

INFOSYS ADOBE PRACTICE AND ADOBE MARKETING CLOUD (AMC)



Adobe with a robust, state of the art technology platform, combined with Infosys provides wide-ranging services across business verticals with specialization on Marketing & Mobility. Pervasively contextualized, serving

adaptive content across channels and devices are de-facto standards for customer access and attention in the digital world. Infosys with its deep solution focused practices in social, content, mobility and analytics, combines

the power of technologies in the Adobe Marketing Cloud leveraging deep partnership with Adobe to deliver the marketing and customer centric advantage you need.

Digital Experience

Infosys enriches customer's digital experience through high quality content creation and focused Digital Marketing. It offers rich user experience and Interface

designing and utilizing the power of digital asset management (DAM)

Infosys, as Adobe's long term Partner, can align Adobe Marketing Cloud to drive sales efficiency and increase brand loyalty.

Infosys leverages Adobe Cloud solutions using its strong partner eco-system and a large base of Adobe services clientele and a dedicated pool of Adobe practitioners

Global Alliance Partner

Dedicated Alliance partner with Delivery Assurance and Support on both sides

Case Studies

Adobe and Infosys has built successful Case studies that has solutions leveraging AMC

Digital Marketing Platform

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

Experience

7+ years of practice | Total number of clients: 175+ | Total number of active clients: 120+ | Total of Consultants : 1130+

Adobe Marketing Cloud delivers readily usable platform and complete suite of tools to manage your content in a most effective way. The Partnership provides tangible and measurable benefits for all business segments and their associated advertisers and end customers

AMC Features

Unified Experience



Engaging Experience across all channels to build trust and enduring relationship

Context Specific



Create differentiation and personalized experience to drive new revenue options

Customer Centric



Create everlasting branding experience anytime and any channel. Build loyalty and what is demanded by customer

Global Life Sciences Major

Setup and running a Private Cloud to host a Centralized Digital Marketing platform with AMC based solutions like AEM, Analytics and Campaigns to cut cycle time by up to 30%.

India Based Large Financial Institution

Multi-channel Next-Gen Productized Platform with Enhanced Customer Experience. Hybrid Platform setup with AMC supporting Adobe Campaign, Analytics, Target and Audience manager.

Reduced the Campaign launch time to 4 hours

720 Degree:

Innovative strategies through 720-degree view of the customer (internal + social) transform business.



Large US based Chocolate Manufacturing company

A Brand Site platform hosted on AMC with well established release process to coordinate on Production releases and maintenance on AMC while Infosys delivered a Platform and Marketing Brand Sites seamlessly using AEM, Analytics and Target.



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To know more about Infosys Adobe Practice and Solutions, please write to us at adobe@infosys.com

For more information, contact askus@infosys.com

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