

Infosys Adobe Practice | Digital Marketing



Customer behavior changes faster than the rate at which any traditional organization can evolve. Only a digital organization that flexes to address the rapid pace of change in customer expectations and competitor transformation can prosper and grow in this new digital age.

Adobe practice

4+ year-old practice
 Total number of clients: **45+**
 Total number of active clients: **35+**
 Total consultants: **800+**

Solution / Platform

- Adobe Premier Partner with a global agreement with 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

Enterprises should equip themselves to survive and thrive in the digital age. Infosys understands the digital marketing forces and can help you in rapidly deploying a best-in-class digital marketing solution using a blend of our 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 alliances with one of the world's largest corporate universities.

Infosys serves some of the top 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:

Adobe®
Marketing Cloud

MEDIA OPTIMIZER

ADOBE SOCIAL

EXPERIENCE MANAGER

ADOBE TARGET

ADOBE CAMPAIGN

ADOBE ANALYTICS

ADOBE FORMS



Partnership and certifications – Improve your odds with the Infosys seasoned delivery

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Adobe Premier Partner specialized in Adobe Marketing and Creative Cloud. One of the four Adobe partners, GLOBAL SPECIALIZED Adobe Experience Manager

- 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

- 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

100+
Adobe product certifications

260+
Content management engagements

800+
Skilled resources

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

BRAND BUILDER

- Predefined process from ideation to deployment
- Pre-built templates, themes, and components
- Continuous integration environment

Benefits

- Up to 40% saving in turnaround time
- Up to 20% improvement in productivity
- 40%–50% reduction in brand inconsistencies
- 20%–30% reduction in cost

MASTERED

- Tool-assisted agile development
- Inline testing of the development with alerts, prompts, and pixel-perfect validation
- Detailed error reporting and historical analysis reports

- Reduced testing effort
- Rapid change request handling
- Improved use of development team's time

CAMPFIRE

- 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

- 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 2000 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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