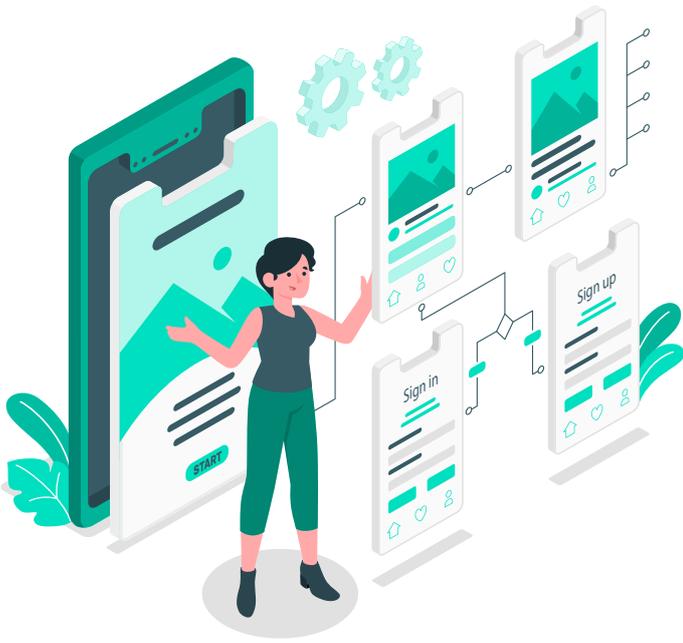


**HCL**

# ADvantage Experience DesignOps





## Introduction

As organizations innovate new customer experiences, there are always gaps and challenges in the handshake process between UX design and development teams. These gaps result in technical deficiency, rework, increased collaboration time, and overall build time. Another major shortcoming is the repetitive development cycles to consume the design changes in code.

Design to DevOps is a harmonized and streamlined methodology, process, and design platform that aligns product and development teams together to bring value, consistency, efficiency, and productivity.

### Here is how Design to DevOps functions-

- Establishes alignment and governance to adhere to design standards
- Streamlines ways of working
- Defines code standards
- Automates the process from conceptualization to realization
- Scales design activities
- Brings agility in design changes

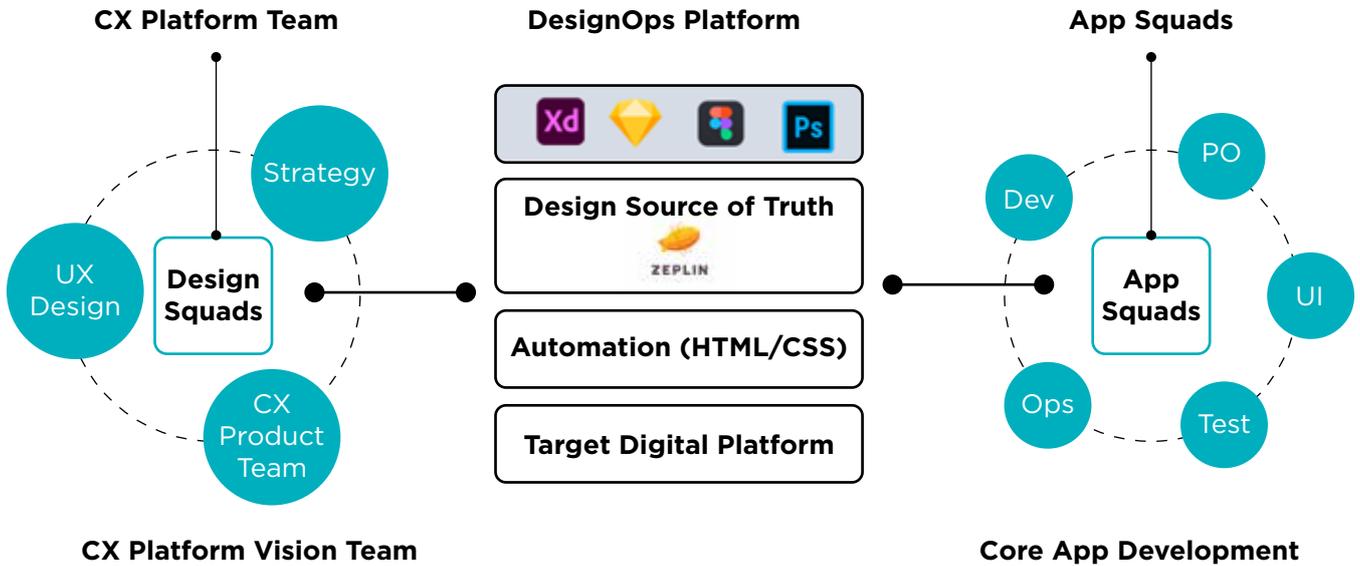
HCL's ADvantage Experience DesignOps capability provides a framework to automate the conversion of UX designs from multiple sources, such as Adobe Sketch, Adobe XD, Adobe Photoshop, and Figma, to HTML for multiple digital touch points. The key highlight of the capability is its ability to integrate the development cycle with design systems seamlessly. It automatically notifies the users of any changes in the design, which enables them to compare and propagate changes to AEM components with just a few clicks.

## ADvantage Experience realizes Design to DevOps

Enterprises embarking on developing digital marketing capabilities spend a considerable amount of time converting UX designs to HTML to orchestrate the application development. Moreover, each update in UX triggers a complete development cycle to implement the changes to AEM components. HCL's ADvantage Experience DesignOps enables organizations to automate the UX design to the HTML conversion process and seamlessly integrate with the design system Zeplin to incorporate the updates automatically, thus reducing the application development time and cost.



# The framework



## Business benefits

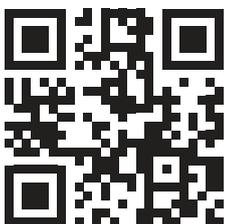
<b>20-30%</b> Faster time to market	<b>40%</b> Improved productivity	<b>30-40%</b> Reduction in implementation timeline	<b>50-60%</b> Increase in efficiency
<b>40-50%</b> Time reduction in design change incorporation	<b>Upto 50%</b> Time reduction in the handshake process	<b>50-60%</b> Standardization of HTML code	<b>60-70%</b> Conversion accuracy



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HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

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