

Accelerated growth with HCLTech and Adobe partnership

Enhanced organization-wide business processes for
a global chemical company



Our client is a Dutch multinational chemical company creating paints and performance coatings for industries and consumers worldwide. The company has activities in more than **80 countries and employs over 32,000 people**. HCLTech worked closely with the organization to support and enhance its websites in a more effective way with support-defined Service Level Agreements (SLAs).

The Challenges:

Obstacles in the way of accelerated growth

Our client had recently migrated its website design and development activities from Drupal to Adobe Experience Manager (AEM) platform. It was in dire need of continuous L2/L3 support for the migrated websites in production. It did not just need technology change but a complete process overhaul in terms of refinement and development of business change requests. They were looking for consistent enhancements to

meet the business needs by adding new features to enable data-driven experiences and insights as part of the Continuous Development Squad. They also needed to setup of automation using DevOps pipeline for Code quality check, regression pack execution and performance enablers such as Cache Delivery Network (CDN) levels.

The Objective:

Streamline application development, operations and maintenance

Our client partnered with HCLTech for end-to-end AEM (Adobe Experience Manager) application development, operations, and

maintenance, delivered as a service in a regulated setup and bringing innovation to the overall program.

The Solution:

Approach towards a future-ready business processes

The application development was more of a process transformation than simply an application migration. It demanded increased involvement of the key stakeholders. Especially when it came to engineering sessions, sprint reviews, UATs (User Acceptance Testing) or test data preparation, the program asked for the marketing team along with actual business users to have a 360-degree overview of the requirements. HCLTech helped the client to

create multiple JIRA dashboards for efficient tracking. The organization's WIKI were migrated from Drupal to AEM and optimized and updated with the latest changes. The delivery team followed the Scrum model and all the Scrum ceremonies got in place effectively. Further, as a tune-up program and to reduce the overall tech debt, we created a separate Change Request (CR) team for our client.

We followed process orchestration for integration of modern and key legacy systems. We also helped our client in process improvement for future updates or enhanced features by identifying common ways of working across Business Units, getting the BU leads involved in the discussion of upcoming or enhanced features. By keeping them in loop of the impact of each implementation and letting them know about the digital

capabilities that can enable their marketing strategies, we were able to streamline the process efficiently. Further, in future the team had to submit a root cause analysis for priority 1 and priority 2 incidents affecting services within 5 working days. Lastly, we created CI/CD (Continuous Integration /Continuous Delivery) for a global rollout by automating cache clearing process.

The Impact:

Modern application development for the future-ready enterprise

With HCLTech's driven transformation, the team adopted a simplified yet efficient way of working. They completed 3 sprints and deployed over 14 user stories to production. The team has started working on gathering new demand requirements, technical design and Sprint 0 has been kicked off for websites development for Marine, Protective and Yacht (MPY), Industrial Coatings (ICO) and Powder Coatings (POW) divisions. An agreement was made with Adobe Consultancy for effective stage and lower environment support. The team ultimately was able to successfully deploy 12 releases and 4 hotfixes to production. We were also able to completely automate cache clearing process for a global rollout.



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