

Setting up growth trajectory for an American multinational manufacturing company

HCLTech defined future-ready omnichannel platform
and roadmap for transformation



Our client is one of the top five tire and rubber manufacturers in the world. It manufactures tyres for automobiles, commercial trucks, light trucks, motorcycles, SUVs, race cars, airplanes, farm equipment and heavy earth-moving machinery. Faced with limitations in its digital infrastructure to support the ambitious growth trajectory, the company turned to HCLTech to validate its strategy and technology architecture and help select its re-platforming corporate website and EMEA brand websites for its B2C business.

The Challenge:

Overcoming inhibitors to exponential growth

Among the multiple challenges the client faced was a non-compliant corporate website that was not in accordance with the brand guidelines. There was no Multi-Site Management (MSM) set up for the existing website due to which a multi-country or a multi-language rollout was not possible, making multi-site configuration a big hurdle. They were also facing the lack of caching, which impacted the page performance

directly and extended the website response time. Additionally, most of the pages and configurations were hard-coded, requiring the involvement of many IT activities for minor changes. There was no content publishing approval workflow which made it dependent on a few business team members, increasing responsibility and dependency.

The Objective:

To define and implement an omnichannel platform to drive growth and customer delight

The client was looking for a partner to enhance customer experience through redesigning and migrating the on-premises corporate website from Adobe Experience Manager (AEM) 6.1 to AEM cloud service. The EMEA brand websites (Fulda, Sava, and Dunlop) needed migration from SDL Tridion to AEM on Adobe Managed Service (AMS) to bring uniformity in the Content Management System (CMS) technology stack and improve operational efficiency. A platform needed to be built using Chameleon architecture to develop all the components in order to achieve responsive capability for the omni-channel experience. The solution should enable business and marketing users to manage content via enhanced authoring capabilities.



The Solution:

Technology consolidation and Migration of sites for the best enabling unified platform

HCLTech completely redesigned the website, making it responsive to mobile, tablet, and web with cross-platform capabilities. We also implemented the corporate website on AEM (Adobe Experience Manager) as a cloud service with crucial design considerations, including high availability, real-time scalability, smart tagging, code quality enforced by the Cloud manager, multi-site management, Out of the Box (OOTB) workflows and 'Always On' with the latest updates.

In addition, we migrated the existing sites: Fulda, Sava and Dunlop, from the SDL Tridion platform to Adobe Experience Manager (AEM) Adobe Managed Services (AMS) with essential considerations like platform development with chameleon architecture

for responsive features, multi-site management to achieve multi-country and multi-language roll-outs, OOTB workflows for content publishing. We used GraphQL to develop all Product Detail Page (PDP) and Product Listing Page (PLP) along with migrating all SDL Tridion pages to AEM. We built the website with enhanced authoring capabilities with modular components and templates that were editor-driven and configurable. We used the Advantage Experience tool to speed up the migration using migration scripts for news, articles and other content items. We also enhanced performance using dispatcher caching and accessibility using WCAG (Web Content Accessibility Guidelines) to websites



The Impact:

Journey to a desired state of speed, scalable and seamless user experiences

Through the deep research and insights into the objectives and challenges of the client, HCLTech created significant impact that helped optimize the business processes. Firstly, they reduced the time-to-market by giving easy and flexible control for the business to manage changes with minimal involvement from the IT team, resulting in reduced cost of changes. We also maximized using AEM features such as core components, editable templates and Touch UI to reduce redevelopment effort.

The multi-channel / multi-device enabled platform follows a fluid experience concept providing an optimized experience across different channels and devices. We used GraphQL to enhance the performance of the product detail page (PDP) and product listing page (PLP) by making all the queries/ hybris calls lightweight. It created a 15% increase in performance improvement for the corporate website and a 30% performance improvement for tire search, including PDP pages. Lastly, there was also a 99.99% uptime for all the websites making the content management system future ready.



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