

Optimizing business processes and enhancing performance

HCLTech delivered impactful business results
for an American cloud storage organization



The client is an American smart workspace and cloud storage organization. They offer cloud storage, file synchronization, personal cloud, and client software. The client wanted to improve collaboration across their business teams. They also wanted to optimize resource utilization to improve business performance. They partnered with HCLTech for our expertise in implementing scalable Adobe Solutions that helped the client overcome legacy issues by modernizing the existing platforms. We were able to help the client reach their objective of delivering impactful business results with a better brand experience.

The Challenges:

Inefficiencies in business process and cross collaboration

The client was facing tremendous pressure in executing the existing and new business demands. It was witnessing less collaboration and increasing silos within the organization. This, in-turn was affecting execution, optimized resource utilization and demand generation. Also, to support its ever-increasing digital initiatives, it didn't have a central knowledge repository to support the execution of any new initiative. To meet these challenges, our client needed a partner with a comprehensive suite of communication and collaboration capabilities to draw growth trajectory.

The Objective:

Smoother execution and improved performance

The main objective for the client was to enhance the collaboration between all the business teams involved. They also wanted to improve the knowledge repository for smooth support execution. They needed to optimize the utilization of resources and demand generation. To provide high performance to end customers, they also were looking to leverage a multi-tier caching strategy.



The Solution:

Leveraging Adobe to deliver enhanced business performance

HCLTech developed and deployed a Marketing CoE (Center of Excellence) execution strategy for AEM that aids in resolving client legacy concerns and involves platform upgrading to facilitate future integrations. The implementation enabled business teams to control new product launches with the help of customized AEM components and templates.

The solution also provided a standardized set of templates depending on brand requirements. We also improved scale and time to market by modernizing platforms to a Micro-services design. There was an improved focus on exploratory decision-making by leveraging insights from Adobe Analytics. This also helped improve the extent of personalization provided to their customers.

The Impact:

Reduced time to market and remarkable improvement in business processes

Owing to our established relationship with Adobe and our comprehensive understanding of our client's needs, we were able to reduce time to market, leading to quick changes as per dynamic market demand and customer feedback. Our client witnessed rapid new website onboarding because of the reusability and extensible nature of templates and components. Our client now had an extendible platform for integration with any new marketing tool integration. Overall there was an improvement in market coverage through enhanced accessibility and SEO features.



CI-105212317701336-EN00GL