The Future of Content
Delivery & Content Authoring

Adobe Experience Manager
Edge Delivery Services

wipro

Revolutionizing digital experiences and maximizing customer engagement

In today's fast-paced digital ecosystem, delivering seamless and high-performance experiences is no longer optional — it is a necessity. Wipro Digital Experience (DX) Consulting leverages **Adobe's Experience Manager Edge Delivery Services (EDS)** to optimize content delivery, simplify content management and enhance website performance for businesses looking to stay ahead of the competition.

Business Problems:

Long development cycles, Inefficient content updates and delayed time-to-market, Latency and Slow content delivery, High Time to First Byte (TTBF) & slow core web vitals, High infrastructure and maintenance costs, Inconsistent user experiences, Inflexibility in Content authoring, Complicated Content Publishing workflows, Caching strategies.
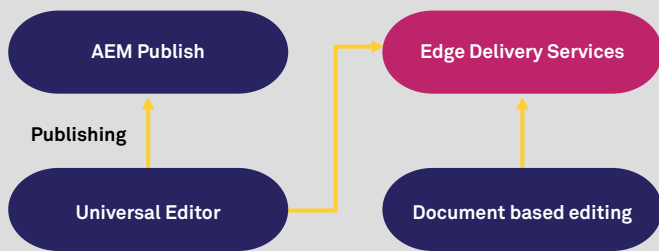
How are we solving:

Wipro offers pre-configured templates and reusable blocks for faster site and storefront authoring & delivery. Content is delivered from edge servers, enabling quick updates and regional compliance. Even non-technical users can create and publish content efficiently using familiar tools like Microsoft Word or Google Docs. Edge Delivery Services operates on a cloud-based, serverless model, reducing physical infrastructure and maintenance costs. Instant content updates at the edge minimize cache dependency.

What is Adobe Experience Manager Edge Delivery Services?

Adobe Experience Manager Edge Delivery Services (EDS) is Adobe's next-generation content delivery solution, designed to offload content processing to edge locations closer to end-users. By leveraging serverless infrastructure, it eliminates traditional bottlenecks, delivering ultra-fast experiences with minimal latency.

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AEM Publish  →  Edge Delivery Services
   ↑                    ↑
Publishing
   ↑                    ↑
Universal Editor    Document based editing
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This serverless, cloud-native solution is redefining how brands author, manage, and deliver content at the edge—resulting in lightning-fast page loads, seamless authoring, and enhanced user engagement.

Unlike traditional Content Management System architectures, Adobe Experience Manager Edge Delivery Services (EDS) provides:

Serverless Content Delivery
No back-end infrastructure to manage, reducing operational complexity

Composable Content Architecture
Mix-and-match authoring tools for maximum flexibility

GitHub-Driven Development
Fast, scalable workflows for developers

Edge Compute Processing
Faster response times by processing content near users

Built-in Experimentation and A/B Testing
Optimize content performance in real time

Generates Dynamic Variations Powered by GenAI
Leverages Adobe Sensei AI to create automated content variations for personalized, high-converting experiences.

Key Results and Business Impacts:

30%
reduction in the development cost – pre-built templates and blocks.

10x
Faster Campaign Launches – Quickly create, update, and publish content without technical bottlenecks.

98%
Faster Content Updates – Empower business users to manage and modify content in real-time.

83%
Reduction in Maintenance Costs – Lower infrastructure expenses and operational overhead.

3x
More Organic Traffic Growth – Improved SEO performance through high-speed content delivery.

85%
Reduction in Manual Content Management Effort – Automate content updates, reducing reliance on development teams.

Disclaimer: The above success metrics are based on industry benchmarks and may vary depending on individual business contexts.

The Future: How Edge Delivery Services Fits into Adobe Experience Cloud

Adobe Experience Manager Edge Delivery Services does not just stand alone—it seamlessly integrates with the broader Adobe Experience Cloud ecosystem.

Adobe Experience Manager by adopting Edge Delivery Services + Adobe Experience Cloud, brands can achieve:
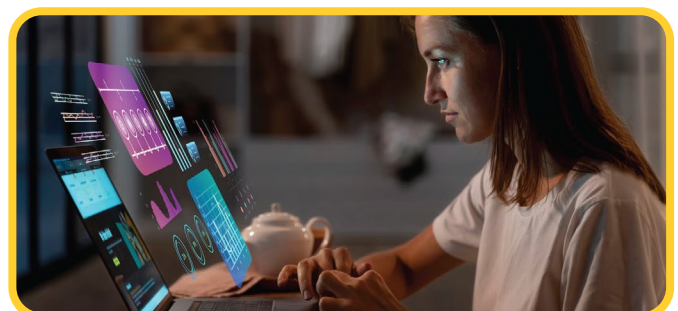
Faster go-to-market for new content and campaigns

Higher SEO rankings due to optimized page performance

Lower infrastructure costs with **100% serverless delivery**

Better **content personalization** powered by Adobe Sensei AI

The real takeaway? The future of Adobe Experience Manager is flexible. For complex workflows, intricate approvals, or enterprise-scale personalization—traditional Adobe Experience Manager remains the standard.

Edge Delivery Services will **co-exist** as a **high-performance alternative** for **experience-driven storefront solution**s and top-funnel **static sites like blogs or knowledge bases.**

Wipro will help customers to strategically leverage both (Edge Delivery Services and Adobe Experience Manager) based on business needs.

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