



Innovating Healthcare Delivery: AEM-Powered Modernization for Enhanced Engagement and Efficiency

Building a stable platform to enhance go-to-market strategy and generate meaningful customer insights.



For over 135 years, this company has been committed to leveraging science and innovation to enhance health outcomes and expand opportunities for individuals worldwide. With a dedicated workforce of 115,000 employees operating in over 160 countries, this organization is dedicated to delivering top-tier products and services, from pioneering R&D to seamless sales experiences and customer service, providing comprehensive expertise across the entire healthcare spectrum, extending expert clinical support and ensuring excellence at every step of the healthcare journey.

Recently the company launched a new biowearable product for the consumer market and needed to build a competitive, user-friendly marketing technology architecture to provide an optimal user experience and increase the speed to market. The company's traditional website architecture made it difficult to seamlessly

integrate websites and disruptions in Adobe Experience Manager (AEM) deployments, led delays in delivering promised features for its app. The company's legacy architecture was also inadequate for capturing and managing data from the device in a timely manner.

To address these challenges, the company sought a partner with the expertise needed to facilitate comprehensive modernization of its websites and, where necessary, overhaul existing processes. With a rich track record of successful modernization endeavors within the industry, a proven history of crafting immersive personalized experiences, and extensive expertise in cutting-edge tools, solutions, and technologies, Brillio emerged as the ideal partner to guide this transformative journey

The company grappled with a host of issues including inaccessible cross-channel CMS content, inadequate data visualization, restricted content personalization, and technology integration.

Transforming Web Properties Through AEM Deployment

To initiate the implementation phase, the adoption of a cloud-based architecture was recommended to attain improved agility, scalability, and availability for biomedical devices. Additionally, the platform was conceptualized to infuse customer-centricity, agility, and innovation into the organization's operations, empowering it to realize its strategic objectives.

The platform was crafted by harnessing the capabilities of Headless Adobe AEM Content Management, Adobe Analytics, Adobe Target, and a Commerce Tools Solution. Deploying Adobe AEM Headless CMS as a cloud-based solution facilitated the seamless management of both web and mobile properties, ensuring flexibility and scalability.

In-house proprietary scripts were developed to automate the seamless transfer of content and code across diverse environments, thereby guaranteeing consistent backups at every stage of the process.

Integration points were thoughtfully established between AEM, Adobe Analytics, and Commerce Tools, fostering effortless data exchange and harmonized workflows while tailored customizations were implemented to address specific requirements, ensuring optimal functionality.

Additionally, Adobe Analytics was configured for both the website and mobile applications, carefully adhering to Adobe's best practice guidelines to extract actionable insights.

Custom Dashboards in Adobe Analytics for Informed Decision-Making

In a collaborative effort, the teams devised a structured strategy using Dispatcher, Adobe CDN, and Customer CDN, aimed at optimizing content delivery and enhancing overall performance to deliver an outstanding user experience.

Furthermore, customized dashboards were crafted within Adobe Analytics to furnish tailored insights and analytics, empowering the team with actionable data to drive informed decision-making.

In a bid to enhance marketing efficiency, email marketing automation tools were seamlessly integrated, facilitating streamlined and automated email campaigns, and optimizing customer engagement and retention.

To streamline content migration processes and fortify data security measures, the team developed custom accelerators and utilities, ensuring smooth content transitions and robust backup mechanisms were in place, safeguarding valuable assets and data integrity.



Accelerating Efficiency and Enhancing User Engagement with AEM

After implementation, a robust empowerment platform emerged to advance the client's objectives. This comprehensive solution integrated a suite of features to harness the power of Adobe Analytics to facilitate a data-driven decision-making processes, while stringent security and compliance measures were implemented to safeguard valuable assets and ensuring regulatory adherence.

Through intelligent user behavior tracking was introduced monitor bounce rates, conversion rates and optimize user engagement. Bespoke custom dashboards provide the client with business insights, creating a panoramic view of performance metrics and enabling informed strategic decisions.

Content management processes were streamlined and transformed, now geared

towards expediting updates and slashing time-to-market, thus fostering agility and responsiveness to market demands.

The adoption of reusable content modules has endowed the client with the ability to uphold consistent branding across diverse touchpoints, fortifying brand identity and augmenting brand recognition. Furthermore, through well-defined workflows, user onboarding experiences have improved, ensuring a seamless and intuitive journey for users from inception.

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AEM deployment was streamlined across environments, resulting in substantial reductions in deployment times and marked improvements in operational efficiency.



ABOUT BRILLIO

At Brillio, our customers are at the heart of everything we do. We were founded on the philosophy that to be great at something, you need to be unreasonably focused. That's why we are relentless about delivering the technology-enabled solutions our customers need to thrive in today's digital economy. Simply put, we help our customers accelerate what matters to their business by leveraging our expertise in agile engineering to bring human-centric products to market at warp speed. Born in the digital age, we embrace the four superpowers of technology, enabling our customers to not only improve their current performance but to rethink their business in entirely new ways. Headquartered in Silicon Valley, Brillio has exceptional employees worldwide and is trusted by hundreds of Fortune 2000 organizations across the globe.



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