

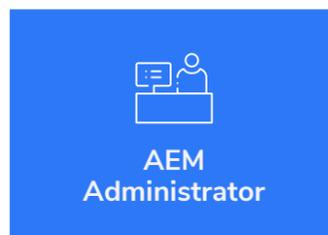
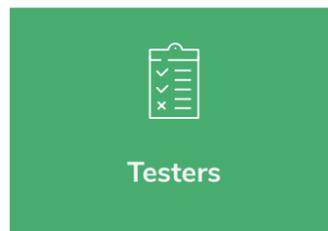
Development and maintenance of Adobe Experience Manager Solution

BACKGROUND

Our Client, whose business success depends to a great extent on an effective marketing strategy, decided to implement the digital marketing strategy for a 360-degree customer experience. The essential part of the strategy was to provide up-to-date marketing materials to professionals on the market in the EMEA (Europe, Middle East and Africa) region. The challenge was to offer the right content to users in 25 countries constituting separate user categories. Having access to materials dedicated to a given market, addressing the needs of their profession, specialization, interests or language was crucial to those users in the realization of the Client's business goals. The Client was seeking a solution that would enable marketing specialists to seamlessly share their message across all the countries in the region. This was possible by implementing a web portal placed on Adobe Experience Manager.

SOLUTION

For our Client, we built a qualified team of experienced and certified AEM experts covering a whole set of roles required to provide a complete maintenance and development managed service:



Our team took over the development and maintenance of a complex portal in just one month, providing consulting on its further development to enhance the communication channels for marketing specialists. For example:

- Our AEM team built an internal platform integrated with a machine translation service.
- The platform enables marketing teams from 25 countries to communicate and share the currently developed marketing material, accelerating the processes of content preparation.
- We provided enhancements to assure the portal compliance with new GDPR rules.
- We performed a seamless migration process of the portal from AEM 6.1 to AEM 6.3.

THE SCOPE OF PROVIDED SERVICES

- Continuous development and maintenance of the key solution the supporting Client's marketing communication
- Releasing a new version of the portal on a biweekly basis
- Architecture consulting
- Business analysis
- Implementation of Change Requests including complex custom features
- System maintenance - L2/L3 support

OUTCOME

Our team took over the maintenance and development of our Client's AEM solution demonstrating technical competence, high quality of service, and development standards. We reorganized and improved the development and release processes of the portal and matched them with the existing processes on the Client's side. We provided new, strategic functionality and carried the portal safely through any legal and technological changes.

Thanks to entrusting all activities related to the AEM platform to TTMS, our Client is now confident about the operational continuity of the key solution that supports their marketing strategies. By facilitating the work of marketing specialists across many countries in the EMEA region, the Client is able to execute their marketing strategy in a more effective way.