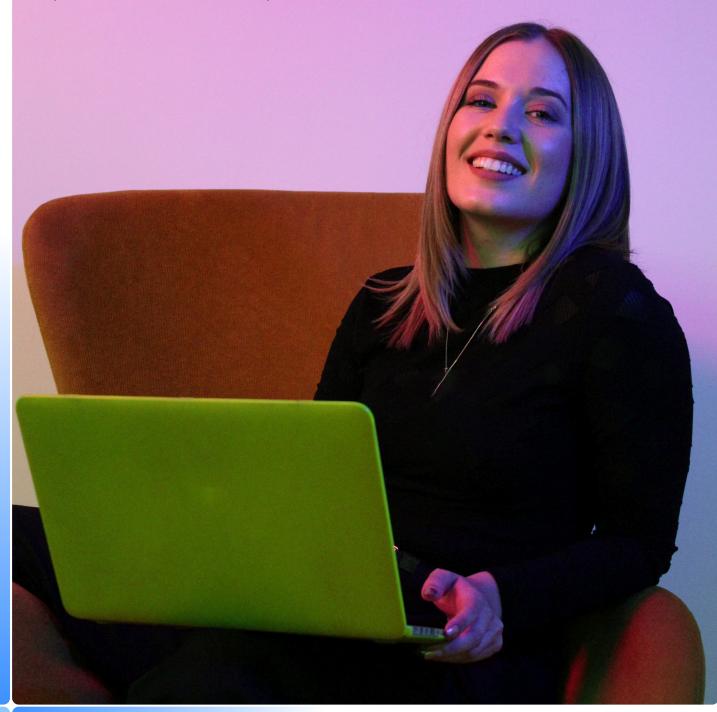# Driving customer-first digital transformation for an American multinational software company

HCLTech augments global web operations and professional service capabilities for client

Our client is an American multinational computer software company specializing in software for the creation and publication of a wide range of content, with millions of users worldwide. Being on a forefront of digital enablement products, our client's products have enhanced the company's market share in the digital marketing space, providing end-to-end cloud-based marketing solutions to customers. As a part of this engagement, we partnered with our client to manage their web operations around the globe and also augment their professional service capabilities.

The Challenges:

Legacy digital infrastructure blocking the road to success

With a growing market share in the digital marketing space, this multinational software company realized that its digital infrastructure was not ready to support multiple vendors across geographies. Our client faced higher costs with the dated technology and siloed operations. It lacked consistent performance and decent user experience on over 3+ million web pages, with customers experiencing friction points across the buying journey. Our client could not engage them through constant updates and push notifications. It needed to keep pace with multiple channels with global and local feeds for dynamic updates across diverse media (social, electronic, and print). Alongside an entirely new platform, it needed to hire and retain highly skilled resources with shared capabilities in niche technologies like Adobe Experience Cloud stack.

The Objective:

Supporting content operations across geographies efficiently

The client was looking for a digital partner who could collaborate with the team, including agencies and brand teams across geographies and support web content operations of the company's AEM (Adobe Experience Manager) platform efficiently and effectively. The chosen partner could be part of the company's professional services for critical roles in various global engagements. A partner that could focus on operational excellence, improving knowledge retention, enabling team ramp up w.r.t. work spike, and improve customer experience along with exposure of automation in new CMS (Content Management System).
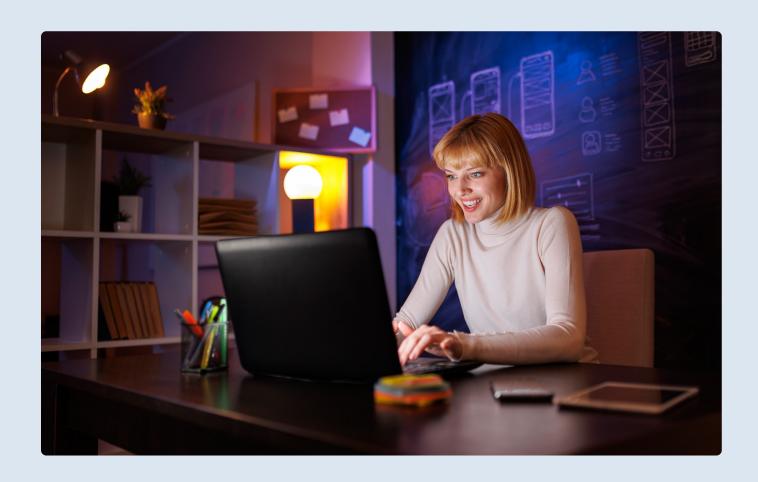
The Solution:

Enabling consistent digital operation and steady state of governance

Per our client's request, we managed end-to-end digital operations across multiple international versions through consistent evaluation and experience-led judgment. During the COVID-19 plight, with the support of remote delivery and dedicated response teams, we moved towards a steady state of operations. We established a steady state of governance across operations and professional services delivery and enhanced the QA (Quality Assurance) process for improved efficiency with checklists and reviews.

We successfully launched event-based microsites DC Dexter, DC B2B projects, MAX, 3D Substance launch, CME-1 launch, Creative Cloud eXpress (CCX), Black Friday and Cyber Monday & migrated acrobat.adobe.com to adobe.com, adobe.com to business.adobe.com, migrated Magento, Marketo and Workfront sites to adobe.com. We could further support business segments-Experience cloud, Creative Cloud, Document Cloud, merchant plan, HelpX, Search Engine Optimization (SEO). We brought in best practices for delivery by hiring talent through hackathons and Kalibre-based hiring for a quicker ramp-up. We also maintained live documents for all the known issues and respective resolutions for quick reference, along with the best practices repository. To further ease the lives of new publishers, we deployed multiple onboarding tools. We could add value by implementing a single platform for information across geographies. We applied HCLTech ASSET Based Transition approach and introduced the Cyclic Phase of Absorption and Replication, two phases of knowledge transfer from incumbent vendors. Finally, we created the right mix of rehiring and new resource onboarding for an efficient resource mix with a good understanding of the Adobe Experience Cloud stack.

The Impact:
Scaling business at speed, globally

The new technology platform reduced operations costs by 30 percent with zero disruption for business-critical services. With HCLTech's support, our client could centralize the publishing for all the global sites, which further helped in higher reusability. Our client has common and defined standards across the three major clouds (Experience, Creative and Document). In a win-win situation reflecting client satisfaction and confidence, HCLTech has been chosen as a single point of accountability. In the transformation journey, the client could add 13 new geographies to its website to provide a seamless global experience.

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