

INFOSYS BRAND BUILDER FOR ADOBE EXPERIENCE MANAGER

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 robust framework for developers and user friendly UX for business users, Brand Builder also provides the necessary security and standards for quality assurance. You can achieve up to 20% cost reduction per site build and reduce implementation time from 20-25% through Brand Builder.



Key Features

Create template layouts with minimal CMS knowledge based on a 12-column responsive design grid.

Flexible creation of Services with custom or pre-configured and integrated web services.

Automated tool to manage migration of sites content and assets including structured and unstructured data to AEM.

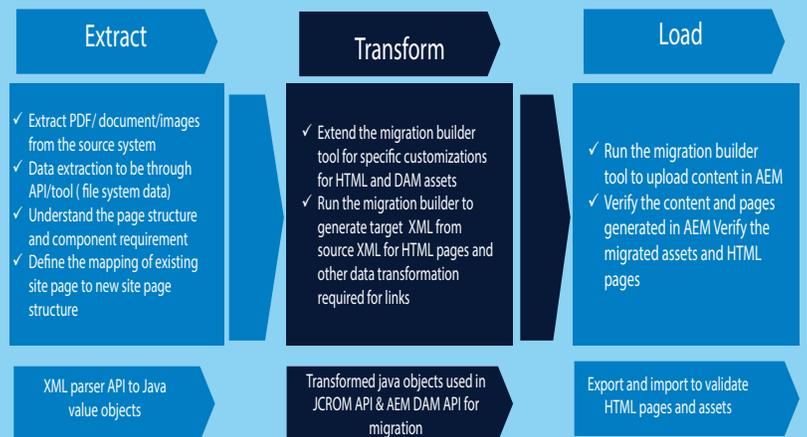
Create pages using library of components enabling reusability for all site / page builds.

Approve/reject 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 for user interactions & behavior on the site (Adobe Analytics) as an enhanced feature Search service with pre-configured integration with GSA/SOLR.

Migration builder automates the process of content transformation from source content management system to target AEM platform. With capability of its functional modules it creates content structure, content components, tags, security permissions and migration to AEM platform. It reduces significant manual content authoring time and improves accuracy through reports and validation processes.



Migration Builder Modules Include:

Content migration module – Responsible for automating page creation, component content creation and page hierarchy migration

Tag migration module – Responsible for creating tag hierarchy in AEM Tag management module and reference tag insertion in AEM content pages

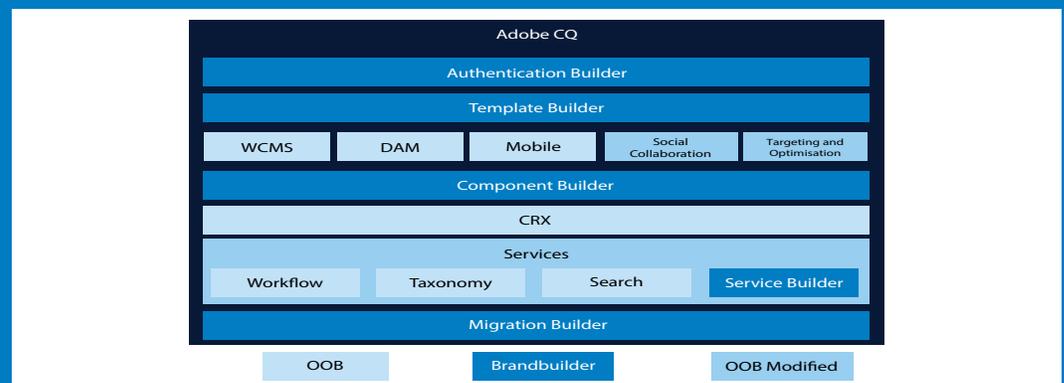
Digital Asset migration module - Responsible for digital asset migration, rendition generations and meta-data migration.

Asset & Page link reference correction utility – Responsible for linking up content pages and assets as per target platform content structure

Reporting & validation utility - Generates detail report of migration outcome and validates authenticity of migration

Permission migration module – Responsible for migrating content security permissions to AEM platform

Modules



Advantages

Faster Time to Market



Reduced time-to-market for campaign launches whilst minimizing costs, improving re-use and lower TCO

Improvement Brand Consistency & Stakeholder Management



Improved brand consistency, site quality with flexible working ways between stakeholders

Intuitive insights through analytics dashboards



Plug-and-play solution for integrating with ADOBE Analytics and Search. KPI dashboards with deeper insights

Capabilities

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>



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

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