

# INFOSYS SITECORE SERVICES

## Drive Customer Engagement with the Right Digital Experience Platform

Infosys and Sitecore are driving human-centric customer moments across marketing and sales for enterprises to engage, convert, and serve their digital native customer base.

Infosys Sitecore Center of Excellence offers end-to-end digital customer experience services to transform the way organizations engage with their customers in today's omni-channel landscape.

We bring deep expertise in digital marketing technology and data strategy, marketing analytics, and digital experience platforms such as Sitecore to identify and influence consumer moments of truth and drive digital transformation journeys.

### Infosys Sitecore Practice



**200+**

Sitecore professionals worldwide

**50+** certified

**7+** years Mature Practice

**100+** Projects Delivered



#### Key Services

- Digital Strategy & Consulting
- Martech Architecture & Blueprinting
- Personalized Brand Experiences
- Digital Experience Platform Setup & Implementation
- Digital Marketing Factory
- Managed Services
- Sitecore Upgradation & Re - hosting



#### Sitecore Expertise

- Experience Platform (XP)
- Experience Manager (XM)
- Digital Experience Platform (DXP)
- Content Hub
- Customer Data Platform
- Experience Cloud
- Sitecore Commerce
- Sitecore Experience Edge

### Our Partnership



**SITECORE**



**Microsoft**

Infosys partners with Sitecore and Microsoft to provide innovative solutions and end-to-end services that drive unparalleled efficiencies and optimization.

By combining customer data and analytics, Infosys delivers engaging experiences that nurture customers throughout their user journeys with personalized content in real-time.

### Shifting Marketing into Top Gear

Infosys offers frameworks, solutions, and tools to accelerate value realization. Leveraging these accelerators, Infosys can help enterprises with ~30% cost optimization, faster time to market along with reducing complexity of new implementations or migration process.

Infosys Sitecore  
Training Academy

Brand Builder  
Framework

Infosys Sitecore  
Migration Tool

Infosys website  
rollout kit

Agency Onboarding  
framework

Automated Release  
mgt framework

Infosys offers end-to-end digital marketing services covering customer experience management, analytics, campaign management, and marketing operations across multiple industry verticals. With more than 5000 consultants, we partner with leading digital experience platform vendors in the market.

## Success Stories

### 1. Modernizing Web Platform for an Electric Utility

For a leading electricity company, Infosys used **Sitecore's JSS Headless Architecture on Azure PaaS** to deliver end-to-end digital transformation with Sitecore content management and content publishing. We enabled deep analytics by customizing Sitecore analytics, email experience management (EXM), and Sitecore campaign management. The engagement redefined and refreshed the customer experience with faster content updates. Infosys also provided managed services for support and enhancements.

#### Benefits

- 80% containment rate
- 30% drop-in service requests and call center expenditure
- Faster revenue recognition with quicker online bill payments
- Speedy information dissemination to customer
- Enhanced customer satisfaction

### 2. Digital transformation for Healthcare Company

Infosys helped a healthcare company migrate 80 websites and microsites from legacy SharePoint to **cloud-based Sitecore platform (Sitecore 9x)**. We ensured seamless content and data migration using Infosys migration framework and accelerators.

#### Benefits

- Zero business impact during migration
- Enhanced user experience through content syndication
- Faster content publishing with very limited dependency on IT
- Nearly 70% automation for testing 25,000 artifacts

### 3. Future-proof Architecture for Multinational Healthcare Company

Infosys used **Sitecore 10.1 (Helix Architecture)** to consolidate the applications, uplift user interactions, and deliver supportable infrastructure that is easily scalable for future needs. **Sitecore Experience Manager (XM)** topology on Kubernetes was used as infrastructure to cater to the future needs.

#### Benefits envisioned

- Reduced maintenance cost
- High scalability using modern Docker and Kubernetes technology
- Content syndication through Sitecore 'Content as a Service' across multiple platforms.
- Sitecore containers support rapid infrastructure-as-code deployment

### 4. Managed Services for American Confectionery and F&B Conglomerate

Infosys facilitated the support and development of the digital marketing suite of applications by establishing standardization and governance in a multi-brand ecosystem comprising multiple agencies and vendors. We engaged automation to reduce support cost by optimizing over 200 websites on **Sitecore Platform**.

#### Benefits

- 20% reduction in infrastructure cost
- 30% reduction in support tickets
- Eliminated redundancies
- Improved asset and template reusability across brands using Sitecore Digital Asset Management (DAM)

Reach us at [askus@infosys.com](mailto:askus@infosys.com) to explore how Infosys Sitecore Services can transform the way your organization engages with customers.

For more information, contact [askus@infosys.com](mailto:askus@infosys.com)



© 2021 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.