

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



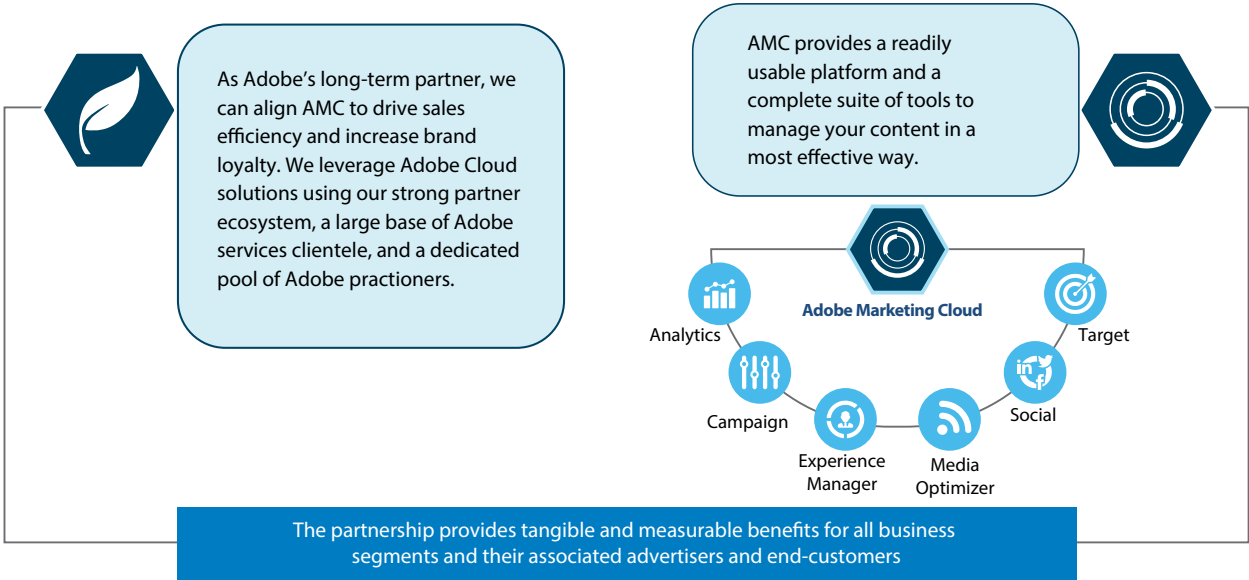
Cloud apps CRM + ERP



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



© 2017 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names, and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording, or otherwise, without the prior permission of Infosys Limited and/or any named intellectual property rights holders under this document.

Stay Connected