

MODERNIZING THE COMMERCE TECHNOLOGY STACK



Capgemini worked with a medical-supply provider to meet the COVID-19 challenge

The Challenge

As the global pandemic increased demand and required companies to be agile, a medical supply company was struggling with its existing reimbursement workflows. The processes and technology stack were complex, causing delays and human errors that interfered with patients receiving the medical supplies they needed. Capgemini realized the company was using outdated versions of Adobe Experience Manager (AEM) and Adobe Commerce, customized with point-to-point integrations within its architecture. This created overwhelming technical debt, reliability and scalability issues, and increased operational costs, during a time when agility and a commitment to the public was critical.

The Solution

Capgemini worked with the medical supply-company to redefine its architecture and integrations. The Content Management System (CMS) and Digital Asset Management (DAM) platforms were later centralized on AEM, and the B2B and B2C portals and web shop was moved to Adobe Commerce. Modernizing the legacy CMS platform provided a 360-degree view of customers and centralized data collection and metrics.

The Outcome

The engagement with Capgemini resulted in a simplified, consistent, and repeatable end-to-end reimbursement process that focused on speed and quality of experience. It also significantly reduced the Total Cost of Ownership (TCO) of the platform and allowed the company to meet new demand for its products as a result of the global pandemic. As the New Normal turns into the Next Normal, the company's dynamic technology stack will make it adaptable to the needs of the company, future innovations and whatever other challenges get thrown its way.

- TECHNOLOGY SOLUTIONS:**
- ADOBE EXPERIENCE MANAGER SITES
 - ADOBE EXPERIENCE MANAGER ASSETS
 - ADOBE SIGN
 - ADOBE EXPERIENCE MANAGER FORMS
 - ADOBE COMMERCE (MAGENTO)
 - ADOBE TARGET
 - ADOBE ANALYTICS

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).