



Adobe AEM Implementation for a Global Chemical Manufacturing Company

ITC Infotech enabled a global chemical manufacturer to modernize its digital experience by replacing a legacy on-prem CMS with Adobe AEM as a Cloud Service. The solution integrated Adobe DAM, Elastic Search, Salesforce, Snowflake, Azure B2C, and Magento, while redesigning the information architecture for better navigation and SEO. It improved page speed, SEO, navigation, and scalability, delivering a secure and customer-centric platform.

100%

Uptime since launch

50%

Reduction in TCO

75%

Reduction in Time-To-Market

ITC Infotech is a leading global technology services and solutions provider, led by Business and Technology Consulting. ITC Infotech provides business-friendly solutions to help clients succeed and be future-ready, by seamlessly bringing together digital expertise, strong industry specific alliances and deep domain expertise. The company provides technology solutions and services to enterprises across industries through a combination of traditional and newer business models, as a long-term sustainable partner.



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CHALLENGES

- Legacy CMS was inflexible to make UI/UX transformations
- Legacy CMS was on-prem and prone to availability and security issues
- Page response times were in minutes, leading to customer dropouts
- Unreliable search experience with broken search responses and high response time
- Higher platform maintenance costs
- Poor navigation structure and content findability
- Suboptimal SEO performance
- Lack of responsiveness across devices
- Outdated Content Management System (CMS) with limited scalability

SOLUTION

- AEM as a Cloud Service is the centralized content management system
- Adobe Media Library as the centralized Digital Asset Management (DAM) system
- Developed a new Information Architecture (IA) to improve navigation and content discoverability
- Identified and categorized content pages based on content types and business relevance
- Identified reusable components across pages to ensure consistency and reduce development effort
- Elastic Search as the Search Engine for all content-related searches
- Integrations with Salesforce and Snowflake for Lead generation
- Integration with Azure B2C and Magento for Authentication and Authorization
- Implemented SEO best practices and integrated third-party tools for analytics and marketing

RESULTS

- Site supports seven languages to serve a global audience
- Improved SEO rankings and organic traffic
- Streamlined navigation and enhanced user engagement
- Fully responsive design across all devices
- Efficient content management via AEM
- Reusable component library for faster future development
- Better integration with analytics and marketing platforms
- Highly scalable search solution, Faceted search with dynamic filtering, relevance tuning
- Rich, Faceted search across multiple content types – Products, Distributors, Webinars, PDF Documents