HCLTech | Supercharging Progress™

Providing seamless user experience for a **hard disk** manufacturer

HCLTech leverages Adobe to deliver stellar growth by enabling collaboration

The client is an American computer hard disk drive manufacturer and data storage company, founded in 1970, and headquartered in San Jose, California. Due to a disjointed system landscape, the company was struggling to provide a comprehensive brand experience to its customers and faced difficulty in managing digital assets. The organization wanted to create an integrated solution for its marketing and sales team that increases its flexibility and reduces time-to-market. HCLTech, in partnership with Adobe, was able to deliver a seamless user experience and enable collaboration across content providers and consumers which resulted in stellar growth in website traffic and reduced time-to-market.

The Challenge:

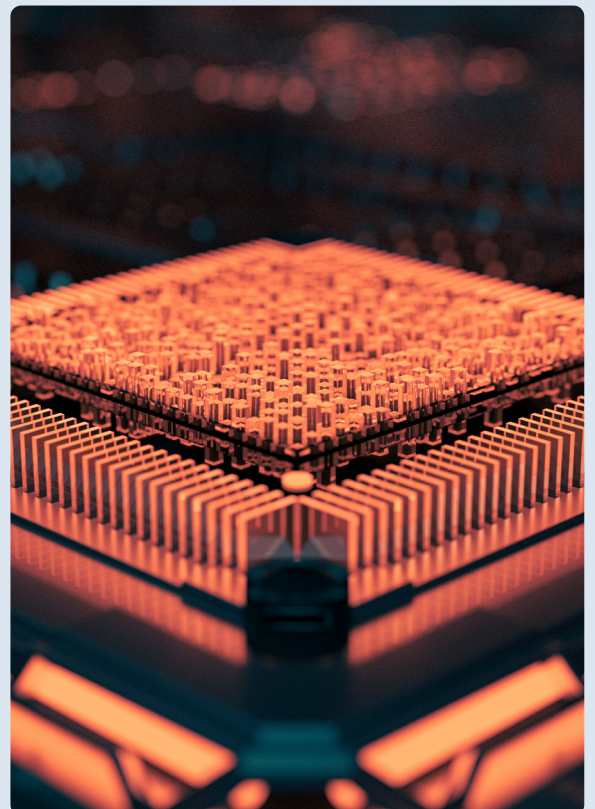## Disjointed system landscape causing disparate brand experiences

The company had a disjointed system landscape that caused disparate brand experiences for customers and led to difficulty in managing digital assets. Content managers were overworked as there was no central content and asset repository and a bad authoring interface. Partner Relationship Management was also getting tougher due to the lack of a centralized portal. The marketing department was handicapped without the right customer insights. The team also suffered from longer roll-out timelines for marketing campaigns and cumbersome product launches. It also faced difficulty in analyzing and maintaining the accessibility compliance process. The organization also suffered from slow delivery of customer-facing pages with a high burst rate. Also due to a disconnected process of reverse logistics, the lead time for after-sale services was increasing.

The Objective:

Increase flexibility and speed to market

The organization wanted to create capabilities and solutions for its marketing and sales teams with a multichannel design and presence to increase its flexibility and speed to the market. It also aimed to standardize its content and asset management process and simplify the authoring and publishing of content. The organization wanted to build a framework for content syndication and highly integrated digital commerce for a seamless customer experience. Due to the global scale of the business, the organization had localization requirements for different geographies. To enable data-driven marketing decision-making, the client also wanted access to analytics and reporting.

The Solution:

Leveraging Adobe to enable seamless user experience

We enabled multi-channel support by exposing Content-as-a-Service. We also integrated accessibility automation tools as part of the development and deployment framework. AWS cloud was used to host content to reduce hardware costs. We also implemented a solution for digital assets that allowed business teams to easily manage and share their digital assets. For seamless user experience, cross-sale, up-sale, and product bundling across multiple product lines, deep e-commerce integration (Hybris) was done. Product information was further leveraged from Hybris for syndication channels and supplied through Adobe Experience Manager (AEM). To improve the page speed, we selected and implemented a lightweight client-side JavaScript framework (like Vue.js). And lastly, the standardization of the product feed format was also done so it can be easily consumed by third-party channel partners. This product feed is nothing but a file containing list of products and attributes of those products organized for easy display, advertisement or comparison.

The Impact:

Stellar growth in website traffic and reduced time-to-market

Due to our long-standing partnership with Adobe and a holistic understanding of our client's business, we were able to increase traffic to clients' websites by 40% and unique visitors by 35%. It also resulted in a 200% growth in the number of web leads captured. Further, product or campaign rollout time was reduced by 140%. It now only takes two to three days for the client to launch a campaign or product with localized content. We also ensured on-schedule and on-budget deliveries for more than 95% of all projects. The new website onboarding or development to deployment cycle time was also reduced from 20+ weeks to 8 to 10 weeks. Due to the automation and migration to the cloud, the operation cost of the platform was also reduced by 40%.

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For any queries, please reach out to us at digitaltransformation@hcl.com

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