

Infosys Adobe Practice and Adobe Marketing Cloud (AMC)



Adobe with a robust, state-of-the-art technology platform partners with Infosys to provide a wide range of services across business verticals with specialization in marketing and mobility.

Pervasively contextualized, serving adaptive content across channels and devices are de facto standards for customer access and attention in the digital world. Our solution-focused practice across social, content, mobility, and analytics combines the power of technologies in the AMC leveraging deep partnership with Adobe to deliver the marketing and customer-centric advantage you need.

Global Alliance Partner

Dedicated Alliance Partner with Delivery Assurance and Support on both sides

1

Adobe and Infosys have built successful case studies that have solutions leveraging AMC

2








Adobe's robust Digital Marketing Platform provides new ideas to engage end-customers and drive business growth

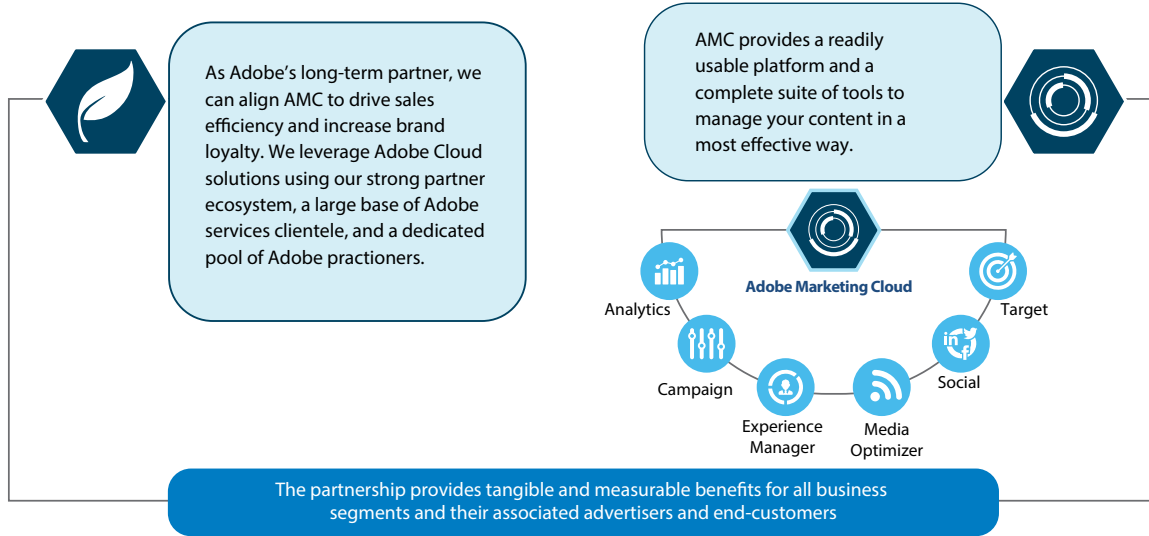
3





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

4

We enrich a customer's digital experience through high-quality content creation, and offer rich user experience and interface design, utilizing the power of digital asset management.

- 
Digital commerce
- 
Digital marketing
- 
Omnichannel
consumer experience
- 
User experience and
user interface design
- 
Cloud apps
CRM + ERP
- 
Mobility
- 
Digitization:
ICC+BPM+API



-  **Unified Experience**
Engaging experiences across all channels to build trust and enduring relationships.
-  **Context-specific**
Create differentiated and personalized experiences to drive new revenue options.
-  **Customer-centric**
Create everlasting branding experiences – anytime, across any channel. Build loyalty and what is demanded by end-customers.
-  **720 degree**
Innovate strategies through 720-degree view of the customer (Internal + Social), transform business.

Success Stories

- Global life sciences major**

Set up and running a private cloud to host a centralized digital marketing platform with AMC-based solutions like Adobe Experience Manager (AEM), analytics, and campaigns to cut cycle time by up to 30 percent
- India-based large financial institution**

Multichannel next-gen productized platform with enhanced customer experience. Hybrid Platform set up with AMC supporting Adobe campaign, analytics, target, and audience manager. Reduced the campaign launch time to four hours
- Large US-based chocolate manufacturing company**

At a brand site platform hosted on AMC with a well-established release process to coordinate on production releases and maintenance on AMC, Infosys delivered a platform and marketing brand sites seamlessly using AEM, analytics, and target

For more information, contact askus@infosys.com



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