

ADvantage Experience



Introduction

HCL's ADvantage Experience platform provides an end-to-end framework to build & deliver meaningful and contextual experiences for marketers across different digital touch points leading to brand marketing, prospect conversion and retention. ADvantage Experience solution powered by Adobe Experience Cloud & Adobe Experience Platform provides enterprises the ability to build data-driven experiences, AI-led conversations and deliver MARTECH platforms at scale. It enables scalable digital solutions for shaping tomorrow's customer experiences, hyper-personalization and the experiences that touches lives. 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.

Why ADvantage Experience platform

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.

HCL's ADvantage Experience enables organizations to orchestrate rapid application development by automating project creation, component & template development and utilizing existing component libraries and references whilst providing a designer interface to developers that's integrated with agile development practices and DevOps models.

Solution highlights



Digital Store

The platform comes along with a pre-built reusable component library with over 250+ components that will result in a reduction of implementation costs by 20-30%



Onboarding

Automates the site onboarding, global rollout, migration of content from legacy platforms to all leading digital management platforms. It assures a faster, cost efficient and auditable migration of a site.



DevOps

An integrated offering, which enables automated environment provisioning, CI/CD automation, test automation and framework for adopting best Agile DevOps practices intended for platforms based on Adobe, Sitecore or Drupal.



Xperience 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 & virtual assistant channels.



Code Automation

A guided solution with Point & Shoot approach for generating page layout and component code from any existing website or running HTMLs.



Compliance Manager

Compliance solution to operationalize global privacy compliance regulations such as GDPR and CCPA. Solution features consent management and automated privacy request processing capabilities as well as providing deep insights to management.

Business benefits

ADvantage Experience

Automation of Code Generation Capabilities in Target Platform

Digital Store with 250 + Reusable Components

Pre-Defined Campaign Toolkits

Single Click Project Creation

KPI Studio with Custom Analytics Workspace

360 degree view of customer

Integration Ready Experience AI Components

Pre-configured Onboarding Framework

40%

Reduction in Implementation Timeline

30%

Shorter Onboarding Cycle

60-70%

Increase Cost Savings through Reusability

30-40%

Increase in Campaign Efficiency

AI

Extensive AI services @ every stage of the customer journey

30%

Reduction in Marketing Activation Effort



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