



Putting your customers at the center of organizational strategy and maximizing returns via customer experience differentiation is at the core of enterprise strategy today. The newer nuances of customer behavior spurred by a multitude of touchpoints and all-pervasive data-driven personalization present opportunities which can decide the pace and place of leading the markets. Digital transformation and customer experience is all about seamless orchestration across enterprise data, enterprise content, digital assets, enterprise capability, and customer and sales data to maximize brand differentiation and drive customer delight at every interaction.



Adobe practice

6+ year-old practice
 Total number of clients: **150+**
 Total number of active clients: **100+**
 Total consultants: **950+**



Solution / Platform

- Adobe Premier Partner with a global agreement with a dedicated alliance manager on both sides
- Globally specialized AEM partner
- Solutions leveraging Adobe Marketing Cloud
- Strong partner ecosystem being leveraged to gain competencies and joint execution of pursuits and projects

Clients serviced



Today's enterprises must continually build capabilities that are intelligent enough to guide customers and customer-centric enterprise strategies, and nimble enough to meet the pace of customer expectations. We will help you deploy a best-in-class digital experience solution rapidly with our blend of expertise, experience, and assets.

Infosys is a global software services provider with 1,045+ clients in 50+ countries across the globe. Infosys has more than 85 offices globally, 100 development centers, and the world's largest corporate university.

Infosys is one of the top companies serving industry leaders:

- 6 out of top 10 US telcos
- 3 out of top 5 health plans
- 8 out of top 10 global pharmas
- 8 out of top 10 US retailers
- 4 out of top 5 US banks

Adobe Marketing Cloud delivers a readily usable platform and a complete suite of tools to manage your content in a most effective way:





MEDIA OPTIMIZER



ADOBE SOCIAL



EXPERIENCE MANAGER



ADOBE TARGET



ADOBE CAMPAIGN




ADOBE ANALYTICS



ADOBE FORMS

Partnership and certifications – Improve your odds with Infosys seasoned delivery

<p>Improve your odds with the Infosys seasoned delivery</p> 	<p>Adobe Premier Partner specialized in Adobe Marketing and Creative Cloud. One of the four Adobe partners, GLOBAL SPECIALIZED Adobe Experience Manager</p> <p>a) Strong alliance partnership with Oracle, IBM, and Adobe. b) Joint go-to-market solutions. c) Training and certifications for Infosys professionals. d) Access to advanced technical support and new product beta testing.</p> <p>a) 1,200+ strong trained resource pool across Adobe products. b) Virtual and physical infrastructure to train more than 100 resources on niche technologies at short notice. c) Partner-enabled trainings conducted routinely on existing and new product launches. d) Large pool of resources trained both internally and externally.</p>	
<p>180+ certifications, AEM Global specialization, Adobe Campaign APAC specialization</p>	<p>260+ Content management engagements</p>	<p>800+ Skilled resources</p>

Framework, solutions, and tools that put our clients in top gear

	BRAND BUILDER	MASTERED	CAMPFIRE
Benefits	<ul style="list-style-type: none"> • Predefined process from ideation to deployment • Pre-built templates, themes, and components • Continuous integration environment 	<ul style="list-style-type: none"> • Tool-assisted agile development • Inline testing of the development with alerts, prompts, and pixel-perfect validation • Detailed error reporting and historical analysis reports 	<ul style="list-style-type: none"> • Improve campaign decision based on contextual and feedback data • Presents personalized messages in real time • Integrate with customer-facing systems and retrieve optimal personalized offers
	<ul style="list-style-type: none"> • Up to 40% saving in turnaround time • Up to 20% improvement in productivity • 40%–50% reduction in brand inconsistencies • 20%–30% reduction in cost 	<ul style="list-style-type: none"> • Reduced testing effort • Rapid change request handling • Improved use of development team's time 	<ul style="list-style-type: none"> • Facilitates seamless conversation between customer and call center agent • Helps retain customers by giving best offers based on customers data in real time • Improves customer experience

“Infosys Adobe Practice has a rapidly expanding global footprint with over 2,000 digital marketing consultants and 800+ Adobe specialists. It is one of the fastest-growing Adobe practices worldwide and is consistently hiring the best talent across North America, Europe, and ANZ for AEM, Campaign, AAM, Target, and AMO technologies.”

For more information, contact askus@infosys.com



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