

Enabling digital-led partnership for a multinational software organization



Client description

The client is an American multinational computer software company specializing in software for the creation and publication of a wide range of content, with millions of users worldwide. Being at the forefront of digital enablement products, the client's products have enhanced the company's market share in the digital marketing space, providing end-to-end cloud-based marketing solutions to customers.



Objective



Select a digital partner who can collaborate with different teams, including agencies, brand teams across geographies, and support web content operations of the company's AEM platform efficiently and effectively



Select a partner who can enable digital operations management and be part of the company's professional services for critical roles in various engagements across the globe



Focus on operational excellence, improving knowledge retention, enabling team ramp up w.r.t. work spike, and improve customer experience

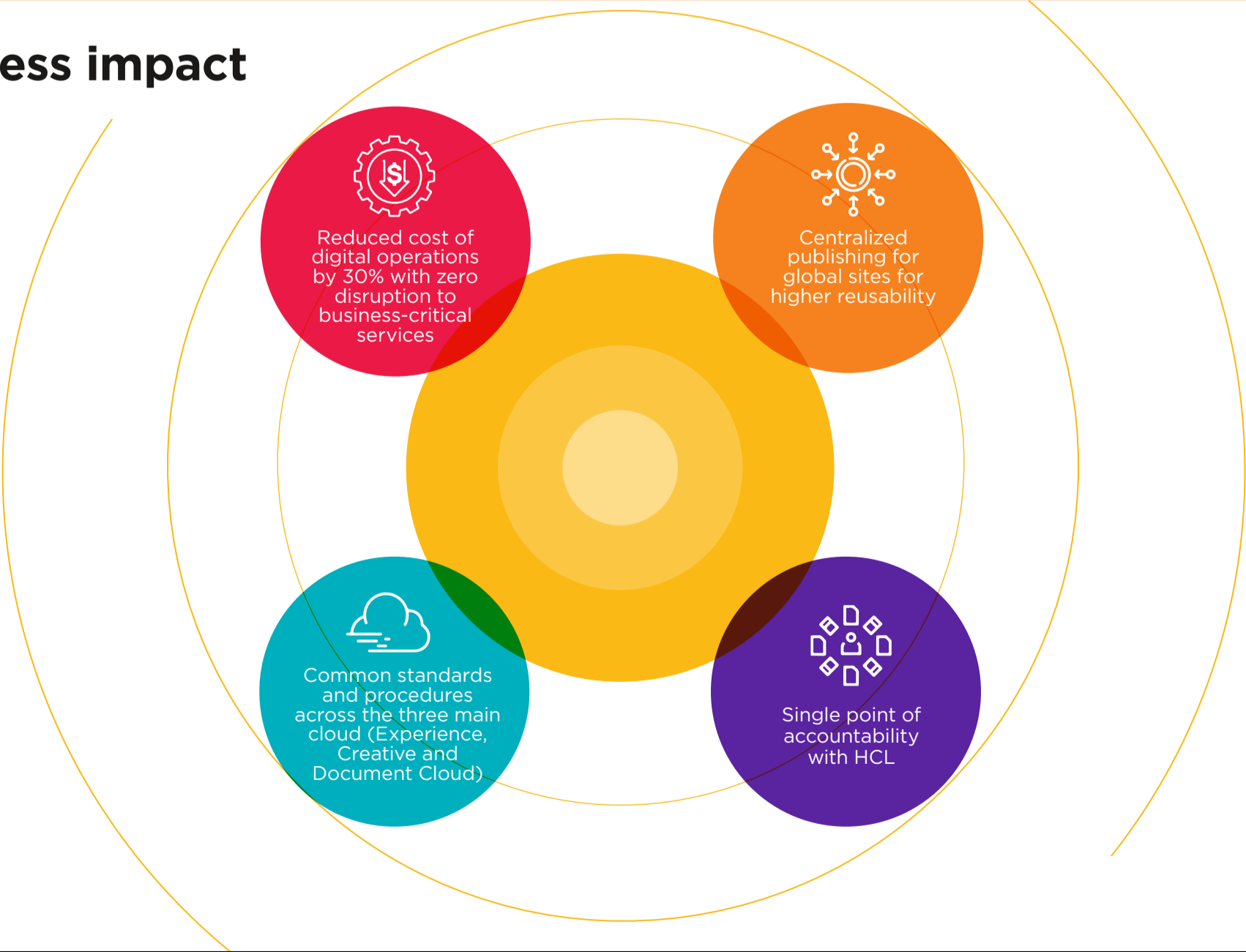
Business challenges



Our solution



Business impact



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

