

STREAMLINING CONTENT MANAGEMENT GLOBALLY ACROSS 70 BRANDS



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

The Challenge

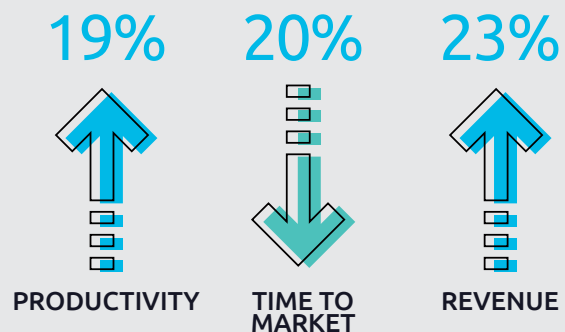
To better connect with its customers, a beauty and lifestyle company needed to deliver engaging, personalized, and brand-consistent content across multiple channels. The company needed a new digital asset-management system that would enable marketing teams to create, personalize, manage, publish, and scale content across the company’s 70 distinct brands.

The Solution

Capgemini implemented Adobe Experience Manager (AEM), consolidating 14 legacy systems into one source for all marketing assets and making it easier to reuse and adapt existing content. This ensured brand consistency and compliance, enabling scalability to deliver the right content to the right customer in 56 markets worldwide.

The Outcome

Consolidating marketing assets in a single source increased team productivity by 19 percent and reduced time to market by 20 percent. The result? A 23 percent increase in revenue.



TECHNOLOGY SOLUTIONS:

ADOBE EXPERIENCE MANAGER ASSETS

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 325,000 team members in more than 50 countries. With its strong 55-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 2021 global revenues of €18 billion (about \$21 billion USD at 2021 average rate).