

THE MLR CHALLENGE

FRAGMENTED MLR OWNERSHIP (BEFORE)

Disconnected teams

Manual tracking

Inconsistent
compliance

Slower approvals

UNIFIED MLR APPROACH (AFTER)

Centralized workflow

Automated tracking

Compliance
consistency

Faster approvals

THE SOLUTION INTEGRATED MLR OWNERSHIP

Key Pillars of Smarter Approvals

1 Technology

AI-driven automation for faster reviews.

2 People

Cross-functional collaboration
between teams.

3 Process

Standardized workflows ensuring
compliance.

BENEFITS OF AN OPTIMIZED MLR APPROACH

30% reduction in approval time.

50% increase in compliance accuracy.

Improved speed-to-market for content.