Streamlining sales and marketing strategy

for a leading data storage company

Client description

Our client is a US-based manufacturer and retailer of an expansive portfolio of technologies, storage devices, and systems and solutions for businesses and consumers. They create environments for data to thrive and leverage their unmatched breadth and depth of leadership to tune and optimize a complete portfolio of technologies to deliver a superior customer experience.

Objective

- Increase flexibility, speed-to-market and enable adaptable platformswith a multi-channel and multi-device presence
- Standardize content and asset management, ease of searching and sharing, and re-use across functions
- Support globalization and localization needs for different regions/ geographies
- Create an authoring interface to simplify content authoring and publishing
- Governance for content and distributed assets
- Analytics and reporting to enable data-driven marketing and decision making
- Implementation of digital marketing solutions for seamless customer experience
- Enable channel partners through the B2B portal
- Setting up quick campaigns

Business challenges

- Disparate brand experience for customers
- Disjointed systems landscape
- Sales and marketing departments were handicapped without the right customer insights
- Longer roll out timelines for marketing campaigns
- No central content and asset repository along with a bad authoring interface
- Cumbersome product launches
- Partner relationship management was tough due to the lack of a centralized portal
- Disjointed systems lead to difficulty in digital content and asset management

Our solution

- Enabled multi-channel support by exposing content-as-a-service
- Ensured better collaboration across content providers and consumers by exposing configuration-as-a-code
- Reduced hardware cost by using AWS cloud for content hosting
- Flexibility/speed to market: Created capabilities and solutions for sales and marketing strategy, enabling flexible platforms with speed
- Owning the digital brand: Enhanced the user experience for end customers
- Implemented digital asset management solutions that allowed business teams to easily manage and share their digital assets
- Enabled deep e-commerce integration (Hybris) for seamless user experience, cross-sale, up-sale, and product bundling across multiple brands/ product lines
- Product information syndication: Leveraged product information from Hybris for syndication channels and supplying through the AEM

Business impact

- **35%** increase in the unique visitor's traffic in the past year
- **40%** more traffic on the website in the past year
- **200%** growth in the number of web leads
- **70%** click reduction in the path to purchase
- **140%** reduction in product launch/campaign roll out time
- **40%** reduction in platform operation cost
- Time to launch a brand, product, and web campaigns with localized content reduced to only **2-3 days**
- New site onboarding cycle time reduced from 20+ weeks to **8-10 weeks**
- **5 weeks** to complete platform upgrade with zero-downtime and one-day content freeze
- Just **44 weeks** to launch a single branded retail store in 40 locales from concept to go-live
- On schedule and on budget deliveries for more than **95%** of all projects
- **60 to 70%** improvement in time to market for new product launches
- **40 to 50%** productivity improvement
- New feature release executed in **2-3 weeks**

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