

# Reimagining Customer Experiences

Brillio's Adobe MarTech Playbook



# Our Adobe Experience

As an Adobe Silver Partner, Brillio has successfully delivered over **50 transformative projects**. Backed by our Adobe CoE, we enable businesses to strategize and implement complex **cross-platform solutions** that drive measurable outcomes and transformation.

**Advisory and Transformation:** We provide expert guidance in **digital maturity roadmaps**, transformation planning, and **marketing and commerce strategies**. Our services include competitive analysis, benchmarking, and value modeling to identify growth opportunities while managing change effectively to ensure smooth transitions.

**Implementations:** Brillio specializes in implementing Adobe solutions to enhance content management, digital experiences, and customer engagement. We deliver end-to-end services across **AEM and AEC platforms**, including migration to Cloud, production support, and managed services.

**Packaged Solutions:** We offer ready-to-use solutions such as the **AEM Migration to Cloud framework**, MarTech-managed support accelerators, MarTech assessment frameworks, and ROI measurement toolkits.

**Adobe Centre of Excellence:** Through innovative solutions, accelerators, frameworks, and reusable components, Brillio optimizes performance, scalability, and ROI, helping businesses achieve their digital transformation goals.



# Adobe Marketing Cloud Capabilities

Brillio delivers comprehensive solutions across Adobe Marketing Cloud, empowering businesses to optimize campaigns, content, and customer engagement.

Our **Campaign Management** services ensure seamless campaign creation, management, and optimization across email, SMS, and push notifications for targeted outreach. Through **Adobe Experience Manager**, we enable efficient content management, personalized delivery, and centralized DAM for consistent experiences.

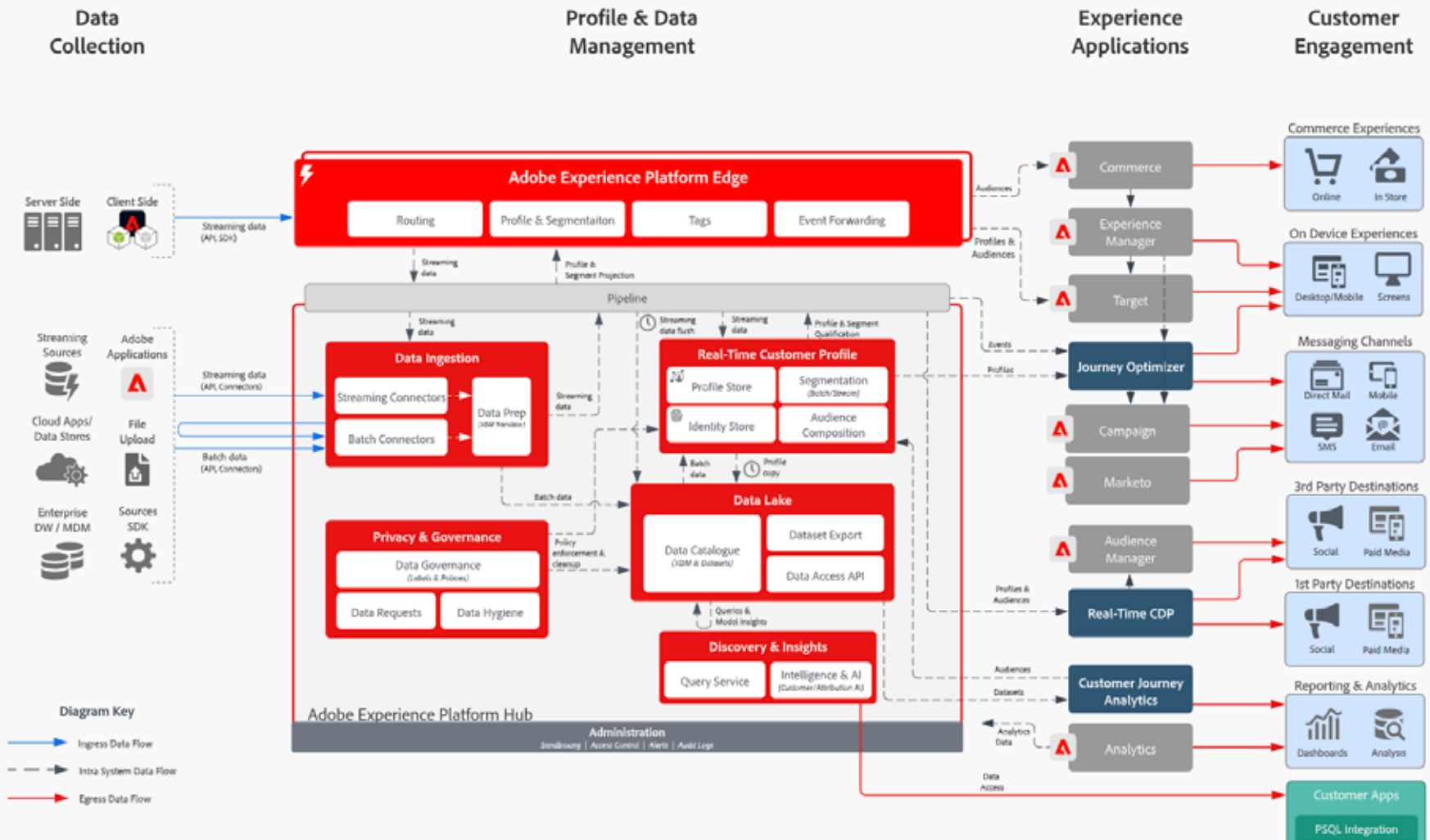
With **Mobile Marketing**, we enhance app acquisition, retention, and in-app engagement using analytics and geo-location insights. Our **Web and Social Analytics** provide actionable data, tracking campaign performance, social media attribution, and user behaviors through customizable dashboards.

For advanced **Advertising**, we deliver connected, cross-channel marketing powered by AI optimization and streamlined content creation. Our **Customer Journey** solutions include real-time profiles, journey orchestration, and lifecycle engagement.

Using Adobe's **CDP and Marketo**, we drive audience segmentation, lead management, and marketing automation. Finally, our **AI-driven Reporting** enables predictive analytics and conversion insights to optimize business outcomes.



# Brillio's Adobe Marchitecture





# **Brillio + Adobe**

## **Real-World Results**

# Agile Transformation for a Global Mobility Leader

## Challenge

A global relocation services company specializing in assisting individuals and organizations with mobility solutions needed to future-proof its business model by tying pricing to outcomes while improving information accessibility. They also required a scalable, agile approach that minimized disruption to day-to-day operations.

## Solution

Brillio leveraged its BOSS capabilities to drive digital transformation through a product-centric delivery model. By setting up an Agile Transformation Office, Brillio introduced product increments for early value delivery and implemented agile release trains to optimize processes.

DevOps practices modernized engineering tools, and a planned portfolio enabled application modernization for enhanced ROI and scalability.

## Outcome

Brillio's iterative execution approach ensured minimal disruption while transforming the client's processes, workforce, and technology for a future-ready enterprise.

- **\$11.5M** cost savings
- **4X** increase in efficiency
- **300%** faster time to market

# Automating Loan Closure for Speed and Scalability

## Challenge

A leading US government-sponsored enterprise that purchases, guarantees, and securitizes home loans faced delays in their loan closure process, which took 8 to 10 days due to their extensive customer base. They needed an automated solution to significantly reduce the Turnaround Time - TAT - while ensuring accuracy and scalability.

## Solution

Brillio developed a fully automated loan closure application with end-to-end workflows to handle various loan types with minimal human intervention.

Leveraging Agile POD-led delivery, Brillio implemented a cloud-ready, microservices-based architecture to decouple services and streamline API-driven data flow. The solution featured user-friendly interfaces for quick verification and validation.

## Outcome

Brillio's solution transformed the loan closure process, delivering speed, accuracy, and scalability.

- **100%** automated loan closure experience
- TAT reduced from 8-10 days to 2 minutes
- Scalable architecture to meet future growth needs
- Enhanced operational efficiency with faster loan processing

# Migrating to AEM Cloud for a Future-Ready Platform

## Challenge

A global cybersecurity company known for providing antivirus software, cloud security, and data protection solutions sought to migrate its website to Adobe Experience Manager Cloud Service to eliminate on-prem technical debt and enable platform upgrades.

This represented one of the most complex transition ever undertaken, and demanded an incremental migration approach while addressing multiple challenges: refactoring legacy code, resolving technical dependencies, and optimizing the platform for enhanced performance and scalability.

## Solution

Brillio migrated non-PCI pages from on-prem servers to AEM Cloud Service, ensuring compatibility with cloud infrastructure while refactoring and optimizing the codebase for improved performance.

A custom CI/CD pipeline was implemented to streamline deployments. Brillio also refactored 40+ components and integrated with third-party applications to ensure seamless functionality.

## Outcome

The solution eliminated AEM on-prem technical debt by modernizing for cloud migration, reducing IT dependencies and operational costs. It accelerated time-to-market, provided a more engaging experience for end users, and delivered a robust architecture aligned with Adobe best practices.

- **30%** reduction in templates and components
- **25%** savings on license costs
- **30%** improvement in go-to-market timelines

# Transforming Digital Marketing with AEM Cloud Migration

## Challenge

A leading healthcare organization managing multiple brands partnered with Brillio to build a scalable, cloud-based architecture that would enhance their digital marketing efficiency.

The goal was to migrate over 200 web properties from AEM On-Prem to AEM Cloud Service to achieve greater agility, scalability, and cost savings. The complexity of this transformation presented several critical challenges, including modernizing legacy templates, maintaining strict regulatory compliance, and optimizing performance across all brands—all while ensuring continuous uptime and platform stability.

## Solution

Brillio set up four new environments on AEM Cloud Service, rationalizing and modernizing 10 templates and 88 components. Additional integrations with SparkPost, Kafka for email notifications, Global Link Translation, and Ping SSO Federated ID ensured seamless workflows. AWS CloudFront was leveraged for caching and SSL management.

Custom development for show/hide form components, workflow and indexing migration, and a Groovy script for template modernization reduced manual efforts. Junit code coverage exceeded 68.6%, and GitLab integration streamlined version control.

## Outcome

The solution delivered a robust cloud architecture with an elevated accessibility score of 95+, enabling seamless scalability across 4 brands and over 100 sites.

- **30%** reduction in templates and components
- **210%** scalability over the existing environment
- **40%** improvement in time-to-market

# Driving Scalable Personalization for a Cybersecurity Leader

## Challenge

A global leader in cybersecurity partnered with Brillio to advance real-time personalization and optimize customer journeys across digital channels.

The client sought to grow revenue by implementing a scalable, personalized experience to improve customer engagement, conversions, and KPIs. The endeavor presented several challenges, including fragmented data, limited audience targeting, and the need for real-time campaign optimization across web, email, SMS, and mobile channels.

## Solution

Brillio configured AEP, Adobe Journey Optimizer, Twilio, and Adobe Target to enable precise audience segmentation and dynamic, cross-channel campaigns. Data sources, including CRM, warehouse, device data, web events, and email subscriptions, were integrated into AEP to provide real-time insights. Brillio enabled seamless activation of channels, with robust data governance policies being implemented to ensure accuracy, compliance, and optimization of datasets.

## Outcome

The solution enabled real-time B2C targeting with personalized activation across all customer touchpoints. By delivering rich insights into audience segments, the campaigns achieved a 30% increase in engagement and a 42% reduction in bounce rates.

- **10** campaigns activated across email, SMS, and mobile
- **2x** faster campaign delivery with improved segmentation
- **40%** reduction in bounce rates
- Processed **64M** profile records and over 500K events daily

# Scalable AEM Cloud Migration with Unified Analytics

## Challenge

A leading global healthcare company partnered with Brillio to transform its digital presence by creating a scalable platform for improved site management and faster rollouts.

The client needed to re-platform legacy sites to AEM Cloud Service while replicating the existing site experience. They also sought to build a scalable, resilient system with unified analytics by migrating from Google Analytics to Adobe Analytics.

## Solution

Brillio migrated the existing brand sites to AEM Cloud Service, ensuring the platform was scalable, reusable, and manageable within the AEM ecosystem. A large volume of assets, content, and metadata was successfully migrated from legacy systems.

Integrations with existing databases and backend systems ensured business continuity. Business users were empowered through training on AEM and Adobe Analytics, enabling them to manage sites independently. Additionally, sites were migrated from Google Analytics to Adobe Analytics for improved reporting and actionable insights.

## Outcome

The solution enabled efficient and faster brand site rollouts. Brand site updates saw an impressive **88% reduction** in effort and cost. With 6 brands pushed live, all sites were successfully migrated, enabling better insights and streamlined reporting.

- **69%** faster go-to-market for site rollouts
- **54%** reduction in site development effort and cost
- **60%** fewer templates with streamlined code
- **\$300K** cost savings

# Improving System Performance With Adobe Commerce Upgrade

## Challenge

A leading retail chain partnered with Brillio to upgrade its Adobe Commerce – former Magento – platform and improve quality assurance processes through test automation.

The client needed to upgrade its AC platform to a new version without disrupting critical React and AEM components. Manual testing was time-consuming with low test coverage, and there was a risk of introducing bugs or downtime impacting platform performance.

## Solution

Brillio performed a carefully planned upgrade to minimize risks, downtime, and errors. The team worked collaboratively to identify critical test cases for migration to the Playwright platform. Core components were upgraded, custom-developed extensions were updated, and third-party extensions were reviewed.

A robust test automation framework was implemented, including manual and automated test cases with detailed scripts. Brillio executed test cases, fixed bugs and issues, and supported UAT. End-to-end deployment across integration, staging, and production environments ensured seamless delivery and improved system performance.

## Outcome

The solution delivered increased performance and improved scalability, ensuring a more secure and efficient system. Time-to-market was significantly reduced, enabling faster delivery of updates and features.

- **10%** improvement in page load times
- **5%** decrease in bounce rates
- **20%** faster GTM
- Streamlined architecture aligned with best practices

# Unifying Customer Insights with Adobe CJA Implementation

## Challenge

A leading provider of digital fonts and typefaces partnered with Brillio to resolve inconsistent and inaccurate analytics tracking, which hampered decision-making.

The client relied on out-of-box tracking methods that were unstable and fragmented across multiple tools, resulting in data inconsistencies and limited insights into the complete user journey. They needed a robust, future-ready analytics solution to improve tracking and decision-making.

## Solution

Brillio began with a comprehensive website audit to identify data tracking gaps. We then implemented Adobe Customer Journey Analytics through AEP Web SDK, designing a robust data layer to track key metrics across products and maintain precise control over data collection.

By seamlessly stitching website interactions with Adobe Experience Platform datasets, we created a unified 360-degree customer view. This enhanced e-commerce journey tracking generated actionable insights that drive business decisions.

## Outcome

The new and improved site tracking enabled the client to analyze user behavior and product performance. With robust user journey tracking powered by CJA, the website experience was optimized to improve content performance and specific page types.

- Accurate, unified data for improved user behavior analysis
- Enhanced customer engagement and product optimization
- Actionable insights defining a clear development roadmap

# Accelerating Product Launches with Robust Digital Analytics Solutions

## Challenge

A leading global healthcare company lacked a robust digital analytics architecture to track user behavior, ensure GDPR/HIPAA compliance, and monitor business KPIs. They needed a custom implementation to extract actionable insights while meeting critical product launch deadlines.

## Solution

Brillio implemented Adobe Analytics across mobile apps –iOS/Android – and websites, designing a HIPAA-compliant data layer for precise user interaction tracking. Custom tracking solutions were developed to capture granular data on user adoption and behavior and monitor business KPIs.

Advanced analytics dashboards were created to streamline reporting and deliver actionable insights. Strategically allocated skilled resources ensured timely delivery, meeting critical launch timelines.

## Outcome

Brillio empowered the client with scalable, data-driven solutions for improved decision-making and user experience.

- Established a robust analytics architecture for accurate decision-making
- Ensured GDPR/HIPAA compliance
- Enhanced KPI analysis with data-driven optimizations
- Enabled faster market entry through efficient resource management

## 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 disruptions into competitive advantages 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 was certified by Great Place to Work in 2021, 2022 and 2023.



<https://www.brillio.com/>

Contact Us: [info@brillio.com](mailto:info@brillio.com)

