INFOSYS ADOBE PRACTICE | DIGITAL MARKETING

Putting your customers at the center of organizational strategy and maximizing returns via customer experience differentiation is at the core of enterprise strategy today. The newer nuances to customer behaviour, spurred by multitude of touch points and all pervasive data driven personalization present opportunities which can decide the pace and place of leading the markets. Digital transformation and customer experience is all about seamless orchestration across enterprise data, enterprise content and digital assets, enterprise capability, customer and sales data to maximize brand differentiation, to drive customer delight at every interaction.

Infosys Adobe Practice

Today's enterprises must continually build capabilities that is intelligent enough to guide customers and customer centric enterprise strategies and nimble enough to meet the pace of customer expectations.

We will help you rapidly deploy a best in class digital experience solution with our blend of expertise, experience and assets.

Infosys

Infosys is a global software services provider with 1,190+ clients in 45+ countries across the globe. Infosys has a growing global presence with more than 200,000+ employees.

Infosys has more than 84 offices globally, 116 development centers and with world's largest corporate university.

Adobe Practice	**7+** Years old practice | Total Number of clients : **175+** | Total number of active clients : **120+** | Total SMEs: **1130+**
Solution/ platform	• Adobe Premier Partner with a Global Agreement with a 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	

Infosys is one of the top companies serving industry leaders: -

- 6 out of top 10 US Telco's
- 3 out of top 5 Health Plans
- 8 out of top 10 Global Pharma
- 8 out of top 10 US Retailers
- 4 out of top 5 US Banks

Adobe Marketing Cloud delivers a readily usable platform and 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 Infosys seasoned delivery

GLOBAL SPECIALISED Adobe Experience Manager

SPECIALISED Adobe Experience Campaign

APAC Adobe Campaign Specialization

Global strategic partner for Marketing Cloud

Adobe® Marketing Cloud

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 Adobe
B)   IBM and Oracle Joint Go- to Market Solutions
C)   Training and Certifications for Infosys professionals
D)   Access to advanced technical support and new product testing

A)   1130 + trained resource pool across Adobe products
B)   350+ Adobe product certifications
C)   Virtual and physical Infra to train more than 100 people on niche technologies in short notice
D)   Partner enabled trainings conducted routinely on existing and new product launches
E)   Large pool of resources trained both internally and externally

Framework, Solutions, and Tools that put our clients in top gear

BRAND BUILDER	MASTERED	CAMPFIRE
• Predefined Process from ideation to deployment • Pre-built templates, themes, and components • Continuous integration environment	• Tool assisted agile development • Inline testing of the development with alerts, prompts, pixel perfect validation • Detailed error reporting , and historical analysis reports	• Improve campaign decision based on contextual & feedback data. • Presents personalized messages in real time • Integrate with customer facing systems and retrieve optimal personalized offers
• Up to 40% saving in turnaround time • Up to 20% improvement in productivity • 40-50% reduction in brand inconsistencies • 20-30% reduction in cost	• Reduce testing effort • Rapid change request handling • Improved use of development team's time	• Facilitate seamless conversation between customer and call center agent • Helps in retaining the customers by giving the best offers on customer data in real time • Improves customer experience

Infosys Adobe Practice has a rapidly expanding global footprints with over 2100+ digital marketing consultants and 1130+ Adobe specialists-it's 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.

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

Infosys®
Navigate your next

For more information, contact askus@infosys.com

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