



# Healthcare leader improves time-to-market by 40% with AEM

Creating a blueprint for cloud-driven  
digital marketing with Adobe Experience  
Manager migration



As a prominent healthcare enterprise in the United States, this organization stands out among the top Fortune 500 enterprises, with a profound impact on millions of individuals served through Medicaid, Medicare, and the Health Insurance Marketplace. Specializing in managed care services, the client is dedicated to providing comprehensive health solutions.

In their commitment to delivering best-in-class healthcare products and services and ensuring a seamless

experience for their customers, the company has undertaken a proactive approach to continuously enhance their customer experience. Recognizing the importance of adapting to ever-evolving customer needs, the client has embarked on a transformative journey to revamp its digital marketing strategy. As a pivotal step in this strategic initiative, the client aims to migrate over 200 web properties from Adobe Experience Manager (AEM) On-Prem to the Cloud, spanning five distinct brands.

Leveraging Adobe Experience Manager as a Cloud Service, this migration is poised to enhance efficiency, scalability, and overall performance.

# Embracing Cloud with AEM:

## Crafting Solutions for Sustainable Success

The implementation journey was accompanied by a set of overarching challenges that demanded thoughtful resolution. Foremost among these challenges was the imperative to ensure robust data security and privacy standards, aligning with regulatory compliance requirements. Recognizing the profound impact on both user experience and operational efficiency, mitigating downtime emerged as a crucial factor for sustainable success.

Amidst these considerations, scalability limitations, particularly evident during annual enrollment periods, became apparent. It became vital to identify a solution that could bolster the platform's capacity to handle increased traffic and meet heightened demand seamlessly. Additionally, the organization grappled with the constraints of an older version of AEM, necessitating upgrades to fully leverage the advantages offered by cloud services. This catalyzed the quest for a comprehensive solution to modernize and optimize their digital platform.

To streamline platform management, a comprehensive rationalization and modernization effort was initiated, addressing 10 templates and 88 components. This initiative not only enhanced overall efficiency but also significantly reduced complexity.

As part of the broader migration strategy, a pivotal nationwide website underwent a seamless transition from AEM 6.4 to AEM Cloud Service. This migration, executed with precision, accommodated both English and Spanish languages, ensuring a smooth shift while incorporating upgraded features to enhance the overall user experience.

# Global Reach, Local Touch.

## Structuring Processes and Integrations to Ensure Ongoing Optimization and Modernization

Through a collaborative effort, Brillio's and the client's teams synergistically integrated several key enhancements to elevate the platform's capabilities. Notably, integrations with Adobe Launch and Google Analytics were implemented to bolster analytics and user-tracking functionalities. Additional integrations with SparkPost and Kafka were introduced to optimize email notifications, enhancing communication efficiency. Global Link Translation was seamlessly incorporated to streamline multilingual content management, and Ping SSO Federated ID was deployed to fortify security and elevate user authentication.

In the realm of content delivery, AWS CloudFront played a pivotal role, offering caching and SSL certs management to ensure

the streamlined and secure delivery of optimized content.

To maintain ongoing optimization, a structured process for periodic code synchronization and the modernization of AEM On-Prem Delta Code changes was established. This approach ensures that the platform remains current and efficient. Furthermore, a robust blueprint was developed, poised to be leveraged across other brands and sites. This strategic initiative not only guarantees scalability but also facilitates seamless replicability for future projects.

In the initial phase of deploying AEM Cloud Service, it was advised by the Brillio team to establish four new environments, laying the foundation for a robust infrastructure that prioritizes scalability, reliability, and seamless cloud-based operations.

# Milestones Unlocked:

## AEM Cloud Migration Spurs Innovation and Savings

The implementation yielded a resilient cloud architecture, affirming scalability, reliability, and optimal performance for the client's digital platform. This transformation resulted in an impressive accessibility score exceeding 95 out of 100, signifying a substantial enhancement in user accessibility and inclusivity.

Armed with newfound technological expertise, the client's organization is well-positioned to replicate the success of the initial major migration across four additional brands and over 100 sites, thereby fostering scalability and adaptability.

In a collaborative effort, the teams achieved the successful launch of 29 sites on the cloud within a mere four months of the initial deployment, underscoring efficiency and speed in execution. Notably, a remarkable cost-effective strategy was employed, with the development of the 'show/hide' component from the ground up, resulting in annual savings exceeding \$150,000. This bespoke approach showcased not only financial prudence but also the ability to tailor solutions to specific needs.

Empowered by these advancements, the client can now direct more focus toward its customers by reducing the effort previously invested in infrastructural aspects.

Outcomes achieved through this engagement:

**2900%** increase in scalability

**30%** reduction in templates and components

**40%** improvement in time-to-market





## ABOUT BRILLIO

Brillio is one of the fastest growing digital technology service providers and the partner of choice for many Fortune 1000 companies seeking to turn disruption into a competitive advantage through innovative digital adoption. We help clients harness the transformative potential of the four superpowers of technology: cloud computing, Internet of Things (IoT), artificial intelligence (AI) and mobility. Born digital in 2014, we apply our expertise in customer experience solutions, data analytics and AI, digital infrastructure and security, and platform and product engineering to help clients quickly innovate for growth, create digital products, build service platforms, and drive smarter, data-driven performance. With 17 locations across the U.S., the UK, Romania, Canada, Mexico, and India, our growing global workforce of nearly 6,000 Brillians blends the latest technology and design thinking with digital fluency to solve complex business problems and drive competitive differentiation for our clients. Brillio has been certified by Great Place to Work since 2021.



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