

Infosys Brand Builder for Adobe Experience Manager

Accelerating campaign launch by faster, predictive, and cost-effective content migration

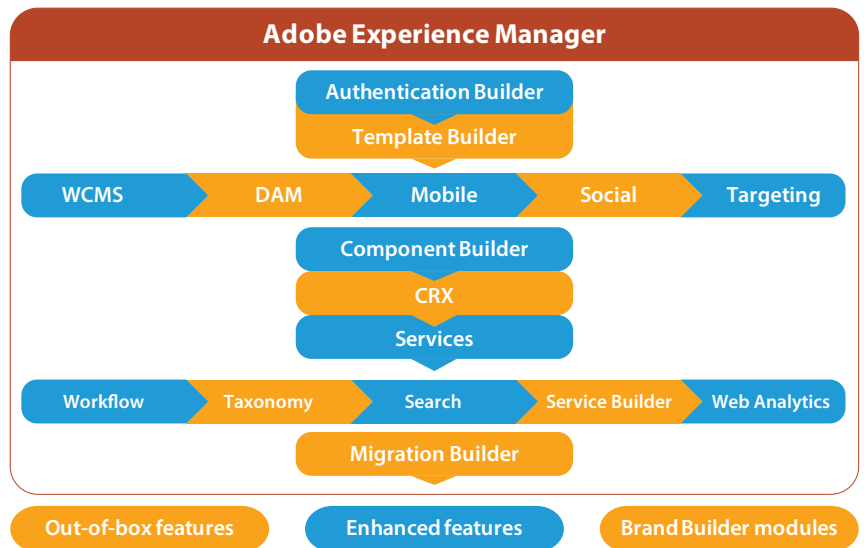


Infosys Brand Builder

Infosys Brand Builder for Adobe Experience Manager is an end-to-end solution that helps accelerate campaign launches by making content management / creation tasks simpler, faster, and more cost efficient.

Built on a robust framework for developers and user-friendly interface for business users, Brand Builder also provides the necessary security and standards for quality assurance.

The diagram depicts the key modules of Brand Builder, which are built using the out-of-the-box Adobe Experience Manager (AEM). Modules have been modified, enhanced, or custom developed to make AEM simpler and faster to use.

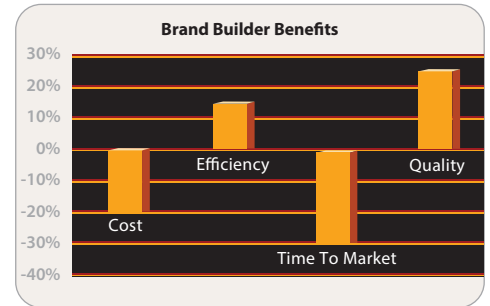


Primary features

- **Easy creation of template layouts** with minimal content management system (CMS) knowledge based on a 12-column responsive design grid
- **Flexibility in creation of services** with custom or preconfigured and integrated web services
- **Automated tool** to manage the migration of site content and assets including structured and unstructured data to AEM
- **Capability to create pages using library** of components enabling reusability for all site / page builds
- **Quick approval or rejection of content** based on user groups and dynamic project association while simplifying release processes
- **Secure / flexible, plug-and-play authentication model** for sites (including custom and social logins)
- **Page- and event-level tracking** of user interactions and behavior on the site (Adobe Analytics)

Key Benefits

- Reduced time to market, minimal costs, improved reuse, and lowered total cost of ownership (TCO)
- Improved brand consistency and site quality
- Agile and flexible interactions between internal stakeholders (marketing, brand) and partners (agencies, vendors)
- Multi-tenant platform
- Plug-and-play analytics solution to integrate Adobe Analytics for deeper insights on website interactions and navigation by users
- Inline and minimal JavaScript (JS) code for web analytics integration
- Reporting of key performance indicators (KPIs) through dashboards as a part of analytics implementation



Modules

Template Builder

Enables authors to create complex, flexible, responsive templates in the shortest time and involves no coding and minimal AEM knowledge. The control of the layout remains with authors, eliminating multiple iterations from developers while making changes.

Component Builder

Accelerates the creation of pages through an extensive library of components. These components help

content authors to create pages faster and with ease.

Service Builder

Allows authors to easily configure web forms and associated services without involving multiple teams. Its pre-integrated services allow the flexible creation of forms with minimum development effort.

Workflow Builder

Enables admins to configure approval stages at a site- or page-level based on the enterprise standard workflow

needs. Admins can associate various roles like author / contributor / approver for the pages. This module also provides the building blocks to activate / deactivate the page or an asset.

Authentication Builder

Allows flexible, plug-and-play-based authentication / security model for sites. It provides authentication separate from authorization and is built to work on top of the AEM Authentication and Authorization model.

Supported CQ/AEM Versions — CQ5.4, CQ5.5, AEM 5.6.1 and AEM 6.1

Supported UI Frameworks — Bootstrap 2.6

Supported Browsers — As per Product version + specification

Adobe exchange listing — <https://marketing.adobe.com/resources/content/resources/en/exchange/marketplace/apps/infosys-brandbuilder.html>

“Infosys Adobe Practice has a rapidly expanding global footprint with over 2,000 digital marketing consultants and 950+ 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.”

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