



YOUR ONE-STOP SHOP
FOR MIGRATING TO THE
**NEXT GEN
DIGITAL
PLATFORM**

Digital
Asset
Migrator



MIGRATION. SYMPLIFIED.

WHY MIGRATE?

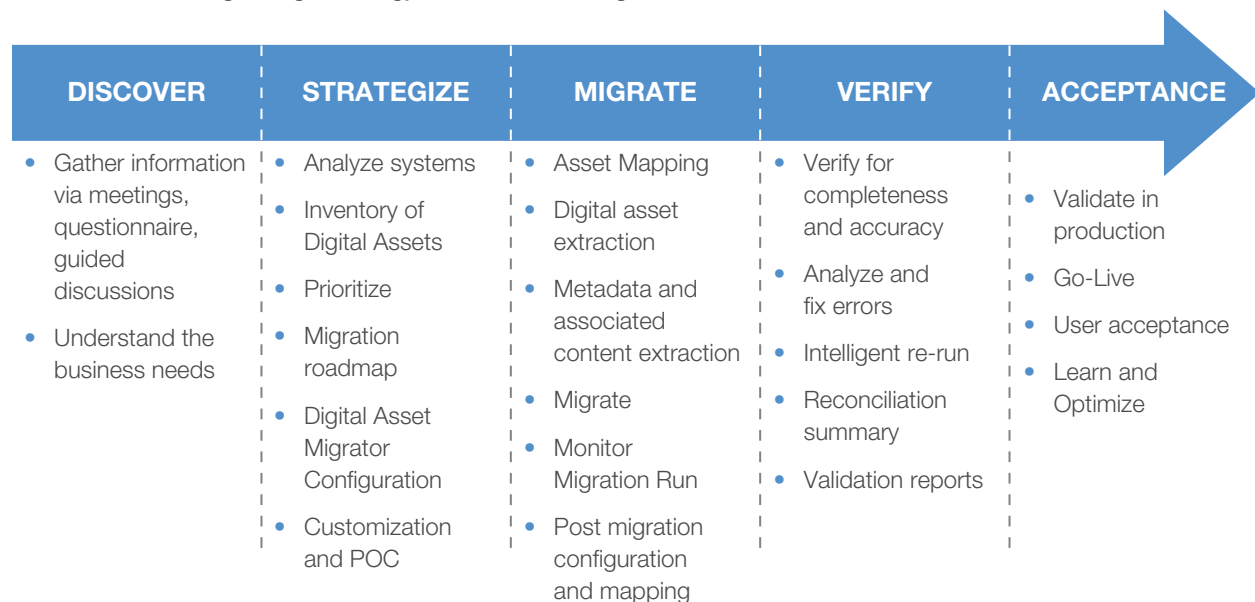
Businesses are eagerly adopting new age digital content management platforms to keep pace with a rapidly changing digital landscape. This adoption is often guided by a need for consolidation, streamlining processes, an upgrade or even setting up a new content management platform. A significant and integral part of this transition is the migration of digital assets from legacy systems - and often disparate sources - to the new platform.

Migration is not just moving from one platform to another. It is an exhaustive process, which requires meticulous planning and robust tools to avoid potential risks such as:

- Asset Loss
- Regulatory Violations
- Security Breaches
- System Instability
- Unplanned Downtime
- Incompatibility Issues
- Broken Links

Traditionally, the process of migrating digital assets was a combination of customized scripts and manual copy-paste iterations. As a result, it delivered unpredictable results. Additionally, the error-prone process often led to asset loss, high costs and missed deadlines.

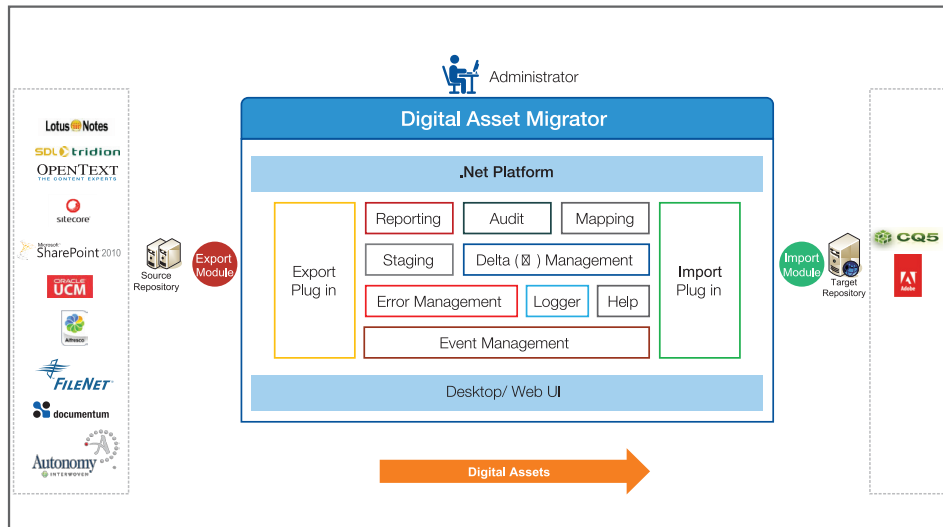
At HCL, we understand these challenges and have developed a comprehensive approach starting right from understanding the need and building the right strategy for a successful migration.





dAM – SALIENT FEATURES

- Framework-driven digital asset migration approach
- GUI driven migration configuration
- Automated processes ensure 100% data accuracy and integrity
- Support for major asset repositories
- Flexible and customizable solution
- Comprehensive real-time monitoring and reporting capabilities
- Dashboard of instances running across locations/ machines
- Intelligent re-run of failed migrations
- Multi-lingual support
- Support for direct and indirect migration via a staging server
- Throttling model that allow migration to run at a lower rate during business hours to minimize disruption
- Incremental and flexible scheduling
- Outcome-based pricing model



dAM HELPS YOU MIGRATE

- Authored content – copyright/ legal/ branding content
- Rich Media Assets – images, logos and line art
- Designed documents – QuarkXPress, Adobe InDesign and Illustrator, Audio, Video, Animation, Flash, PDFs, Office docs
- Web assets – style-sheets, Java-Scripts, XML, flat files, HTML
- Page metadata and associated content
- Page cross references
- Page annotations
- Presentation elements of web site(s) – templates, components, styles, layout, themes*
- Workflows
- User roles and permissions
- Asset mappings

**requires restricted and manual intervention*

HCL's Digital Asset Migrator assures a faster, cost efficient and auditable migration. It provides better results every time, because we continuously improve it by implementing what we learn from our migration experiences and industry best practices.

WHY dAM?

- Framework driven migration approach – Provides a comprehensive migration roadmap by identifying key elements for a successful migration delivery
- Increased efficiency – Allows for a planned migration of large volume and scattered digital assets – provides real-time monitoring to ensure a complete and accurate migration – allows for root cause analysis, and intelligent re-runs.
- Cost-efficiency – Saves cost associated with procuring a licensed tool because dAM is HCL's proprietary tool. The outcome based pricing model ensures you only pay for success



HERE IS HOW WE HELPED OUR CLIENTS

A Leading IT
Provider in the
APAC Region

The client wanted to migrate its Enterprise Sales Portal, which enables real time collaboration and sharing of information between sales, sales support, marketing and delivery teams from MOSS 2007 to SharePoint 2010.

HCL used dAM to migrate around 1500 sites and 1200 microsites, digital assets of ~400GB in size, and provided post migration customization and support leading to enhanced collaboration and productivity improvements of 80%.

A US based
Fortune 500
diversified FS
group

The client wanted to migrate the static/ dynamic contents from current web platform Documentum Web Publisher to proposed new web platform SDL Tridion.

HCL leveraged dAM to successfully plan and execute the migration of ~1TB of digital assets with 60% less effort as compared to the traditional approach.

A leading
Australian Banking
conglomerate

The bank was struggling to scale up their legacy CMS to meet their dynamic digital marketing needs and was incurring huge operational costs in managing their digital initiatives. HCL's framework-driven approach enabled it to automate the process, migrating the websites and functionalities from the existing system to the new digital platform, enabling the bank to roll out its digital initiatives with ease.

- 80% reduction in Time-To-Market for new digital initiatives
- 40% reduction in operational costs
- Migration efforts were reduced by ½ as compared to the traditional migration

HCL'S Digital Asset Migrator is a complete end-to-end solution that helps customers to migrate their digital assets efficiently. It facilitates seamless transition from a legacy to the nextGEN digital platform without the need for long content freeze periods, thereby ensuring business continuity.



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Relationship[™]
BEYOND THE CONTRACT

HCL