Global healthcare company needed to streamline current product marketing sites and build a unified digital experience platform to grow with the company.

Brands succeed when in-depth Adobe Experience Manager (AEM) capabilities combine with customer-centric digital experience strategies. Implementation of centralized guidelines and core components decreased costs, increased brand consistency and accelerated timelines for launching new products.

Challenge

A leading pharmaceutical company was managing several products for individuals with diabetes. Each product, however, had a separate branding guideline, web site and marketing agency — preventing valuable assets from being shared across brands and incurring unnecessary costs. During the process of assessing these challenges, the Director of Digital Strategy also identified opportunities to engage digital customers by publishing customer-centric content online, and enlisted the help of Xpediant Solutions to both streamline and enhance the product marketing digital experience.

Solution

The company selected the Adobe Marketing Cloud suite of products to build a new unified infrastructure and experience marketing platform. Xpediant's in-depth experience with Adobe (AEM) provided a fresh architecture framework, guidelines and initial training for the team — eliminating many of the previous inefficiencies from the start.

An important part of the initial setup was documenting how future web sites should be built using the Adobe tools so that the company would have a streamlined process and best practices for launching new product sites. The outlined processes would also give the design agencies some parameters to work within, reducing time and costs to create new content and digital assets. The company's various internal teams would still maintain the flexibility of working with the technical and design agencies of their choosing; creating structure without limiting creativity.

Further efficiencies were created with a set of common, core components and templates that became the base for all product web sites. These components served as a way to enforce how the design agencies would build the branded sites, leveraging the assets already available to reduce the recreation of materials.

Initial Results

Creating the common components throughout these projects helped the product teams adopt best practices, even when expanding into new markets. The Xpediant team brought value by helping the pharmaceutical company balance consistency and flexibility. The core components served as guidelines for the external design agencies to maintain consistency across the enterprise, giving each agency a standardized set of assets that could be used.

Evolving the Foundation for Additional Benefits

Xpediant has since helped migrate all U.S. patient marketing web sites to the latest version of AEM. Xpediant's experience with Adobe proved instrumental in reducing the cost of the migration. Xpediant also created a PDF generator application that allows team members to point to a web site, then a PDF is created showing the desktop, mobile and the metadata view needed for reviews. The time to create this PDF decreased from five days to just five minutes, resulting in a savings of thousands of dollars on each project.

> "We not only helped with managing content, technical components and keeping them in a repository for easy re-use, but we also set up standards on how that content can be used by other tools outside the CMS system."
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> *Qusai Mahesri, Managing Director, Xpediant Solutions*

About Xpediant Solutions

Xpediant Solutions is a 15-year-old consulting company that thrives in the digital experience (DX) arena. We transform how organizations connect with their clients online, providing a better customer experience and more profitable relationships. Our partners and platforms include OpenText, Adobe, Jahia, Microsoft, Rackspace and Episerver. We have a deep bench of resources working across a variety of BPM and CMS software suites, including Adobe AEM (aka CQ or CQ5) and OpenText (Vignette) WEM, Portal, and Tempo.

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