

# Content Migration Accelerator | Custom Solution One-Pager

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**Solution description:** Content Migration Accelerator is an Opal-based agent built to eliminate the most repetitive, labour-intensive work in site migrations and consolidations. It accelerates content auditing, rationalisation, and content model definition while keeping humans firmly in control of decisions.

**How it drives value:** By combining Opal's analytical capabilities with clear human strategy inputs, Content Migration Accelerator enables a faster, more confident definition of a future-ready, insight- and best practice-led site content model. This dramatically shortens discovery phases for site migrations, consolidations, and redesigns, giving content, design, and development teams early clarity on what needs to be built. Teams spend less time inventorying the past and more time shaping the next experience. The solution is delivered as an AI-powered agent and workflow built in the Opal sandbox, designed specifically for content and experience teams working on large, complex sites. It operates at both page and component level, transforming a fragmented legacy content estate into a clear, prioritised blueprint for the new site experience.

**Problem it solves:** Most organisations undertaking a migration are dealing with sites that are 10–15 years old. Content types are inconsistent, standards are undocumented, pages are duplicated, and schemas have evolved without clear intent. Audits typically rely on multiple tools, spreadsheets, and documents, with heavy handoffs between content, product, and design teams. The result is a slow, subjective, and error-prone process that delays decisions on new components, templates, and content models.

**Ideal users:** Content Migration Accelerator is designed for site migrations or consolidations that introduce new designs and builds of templates, components, and content models, particularly in B2B, highly regulated environments with thousands of pages and complex brand, compliance, and business rules.

**How-to:** Teams start by declaring their strategy and future-state experience pillars for the new site, alongside any inputs they want to give Opal: brand, legal, regulatory, and business constraints, target audiences, key messages, and desired user actions. Guided by these inputs, the agent scans and analyses existing site pages and components, consolidates information from multiple tools into a single shared environment, and performs gap analysis against best practices and stated experience goals. The output is a clearly defined & informed new content model, which unblocks rationalised pages, components, and templates and a prioritised backlog for content, design, and development. Able to be customized based on content team needs, it removes low-impact, high effort tasks of manual auditing and coordination work. **Content Migration Accelerator frees content and discovery teams to focus on creativity, ideation, and experience design while enabling delivery teams to move confidently into detailed design, content and development work!**