relevance lab

JOURNEY OF A COMPANY FROM AN EDUCATIONAL SITE TO AN ECOMMERCE PLATFORM

BUSINESS NEED:

- Migrate from an old and cumbersome ecommerce platform to a new ecommerce site
- Ensure new platform is more scalable and flexible
- Optimize the deliverance of its new responsive site
- Avail the most cost-effective migration solution
- Offer top-class experience to site visitors, while managing a host of content assets
- Include new features which improved online shopping experience
- Integration with third-party platforms
- Optimized for use in different parts of the world

BUSINESS SOLUTION:

- To address the business needs, Demandware's cloud-based e-commerce solution and AEM's web content management system were selected to deliver an intuitive experience to the customer.
- Content migration, refinement of workflows and development of user interfaces to Demandware and AEM were undertaken and completed
- Retained uniformity of new and old content assets
- Implemented features in the website, specific to the customer's business needs, such as custom search, choice of payment methods, language selection etc.
- Responsive web design supporting various devices
- Integration with third-party platforms like Google Analytics

BUSINESS BENEFITS:

- Combination of Demandware and AEM makes the complete workflow and implementation very flexible and user friendly.
- Release cycle time has reduced significantly, enabling software releases in less than 3-6 months' timeframe.
- Significant increase in the client's ecommerce sales.
- Ability to expand to international markets
- Increase in online traffic and revenue.
- Improvement across all KPIs

TECHNOLOGY ENABLERS:

demandware

Demandware's digital commerce platform, with the following capabilities:

> Easy platform migration through architecture planning and solution designing

> Store front development, Cartridge development, Third party integrations, OCAPIimplementation & DSS.

> Managing Content Assets, Jobs & Job Configurations, Import & Export Feeds, WebDAV, Cache management, URL & Alias handling, A/B testing, Monitoring Logs and Quota settings.

Adobe Experience Manager

Custom AEM implementations with the following features:

> Consolidating all existing content assets

> Custom authentication for users

> Incorporate site with ecommerce apps

> Optimized website experience

> Integrate external search engine