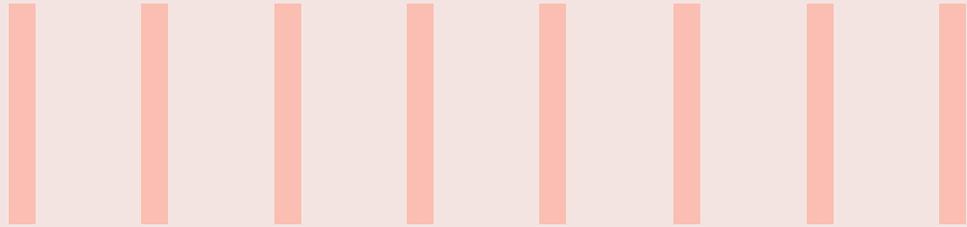




CENTRALIZED MARKETING OPERATIONS AT A MULTINATIONAL BEVERAGES COMPANY ENABLING A DRAMATIC 50% DROP IN TIME TO MARKET





Synopsis

As the marketing arm of a business with multiple brands, each having a digital presence, you would expect to be able to launch campaigns and publish changes across all brands with one stroke. Not only can it accelerate delivery, but it also enhances efficiency levels and lowers costs, ultimately leading to increased growth in digital sales. What would it take to achieve these results? The answer lies in a centralized digital marketing platform which Infosys delivered to our client.

Problem

Our client is a leading multinational beverages company from Europe with over 70 brands in its portfolio. The company, with over 200 marketing websites, relied on digital marketing extensively to promote its brand and consequently enhance digital sales.

Despite a significant digital presence, the client was unable to manage

personalization, campaigns, and sites effectively as well as deliver the expected growth through the digital channels. Moreover, longer lead times required to launch digital content on the platform resulted in repetition of efforts and increased costs. The problem can be traced back to the inability to adopt a centralized platform, owing to prevailing rigid technology stacks.

Hence, there was a clear need to centralize all brands on a common digital platform, thereby reducing the number of elements to manage. Such an approach would also result in shrinking costs and increased return on investment.

Accordingly, the client approached Infosys to help build a scalable digital platform and address its digital goals successfully.



Solution

Infosys developed an in-depth understanding of the issues impeding the client's digital growth based on a comprehensive audit of existing marketing sites as well as those expected in the future. As a result, we recommended implementing a consolidated digital marketing platform

integrated with Adobe Digital Marketing Suite.

To ensure the client can track their digital activity easily, we integrated the platform with a prominent Digital Asset Management Portal to enable more efficient management of DAM assets across business units. Further, DevOps makes it possible for the platform

to have continuous integration and deployment, thereby supporting multiple build partners and agencies.

For the benefit of creative agencies, we provided a theme variant capability to simplify the custom theming experience.

Results



Potential Savings on
Digital Marketing Spend

30%



Legal
Compliance rate

100%



Expected Decrease in
time to market from

19 weeks
to 9 weeks

The robust digital marketing platform consolidated and centralized marketing operations for the client enabling quick turnarounds of sites for brands, simplified availability of digital capabilities such as personalization, analytics while delivering enhanced customer engagement based on real-time data.



For more information, contact askus@infosys.com

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