

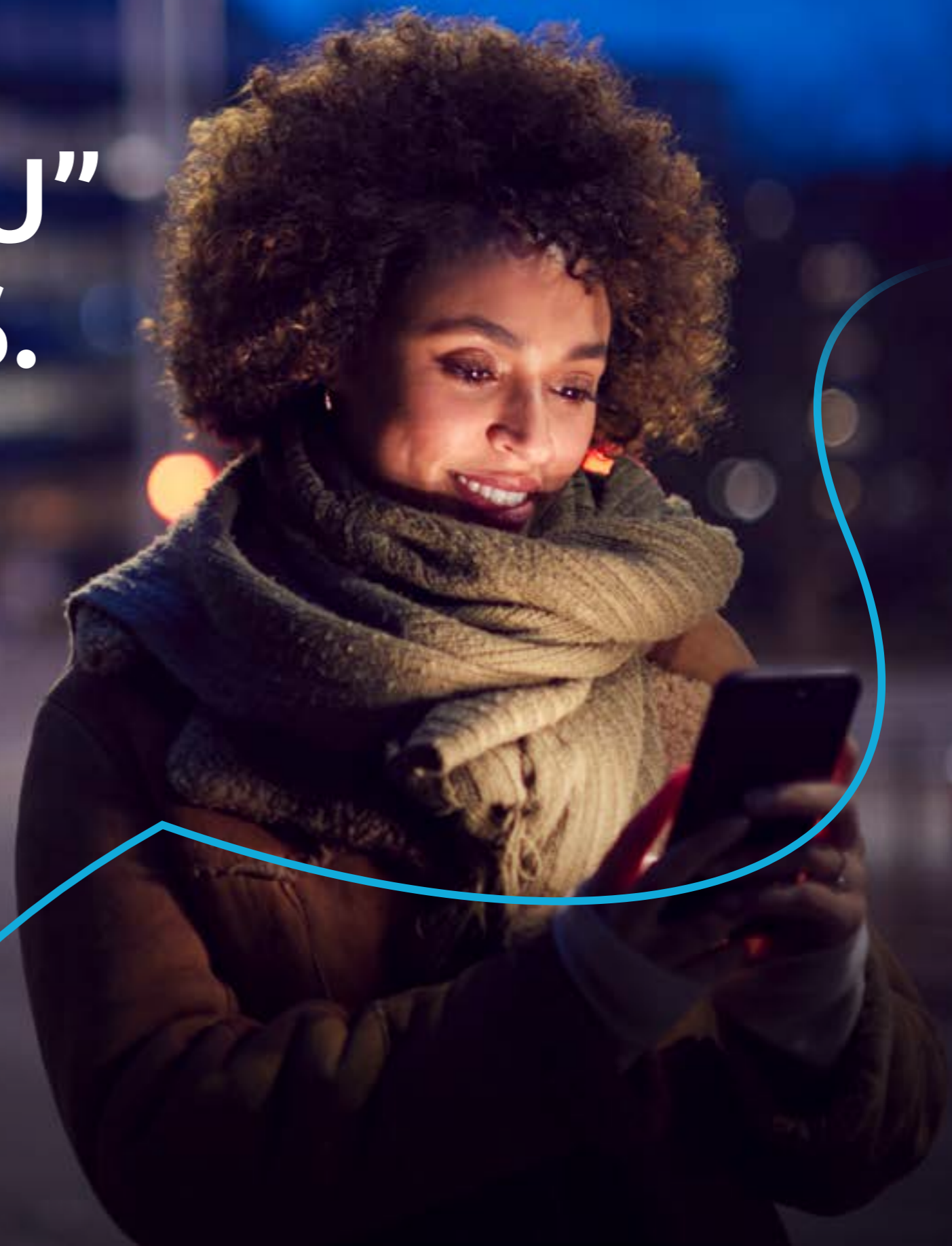
Capgemini  +  Adobe

# DELIVER “YOU” EXPERIENCES. AT SCALE.

Experience-led transformation  
with Capgemini and Adobe

**LOOK INSIDE FOR:**

- > The Capgemini and Adobe difference
- > Capgemini and Adobe success stories
- > Next steps



# The Capgemini and Adobe difference

Today's consumers and buyers expect positive, personalized experiences

Business today is all about delivering the right experience to the right person at the right time through the most appropriate channel. This requires participation from everyone across the organization – from marketing and sales to commerce and billing to services and support – as well as a complete reimagining of how brands engage with their customers throughout the entire customer journey.

While this business journey represents a big challenge, doing it right is the single most exciting opportunity today. In fact, businesses that were far along on their digital-transformation journeys prior to the 2020 global pandemic and resulting disruption are now emerging stronger than ever through the delivery of better, personalized, and more engaging customer experiences at scale.

## Capgemini and Adobe can help you continue your business-transformation journey seamlessly

We understand that success today means delivering “you” experiences at scale. We do this through the power of Adobe technology, empowering you to pinpoint where and how to engage customers to create an experience that people remember. We provide end-to-end marketing strategy, design, execution, and commerce implementation services to support the full suite of efficient, effective and engaging marketing activities.

We do this by integrating Adobe technology with our clients' existing systems and identify ways to connect, manage, and optimize multiple channels used by customers, vendors, suppliers, and other end-users – all of whom have vastly different needs. Ultimately, we help our clients seize control of their brands across these channels to deliver revenue-impacting initiatives.

Capgemini is able to combine our unique blend of strategy, technology, design, and operational capabilities with an ability to scale. This allows you to deliver efficiently, effectively, and globally so you can grow your most precious asset: the relationship between you and your customer.

A new focus

Building a stronger connection

Modernizing the stack

A more responsive online presence

Modernizing Adobe capabilities

Two sales channels, one experience

Streamlining management

Outpacing digital disruptors

Enhanced visibility

Foster loyalty

Contact us

# The Capgemini and Adobe difference

## Today's challenges

- Increased customer expectations
- New buyer behavior patterns
- Increased number of touchpoints and evolution in their usage
- Need for connection with customers
- Increased amount of data

## Together, Capgemini and Adobe create disruptive experiences

- Exceed customer expectations
- Create unbreakable bonds with brands
- Drive increased marketing return on investment
- Increase speed to market



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Modernizing the stack

A more responsive online presence

Modernizing Adobe capabilities

Two sales channels, one experience

Streamlining management

Outpacing digital disruptors

Enhanced visibility

Foster loyalty

Contact us

# Proven experience with a history of excellence

The Capgemini and Adobe alliance offers an unmatched experience that delivers unique value for organizations across the globe.

**1,400+** Adobe experts globally

**1,000+** Adobe Experience Cloud certified professionals

**400+** Adobe Creative Cloud designers

**1,400+** total certifications

**9** number of specializations



Adobe Experience Business Excellence Award winner



Adobe Global Platinum Global 8



Adobe Experience Manager Specialized



Partner for NA and EMEA



Magento Enterprise Solution Partner



Magento Innovator of the Year



Magento Partner Excellence Award



Gartner Magic Quadrant LEADER for CRM (2021)

A new focus

Building a stronger connection

Modernizing the stack

A more responsive online presence

Modernizing Adobe capabilities

Two sales channels, one experience

Streamlining management

Outpacing digital disruptors

Enhanced visibility

Foster loyalty

Contact us

# A new focus on customer experience

Capgemini and an education-services provider completely revamp its commerce site to be more user friendly

## CHALLENGE

A US-based education-services provider recognized that educators and especially students are increasingly using mobile devices. It was clear that the company needed to revamp its commerce site to be more mobile friendly and deliver intuitive experiences across multiple channels.

## SOLUTION

Capgemini worked with the company to migrate its commerce platform to a hybrid headless architecture model that would allow it to deliver consistent experiences across touchpoints – regardless of the device. A new content-management solution made up of Adobe Experience Manager and Adobe Marketing Cloud ensures that the right messaging and offers are delivered to the right person at the right time. A new customizable UI tied everything together on the front end, allowing the company to respond faster with localized content.

## IMPACT

**34%**

increase in mobile visits

**39%**

increase in tablet visits

**70%**

increase in online orders during rush hours

**5.7%**

increase in conversion rate

**13**

**MILLION** more visits year over year

## CHALLENGES

- Mobile device users expected connected experiences across devices
- Existing commerce platform was built for static web experiences
- The company's business model was product focused instead of customer focused

## SOLUTION

- Adobe Experience Manager 6.3
- Adobe Marketing Cloud
- Node Package Manager

A new focus

Building a stronger connection

Modernizing the stack

A more responsive online presence

Modernizing Adobe capabilities

Two sales channels, one experience

Streamlining management

Outpacing digital disruptors

Enhanced visibility

Foster loyalty

Contact us

# Building a stronger connection with customers

Capgemini helps a sensor manufacturer build a digital-commerce platform from scratch

## CHALLENGE

A company that designs and manufactures connectivity and sensor products knew that it needed a better way to connect directly with customers. Its existing business model was too dependent on distributors and other partners, leading to a disjointed experience that was less than satisfactory for the end user.

## SOLUTION

Capgemini worked with the company to build a new digital commerce site, using SAP Commerce Cloud as the commerce backbone and Adobe Experience Manager for content management. Now, customers can purchase all products from a single website while distributors maintain the relationships.

Each distributor has its own site within the commerce platform that can be customized per pricing, inventory, and order fulfillment. Customers can order products directly from their local distributor's branded site, ensuring a consistent experience for anyone regardless of location, industry, and distributor. The site leads with a responsive design and includes multilingual support.

## IMPACT

- Added **20,000** parts to online commerce site
- **50%** more net new customers
- Online customers show **2x more product engagement** than offline customers
- Improved customer care, on-time delivery, and lower defect density

## CHALLENGES

- Wide distributor network led to disjointed experiences
- Disconnect between the company and end users
- Inadequate customer support due to lack of control over experiences

## SOLUTION

- Adobe Experience Manager
- SAP Commerce Cloud
- Angular
- MuleSoft
- Salesforce

# Modernizing the commerce technology stack

Capgemini works with a medical supply provider to streamline its reimbursement processes to be more customer focused

## CHALLENGE

A healthcare-supplies company was struggling with its existing reimbursement workflows. Its processes and technology stack were complex, causing delays and human errors that slowed getting patients the medical supplies they needed. Upon further inspection, Capgemini discovered that the company was using outdated versions of Adobe Experience Manager (AEM) and Adobe Commerce that were customized heavily with point-to-point integrations in the architecture. This created overwhelming technical debt plus reliability and scalability issues, while causing operational costs to skyrocket.

## SOLUTION

Capgemini worked with the medical supplies company to redefine its architecture and integrations to address these key challenges. Eventually, the decision was made to consolidate the complex web of third-party services into MuleSoft, leading to better scalability across the technology stack, a migration to a more efficient and flexible headless architecture and, ultimately, a streamlined reimbursement process. At the same time, an updated version of AEM enables scalability, operational efficiencies, and ultimately seamless experiences for customers.

## IMPACT

- Patients got the supplies they need **quicker**
- A seamless customer experience and an **increase in interactions**
- A flexible, dynamic technology stack **that can grow** with the company's needs and future innovations

## CHALLENGES

- Reimbursement workflows were complex and inefficient
- Existing technology stack created massive tech debt that prevented growth
- Patients started to expect a consumer-like experience from their medical supply provider

## SOLUTION

- Adobe Experience Manager
- MuleSoft

A new focus

Building a stronger connection

Modernizing the stack

A more responsive online presence

Modernizing Adobe capabilities

Two sales channels, one experience

Streamlining management

Outpacing digital disruptors

Enhanced visibility

Foster loyalty

Contact us

# A more responsive online presence

Capgemini helps a boutique home-goods brand respond better to growth opportunities

## CHALLENGE

A small but growing boutique home-goods brand realized that its custom-built website was not adaptive and responsive enough to meet growing customer expectations. Changes to products, pricing, or offers would take the engineering team hours to implement – preventing the marketing team from delivering personalized, relevant offers to customers.

## SOLUTION

Capgemini worked with the brand to rebuild its online presence to be more adaptive and flexible to customer needs. The site is powered by Adobe Commerce, allowing the company to consolidate all its backend systems to provide a 360-degree view of the customer across commerce, marketing, sales, and service. The new system also allows the company to add innovative new customer-experience features such as international shipping, mobile payment options, and custom orders while giving developers the flexibility to make changes and add landing pages quickly as opportunities arise.

## IMPACT

- **30%** year-over-year increase in mobile conversion
- **2x** improvement in time to publish
- Positioned for **future growth opportunities**

## CHALLENGES

- Unable to deliver personalized, relevant offers
- Long, unsustainable development time
- Unable to react to opportunities in real time

## SOLUTION

- Adobe Magento

A new focus

Building a stronger connection

Modernizing the stack

A more responsive online presence

Modernizing Adobe capabilities

Two sales channels, one experience

Streamlining management

Outpacing digital disruptors

Enhanced visibility

Foster loyalty

Contact us



# Modernizing Adobe capabilities

Capgemini and a non-profit streamline its content-management strategy

## CHALLENGE

A literary organization that provides access to reading resources to underserved populations realized it needed to upgrade its web presence to better deliver modern experiences to users around the world. Unfortunately, the organization was using Adobe Experience Manager 6.2, a version that was nearing the end of its lifecycle. The non-profit needed to upgrade to a supported version but it required help to implement a new solution, migrating data and processes to the new platform and managing a change-management strategy for a smooth transition.

## SOLUTION

The literary non-profit selected Capgemini to help with the migration and uncover upgrade benefits. Once launched, the new AEM environment provided greater stability and scalability while making it easier for content managers to create, customize, deliver, and scale the right message to the right user on the right device.

## IMPACT

- **Increased stability, security, support, and maintainability** of the AEM environment
- **Streamlined** content-management strategy

## CHALLENGES

- Users expect a personalized experience
- The non-profit had limited IT expertise required for a major upgrade

## SOLUTION

- Adobe Experience Manager

The Capgemini and Adobe difference

A new focus

Building a stronger connection

Modernizing the stack

A more responsive online presence

Modernizing Adobe capabilities

Two sales channels, one experience

Streamlining management

Outpacing digital disruptors

Enhanced visibility

Foster loyalty

Contact us

# Two sales channels, one experience

Capgemini helps a furniture-design company upgrade its commerce platform to deliver more engaging B2B and B2C customer experiences

## CHALLENGE

To build a seamless customer experience, a furniture-design company needed to update its commerce platform to serve both B2C and B2B markets. It needed to upgrade its commerce platform to enhance inventory insights, create dedicated content, and implement flexible pricing models.

## SOLUTION

Capgemini worked with the innovative design company to implement a new Adobe Commerce platform across both B2C and B2B sales models. The new B2C portal makes it easier and more engaging for shoppers to customize furniture through a new online configurator. The new B2B design allows resellers to more easily browse the catalogue and online inventory and view spec sheets. The upgrade also made it easier to expand into new markets, allowing the company to launch new portals for Australia and Mexico.

## IMPACT

**331%**

growth of web traffic

**104%**

increase in conversion rates

**74%**

year-over-year sales growth

## CHALLENGES

- Needed to customize online experience for B2B and B2C audiences
- Unable to scale commerce platform efficiently enough to make it possible to expand into new markets in Latin America and Oceanic regions
- Did not have in-house IT expertise to implement a commerce migration on its own

## SOLUTION

- Adobe Commerce

A new focus

Building a stronger connection

Modernizing the stack

A more responsive online presence

Modernizing Adobe capabilities

Two sales channels, one experience

Streamlining management

Outpacing digital disruptors

Enhanced visibility

Foster loyalty

Contact us

# Streamlining content management globally across 50 brands

Capgemini works with a beauty and lifestyle company to create, personalize, manage, push, and scale content across 56 distinct markets

## CHALLENGE

In an effort to better connect with its customers, a beauty and lifestyle company needed to deliver engaging, personalized, and brand-consistent content across multiple channels. It was clear that the company needed a new digital asset-management system that would enable marketing teams to create, personalize, manage, publish, and scale content across the company's 50 distinct brands.

## SOLUTION

Capgemini worked with the beauty and lifestyle company to implement Adobe Experience Manager, creating a single source of truth for all marketing assets and making it easier to re-use and adapt existing content. This ensures brand consistency and compliance while enabling scalability to deliver the right content to the right customer in near real-time. Content for the company's 50 brands is now delivered to customers in 56 markets worldwide.

## IMPACT

**19%**

increase in team productivity

**20%**

reduced time to market

**23%**

increase in revenue

## CHALLENGES

- Customers expect to engage with brands on their terms
- Needed to deliver personalized content from 50 brands to customers in 56 markets
- Existing content-management solution wasn't scalable enough to allow 4,000 users to manage assets

## SOLUTION

- Adobe Experience Manager

A new focus

Building a stronger connection

Modernizing the stack

A more responsive online presence

Modernizing Adobe capabilities

Two sales channels, one experience

Streamlining management

Outpacing digital disruptors

Enhanced visibility

Foster loyalty

Contact us

# Outpacing digital disruptors

Capgemini helps a health and beauty reseller improve search results and grow revenue

## CHALLENGE

A certified reseller of leading natural health and beauty brands needed a comprehensive digital strategy that encompassed cutting-edge commerce technology and marketing strategies that would position the brand as an industry leader.

## SOLUTION

The Capgemini Digital Marketing team devised an SEO optimization strategy that would improve search-engine rankings for many of the leading brands the company sold. Paid media strategies were then informed by these results, leading to increased organic and paid search results. Following this, Capgemini helped migrate to the robust, scalable Adobe Commerce platform.

## IMPACT

**37%**

revenue growth  
year-over-year

**25%**

new users

**18%**

conversion rate  
increase

Named finalist for  
**Search Engine  
Land award**

## CHALLENGES

- Needed to improve customer experience because of increased competition from digital disruptors
- Poor search-engine results led to decreased opportunity

## SOLUTION

- Adobe Commerce Cloud

The Capgemini and  
Adobe difference

A new focus

Building a stronger  
connection

Modernizing  
the stack

A more responsive  
online presence

Modernizing Adobe  
capabilities

Two sales channels,  
one experience

Streamlining  
management

Outpacing digital  
disruptors

Enhanced visibility

Foster loyalty

Contact us

# Enhanced visibility into traffic and user behavior

Capgemini helps an IT service provider improve performance for hosted client websites

## CHALLENGE

An IT service provider, focused on the retail and restaurant industries, knew it needed additional resources to help its clients take advantage of digital-transformation strategies. Unfortunately, websites that the service provider hosted for its clients were starting to be overwhelmed by increased traffic and expectations brought on by changing, more savvy consumer behaviors.

## SOLUTION

Capgemini worked with the service provider to implement Adobe Experience Manager (AEM) to better analyze traffic patterns and server usage across its network of client websites. The team also enhanced visibility and control over traffic, user behavior, server capabilities, speed performance, and content delivery – ultimately improving customer experiences.

## IMPACT

- **Enhanced website performance** for its clients and the customers
- Near **100% uptime**
- Implemented restricted content policies to **protect customer-specific content**

## CHALLENGES

- Slow performance and unplanned downtime plagued hosted customer sites
- Lack of visibility into traffic insights and user behavior
- High operational cost to host customer websites

## SOLUTION

- Adobe Experience Manager

A new focus

Building a stronger connection

Modernizing the stack

A more responsive online presence

Modernizing Adobe capabilities

Two sales channels, one experience

Streamlining management

Outpacing digital disruptors

Enhanced visibility

Foster loyalty

Contact us

# Foster loyalty through meaningful engagements

A Fortune 500 company chose Capgemini to transform its focus from products to customer experiences

## CHALLENGE

A Fortune 500 company knew that it needed to improve customer loyalty to succeed in today's competitive business environments. It wasn't enough to rely exclusively on brand awareness when new digital competitors could undercut on price. It was clear that the company needed to compete on experience as a differentiator and improve the quality of each customer interaction across multiple channels.

## SOLUTION

The Fortune 500 company made a major personalization push, working with Capgemini to identify and capture rich consumer data across its own digital properties as well as third-party sources. Capgemini reviewed more than 2,000 datapoints and sites, creating a shortlist of sites with the greatest potential and utilizing this rich data to then define segments based on attitudes and behaviors.

The company also wanted to know more about its customer journeys, asking Capgemini to map these to demonstrate how existing marketing campaigns could be optimized and deployed through Adobe Marketing Cloud. Capgemini also configured the platform and created new standardized templates with Adobe that would enable marketing personnel from around the world to efficiently scale across regions and brands.

## IMPACT

- Personalization campaigns delivered across **400 brands in 87 markets worldwide**

## CHALLENGES

- Customer expectations rising exponentially
- Facing increased competition from digital disruptors
- Brand awareness from being a leader over decades suddenly wasn't as big a differentiator

## SOLUTION

- Adobe Campaign
- Adobe Analytics
- Adobe Audience Manager

A new focus

Building a stronger connection

Modernizing the stack

A more responsive online presence

Modernizing Adobe capabilities

Two sales channels, one experience

Streamlining management

Outpacing digital disruptors

Enhanced visibility

Foster loyalty

Contact us

## CONTACT US

Capgemini has helped leading enterprises around the world implement Adobe technology to transform into an experience-led business. Isn't it time you took the next step in your business's evolution?

Contact us at:

[adobenorthamericatteam.us@capgemini.com](mailto:adobenorthamericatteam.us@capgemini.com)



### ABOUT CAPGEMINI

Capgemini is a global leader in partnering with companies to transform and manage their business by harnessing the power of technology. The Group is guided everyday by its purpose of unleashing human energy through technology for an inclusive and sustainable future. It is a responsible and diverse organization of 270,000 team members in nearly 50 countries. With its strong 50 year heritage and deep industry expertise, Capgemini is trusted by its clients to address the entire breadth of their business needs, from strategy and design to operations, fueled by the fast evolving and innovative world of cloud, data, AI, connectivity, software, digital engineering and platforms. The Group reported in 2020 global revenues of \$19.3 billion.

**Get The Future You Want**

[www.capgemini.com](http://www.capgemini.com)

Note: Current conversion is €1 to \$1.20 (2/17/21)

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