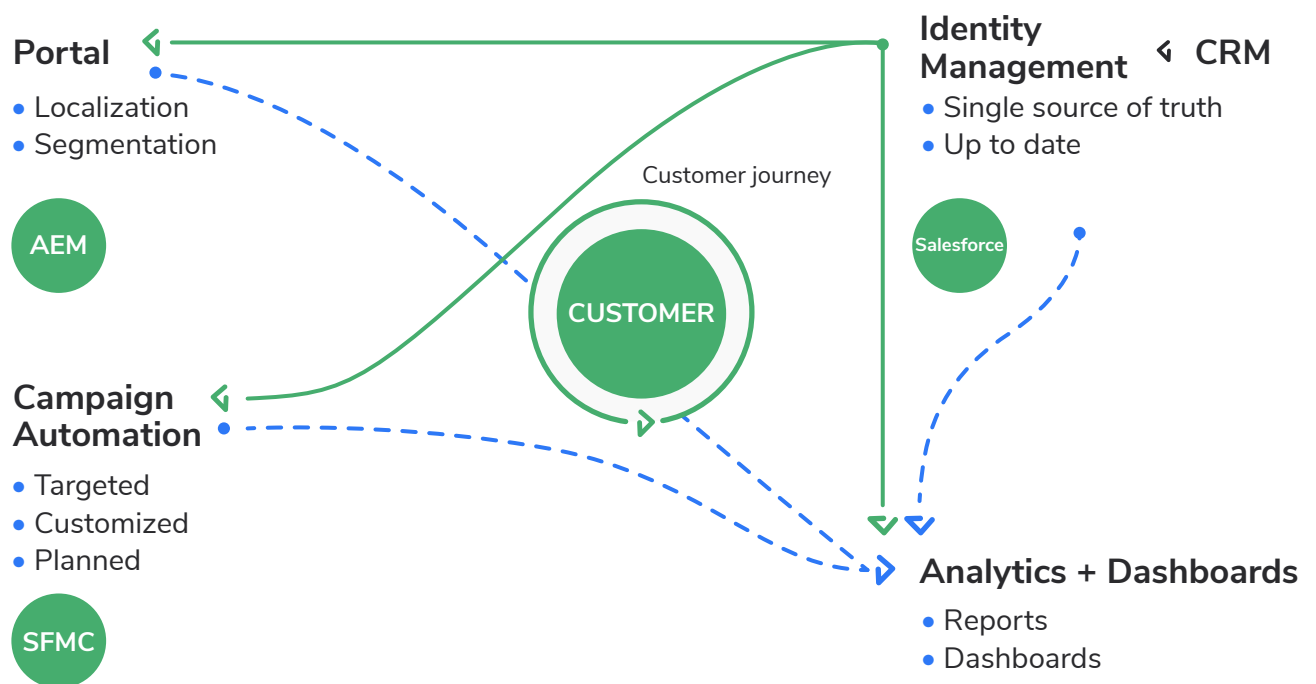# AEM patchwork platform set straight

BACKGROUND

A crucial part of our Client's Digital Marketing strategy was to build a regional Digital IT Ecosystem. The solution consisted of a set of interconnected systems that follow 360 customers' journey.

DIGITAL IT ECOSYSTEM:

- Web portals with marketing content about the company products implemented on the Adobe Experience Manager platform
- Analytical data handled by Adobe Analytics
- CRM and an identity management system based on Salesforce
- Campaign automation system using Salesforce Marketing Cloud

Portal
- Localization
- Segmentation

AEM

Identity Management ‹ CRM
- Single source of truth
- Up to date

Salesforce

Customer journey

CUSTOMER

Campaign Automation
- Targeted
- Customized
- Planned

SFMC

Analytics + Dashboards
- Reports
- Dashboards

All components were initially developed for our Client by separate teams with their specific skill sets but also specific limitations, isolated task backlogs, and operations processes. Such a setup was enough to provide certain support for the digital activities incoming from marketing teams but it also had a number of shortcomings. Introducing new functions was a challenging process. Without diving deep into the technical dependencies between the solution components, it was difficult for the Client to control the changes implemented to the system. Greatest attention had to be paid to coordinating the cooperation between the teams in order to ensure that all the required functions are delivered in a correct order in each component. It was not an easy task due to poor communication. The communication style was reactive (only when problems occurred) and there was a lack of a proactive approach for an optimal, integrated development of the whole solution.

SOLUTION

TTMS took full responsibility for the operations and enhancements of the Digital Ecosystem components one by one. A comprehensive service was delivered for each system.

The teams started working more closely, and the integration between them was significantly improved by a common approach to continuous development and streamlined communication on many levels and roles. TTMS arranged combined team workshops to improve the cooperation further. A Board of Architects was set up to oversee the project and solution development. The Board provided the Client with technical consultancy for the Digital IT Ecosystem as a whole.

OUTCOME

TTMS is successfully taking care of the complex multidimensional digital foundation consisting of an integrated web portal, an identity management system, CRM, an analytics tool and a campaign automation solution. In result of this handover:
- The teams provide timely and targeted information to the Client.
- The efficiency of the marketing function was transformed and the teams are now able to respond to emerging business needs faster than ever.
- Even complex and cross-system changes (like the alignment of the ecosystem to GDPR rules) are introduced seamlessly and at an optimal cost.
- Business users don't need to worry about underlying technology solutions when requesting new requirements or improvements – it just works for them.