

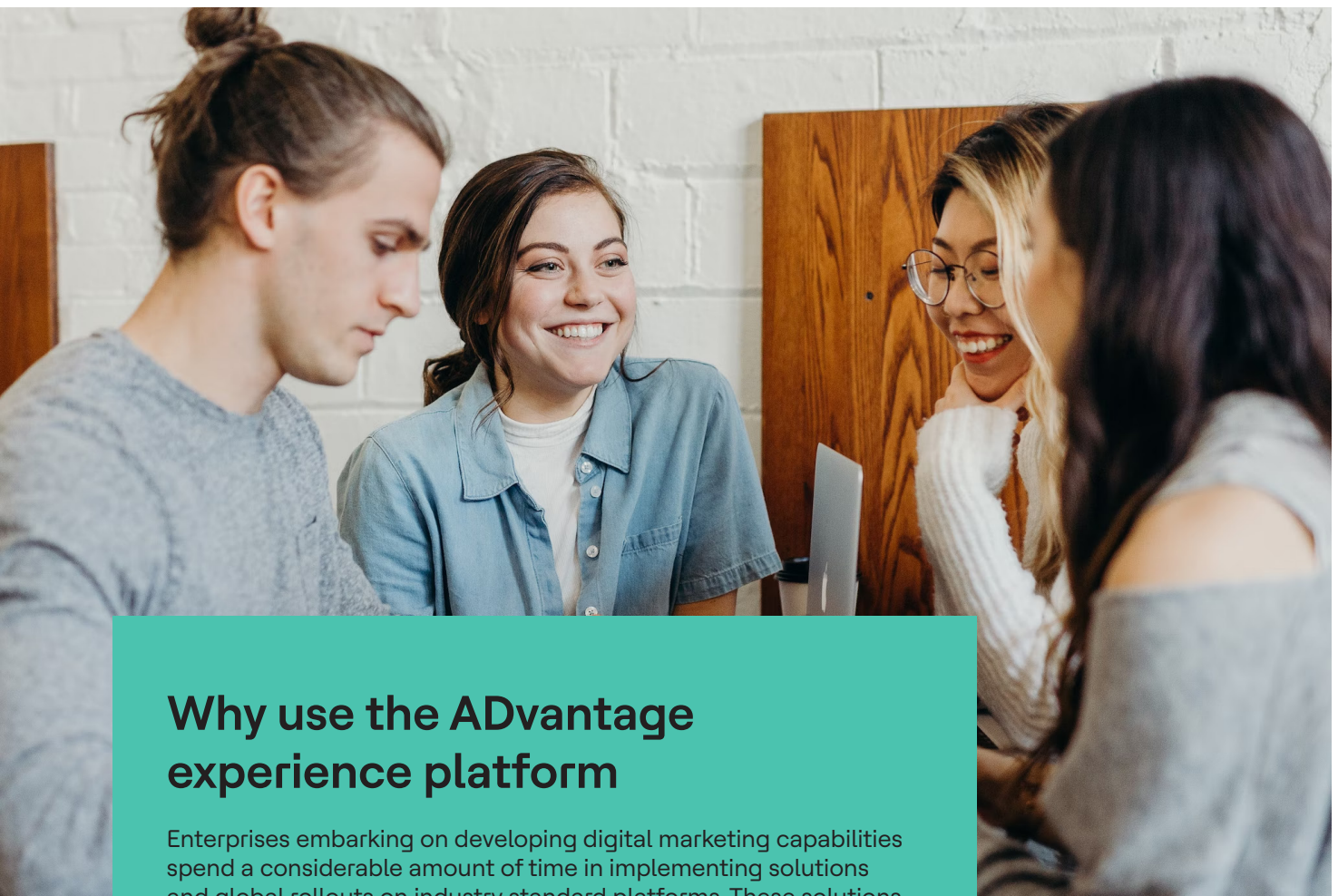
# Building personalised experiences across customers' digital journeys

A comprehensive framework with  
ADvantage Experience



## Introduction

HCLTech's ADvantage Experience platform provides an end-to-end framework to build and deliver meaningful and contextual experiences for marketers across different digital touch points leading to brand marketing, prospect conversion and retention. The solution is powered by Adobe Experience Cloud & Adobe Experience Platform and provides enterprises the ability to build data-driven experiences, AI-led conversations and deliver MARTECH platforms at scale. The key highlight of the platform is the ability to automate development through platform-specific code generation capabilities for static and dynamic web and mobile renditions.



### Why use the ADvantage experience platform

Enterprises embarking on developing digital marketing capabilities spend a considerable amount of time in implementing solutions and global rollouts on industry standard platforms. These solutions could either be development of new sites from the ground up or migration from the existing platforms. In both scenarios, onboarding onto a new platform to build digital solutions, followed by customization and personalization is a monumental task, especially when done at an enterprise scale.

HCLTech's ADvantage Experience enables organizations to orchestrate rapid application development by automating project creation, component and template development, seamless design system integration and utilizing existing component libraries and references, while providing an intuitive interface to developers that is integrated with agile development practices and DevOps models.

## Solution highlights



### Onboarding

The solution automates the site onboarding, global rollout and migration of content from legacy platforms to all leading digital management platforms. It assures a faster, cost efficient and auditable migration of a site.



### Xperience AI

A modular and extensible platform that enables an organization to quickly deploy a dialogue driven platform to interact with their customers across multiple messaging & virtual assistant channels.



### Headless commerce

This provides customers the real experience of shopping, blurring the line between offline and online which helps convert moments of truth into real business.



### DevOps and code automation

An integrated offering, which enables automation in environment provisioning, CI/CD, test and code generation in order to create templates and components in AEM.



### Migration framework

The solution automates the platform migration including content from legacy to AEM. It assures a faster, cost efficient and auditable migration of content.



### DesignOps

A comprehensive automation framework for digital channels to seamlessly integrate with design systems to help reduce implementation costs and development cycles.

## Business highlights

Automation of code generation capabilities in target platform

Digital store with reusable components

Pre-defined campaign toolkits

Single click project creation

KPI studio with custom analytics workspace

360° view of customer lifecycle

Integration ready, experience AI components

Pre-configured onboarding framework

**Upto 40%**

Reduction in implementation  
timeline

**30%**

Shorter  
onboarding cycle

**60-70%**

Increase in cost savings  
through reusability

**30-40%**

Increase in campaign  
efficiency

**30%**

Reduction in marketing  
activation effort



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