movement



If I can leave you with two thoughts

AI has revolutionized the way
that content is **generated**

Markup AI is revolutionizing the way
that content gets **reviewed and perfected**



Come by **Booth 101** to enjoy...

The Makers Markup

**Cocktail and mocktail versions available*

***No API Key required*

 markup ai

Content Guardian AgentsSM



Thank You!

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