

DESIGN & IMPLEMENTATION OF CONTENT MANAGEMENT SYSTEM



Capgemini helps an asset management firm focusing on High-Net-Worth individuals to revamp its marketing website

CHALLENGES

The company realized that their fragmented data across platforms prevented them from offering a personalized experience to their end users. Their existing legacy system was complex in nature for authors to achieve good user experience. Additionally, ineffective tags and search functionalities did not serve their primary function to render pages. In order to provide a seamless user experience and to manage their content effectively, the firm looked for a fast-paced transformation.

SOLUTION

Capgemini worked with the company to develop an amplified marketing website for a better user experience. The complexity in handling difficult data structure was reduced using content as a service approach. This enabled data usage as components to provide flexibility on end user application. Multifield authoring components were created on the Adobe content management platform with depth control limits for enhanced authoring process. A streamlined content authoring process and separate content display was provided with help of user interface components. Many experience fragments were developed and integrated with Adobe Target to facilitate wide range personalized experiences.

IMPACT

STREAMLINED
AUTHORING PROCESS

SEAMLESS
DATA MIGRATION

AMPLIFIED
END-USER
EXPERIENCE

BETTER
CONTENT
MANAGEMENT

FOCUS AREA

- Complex legacy system for authors
- Ineffective tag management and search functionalities
- Fragmented data across channels resulting in non-personalized experiences

ADOBE SOLUTIONS

- Adobe Experience Manager
- Adobe Target

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 over 350,000 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.