

# Adobe Experience Manager (AEM) implementation for a large global information services company



## CLIENT

Leading global provider of professional information, software solutions, and services in the field of healthcare, legal, business, tax, accounting, finance, audit, risk, and compliance.



## BUSINESS CHALLENGES:

- Over 300 websites built/acquired over years, carried inconsistent look-and-feel and needed to be re-branded in-line with the corporate branding strategy
- Content authors to be able to take control of content publishing rather than being dependent on the engineering build-deploy-release cycles
- Marketing to be brought under one umbrella rather than multiple teams handling and managing different websites within the same organization
- Most websites built on different technology platforms; this creates dependency on the required resource skills for maintaining these websites



## HCL SOLUTION

- Design and delivery of **AWS architected AEM platform**
- Integration of one of the largest conglomerate's **Data Center** and **Adobe Cloud** for **marketing and content delivery**
- Integration of **analytics** at template level
- Deploy end to end **integrated solution** for AWS workloads to enable
  - **Identity** and **access** management
  - **Monitoring** solution
  - **Backup** and **recovery**
  - **Vulnerability** management
  - **Security solution** (e.g. Web Application Firewall, Antivirus)
- **UI design** creation and approvals as per corporate branding guidelines
- **Externalization capability** for the deployed environment running on **AWS Cloud**
- Provide on-going **management, maintenance** and **support** for the platform



## BENEFITS



Ad sales team was able to sell numerous micro-websites hosted on **AEM platform** and generate addition revenue close to **\$1 million** with **zero IT expense**



**Site rollout time** has been reduced by **90%**, as there are no dependencies on the team for build and deploy



**Analytics** was baked in at the **template level**, so there was **100% consistency across websites** for the metrics captured



**Targeting potential subscribers** with appropriate banner Ads in email campaigns helped **increase revenue of Ad sales by 50%**



**Global search is 100% configurable** for any new website which requires **content crawling and search functionality**

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**HCL**