

HCLTech | Supercharging
Progress™

Building personalised experiences across customers' digital journeys

A comprehensive framework with
HCLTech Advantage Experience



Introduction

HCLTech 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 and 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.



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 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

1

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.

2

Experience 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 and virtual assistant channels.

3

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.

4

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.

5

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.

6

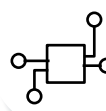
DesignOps:

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

Business highlights

Digital store with reusable components:

Automation of code generation capabilities in target platform



Pre-defined campaign toolkits:

Single click project creation

360° view of customer lifecycle: KPI studio with custom analytics workspace



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

