ENHANCED VISIBILITY INTO TRAFFIC AND USER BEHAVIOR

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

The 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.

The 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.

The Outcome

The new architecture greatly enhanced website performance for clients and customers—notably with near 100 percent uptime. The content team was also able to implement restricted content policies to protect customer-specific content—improving their experience while maintaining compliance.

100%

WEBSITE UPTIME

TECHNOLOGY SOLUTIONS: | **ADOBE EXPERIENCE MANAGER**