

wipro

The Wipro logo graphic consists of seven white circles of varying sizes arranged in a semi-circular arc to the right of the word "wipro". The circles are arranged in a way that they appear to be part of a larger, faint circular pattern, with the largest circle at the top right and the smallest at the bottom left.

# Case Study Booklet



A person wearing a dark, sleeveless vest over a light-colored shirt is holding a tablet computer. The background is dark with a faint, light-colored map overlay. The text "Edge Delivery System Storefront" is written in large, white, bold letters across the center of the image.

# Edge Delivery System Storefront

A leading online fashion eCommerce store embarked on a strategic initiative to modernize its digital storefront, aiming to maintain its competitive edge in the rapidly evolving fashion retail market.

## Business Challenges

- ❖ **Low Traffic to the storefront** - Slow load times and poor SEO due to heavy images and scripts impacting store traffic.
- ❖ **Lacks Customer experience engagement** - Challenges in updating the user interface and managing customer journeys efficiently.
- ❖ **Slow GTM** - Manual updates that are prone to errors and dependence on IT for content changes caused delays.
- ❖ **Scalability Constraints** - Struggles with peak traffic during sales, causing downtime and performance issues during seasonal and holiday sales.

## How Wipro Helped

Wipro modernized the client's digital storefront through accelerated development cycles by incorporating Wipro's pre-defined templates using AEM EDS, optimized layouts, reusable blocks and drop-in components, tailored for eCommerce brands. This approach allowed for a quicker response to fashion trends, seasonal campaigns, with elevated 1:1 personalized experience.

**+20%** organic search traffic growth.

**15%** increase in conversion rates.

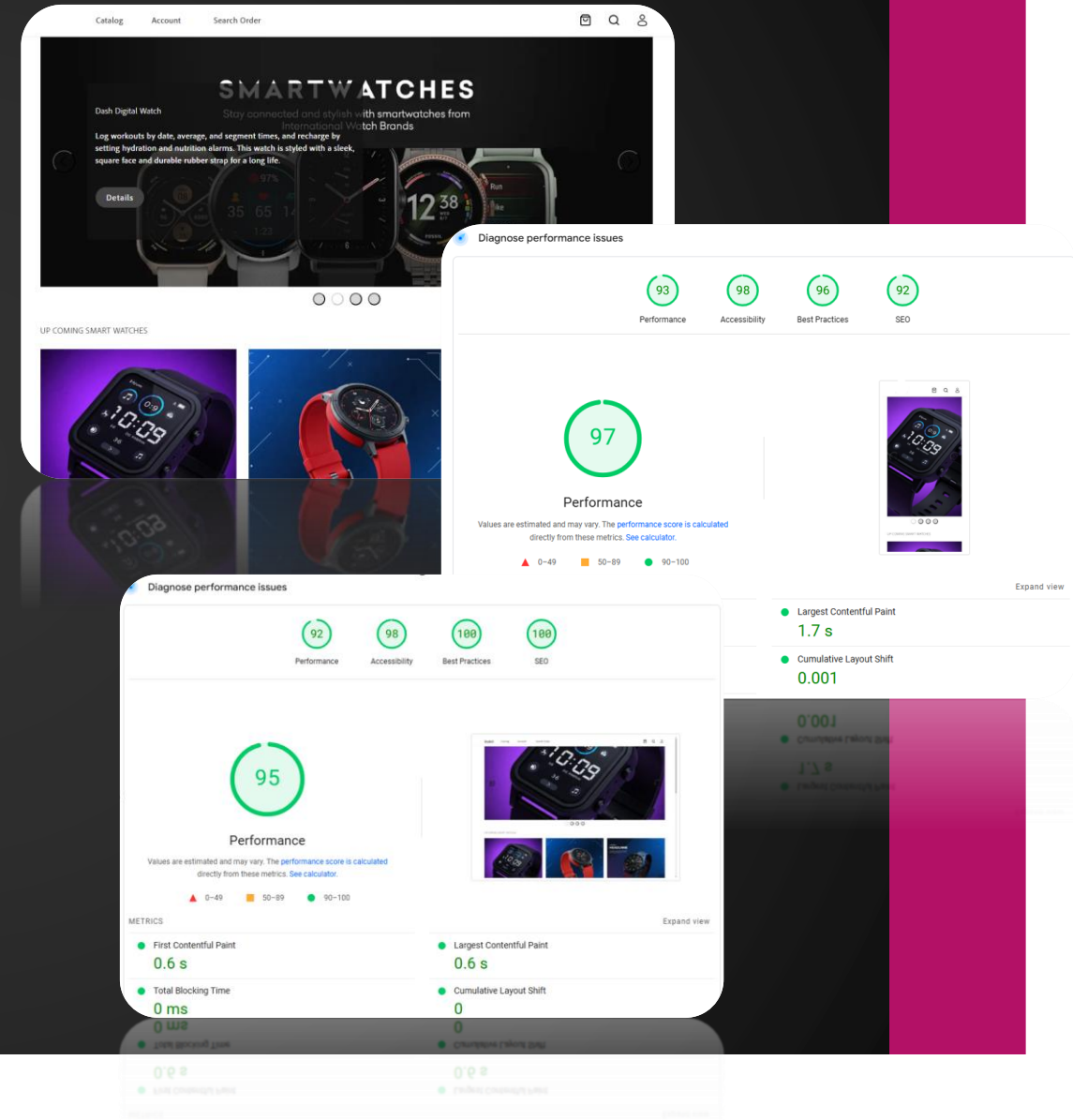
**+10%** improvement in Net Promoter Score (NPS).

Google Lighthouse Performance Score improved from 55/70 to **97/100**.

**Zero downtime** and real-time content publishing.

**Faster go-to-market** for promotions and reduced reliance on developers.

Deployment Frequency increased from ~2 releases to **8+** releases per month





# MLR Buddy

(Medical, Legal, Regulatory)



# MLR Buddy

Optimize workflows for seamless marketing resource management

## Client

One of the world's leading medical technology companies

## Ecosystem

Adobe

## Industry

HMD

## Tech

Adobe Experience Manager, Workfront

## Capability

Marketing Resource Management, Workflow Management

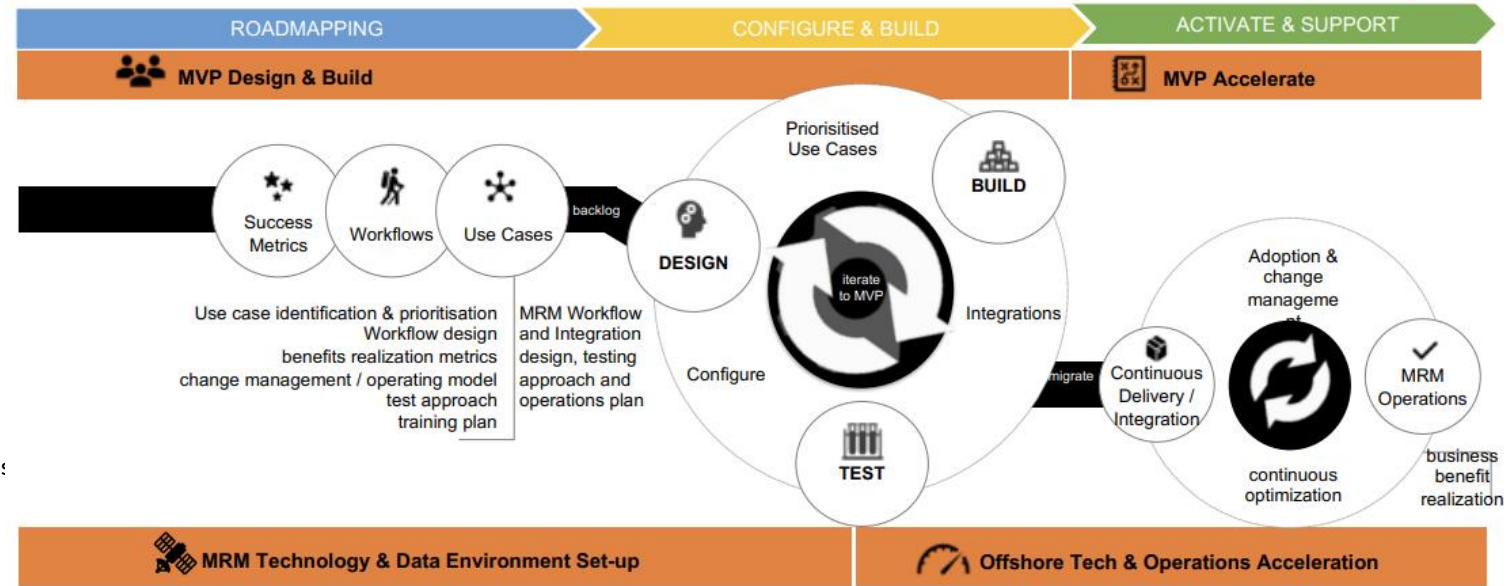
### Business problem

The organization is facing challenges in streamlining workflows to improve marketing processes and reduce errors. Despite being an industry leader, our client had difficulty developing efficient processes for marketing operations. Complex workflows were increasing fulfillment time and costs.

- Long approval cycles for each role in an organization's workflow are not cost-effective.
- Slower campaign procedures impacting marketing efficiency
- Unable to monitor media and assets utilization across entire organization
- Reaction by analyzing costs, time, and workflow efficiency.
- Optimize asset creation by analyzing costs, time, and workflow efficiency.

### Our solution

By utilizing our marketing resource management, we optimized workflows and accelerated time to market through a combination of strategy, design, and technology. Our approach involved experience-led rapid prototyping and continuous innovation to align business and IT, facilitating MRM transformation tailored to colleagues' needs.



### Expected Impact

>45%

Increased marketing team's productivity

100%

Meeting the publishing deadlines

>110%

Increase marketing influencing pipeline

50%

Daily increase in project throughput

>85%

Increase in overall revenue

20+

Hours gained back per week

## Marketing Resource Management

# Client's MLR Workflow

## Solution Functionality

Client uses Workfront and Workfront Fusion to automate the end-to-end asset approval and transfer process while remaining in full regulatory compliance.



**Comprehensive Review & Approval**

All designed assets, videos, and web pages are proofed in Workfront Proof using Automated Proofing Workflows customized by product category.



**Compliance Metadata**

All proof decisions must be digitally signed and timestamped for audit compliance.



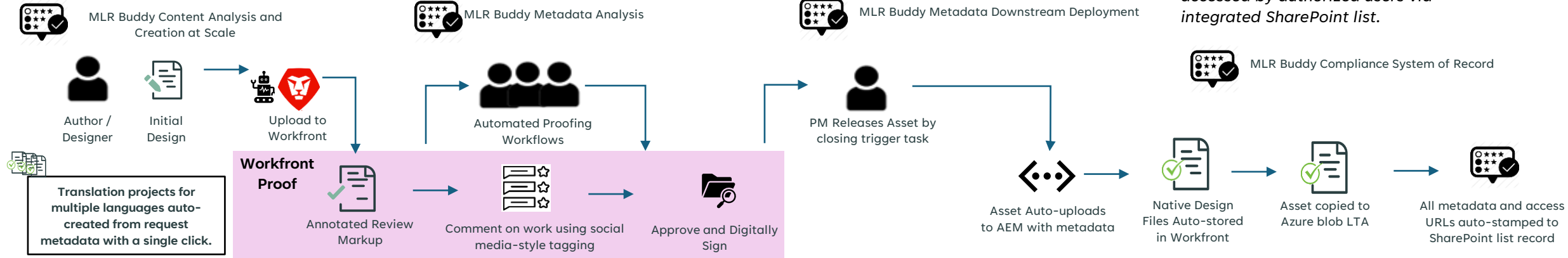
**Automated push to DAM**

Once the asset is fully approved, the PM closes a special task which triggers the automated push to AEM.



**Long Term Archive, Native Design File Storage, Expired Asset Sweep**

All approved assets are automatically copied to an Azure blob store along with a custom Proof Summary containing the Audit Metadata. Archive is searched and accessed by authorized users via integrated SharePoint list.



**+30% increase in project capacity**

**-29% Fewer content revisions**

**-40% Reduction in errors**

A person's hand is pointing at the screen of a laptop. The image is dark with a semi-transparent overlay. The text 'Customer Data Platform Roadmap' is written in large, white, bold letters across the center. The background shows a person's hand pointing at a laptop screen, with a watch visible on their wrist.

# Customer Data Platform Roadmap



# Customer Data Platform Case Study



## Transforming Customer Engagement and Sales Enablement with a Comprehensive Digital Strategy

### Industry

Global Financial Services

### Expertise

- Customer 360 Degree Profiling
- Segments
- Retargeting
- Hyper Personalization

### Tools/Platform

- Adobe Experience Platform
- Customer Journey Analytics
- Salesforce Marketing Cloud (SFMC)



## Challenges

A global financial services provider had challenges with fragmented customer data, leading to ineffective, broad marketing campaigns and a lack of real-time insights for sales teams. Manual processes further slowed campaign execution, reducing their ability to respond to customer behaviors in a timely manner.



## Solutions

We implemented a **unified customer data platform** to create **360-degree customer profiles**, enabling real-time segmentation and personalized campaigns. Sales teams were equipped with live customer insights, and automated workflows streamlined campaign operations, reducing manual efforts and increasing speed.



## Why it matters

This solution transformed the provider's ability to deliver personalized, timely customer experiences, boosting engagement and enhancing sales effectiveness. Automated processes created operational efficiency, allowing for faster and more targeted responses to customer needs, giving the company a competitive advantage.



## Results

The company achieved a 25% increase in customer engagement, a 15% improvement in sales conversions, and a 30% reduction in campaign execution time, strengthening customer loyalty and driving overall business performance.



# Analytics Refresh

# Analytics Refresh Case Study (B2C)



## Optimizing E-commerce Analytics: A Data-Driven Transformation for Home Appliance Retailers

**American multinational** manufacturer and marketer of home appliances

### Industry

Digital Retail channels multiple brands

### Expertise

- MarTech Activation
- Value Realization Use Cases
- Segments
- Retargeting
- Hyper Personalization

### Tools/Platform

- Adobe Experience Platform
- Customer Journey Analytics
- Adobe Journey Optimizer
- Adobe Target
- Adobe Analytics
- Adobe Campaign Classic



## Challenges

A leading e-commerce platform specializing in home appliances faced challenges in deriving meaningful insights from its analytics. The organization tracked numerous KPIs, many of which were redundant or misaligned with business objectives, leading to inefficiencies in decision-making.



## Solutions

**Assessment of Existing KPIs:** Conducted a full audit to identify redundancies and misalignments with business goals.

**KPI Optimization:** Eliminated 35% of redundant KPIs and introduced 12 new metrics aligned with strategic objectives, such as Customer Lifetime Value, Product Affinity Score, and Real-time Cart Abandonment Rate.

**Implementation & Integration:** Integrated new KPIs into dashboards, automated reporting, and enhanced visualization tools for better usability.



## Impact

20% increase in conversion rates through improved cart abandonment insights.

15% boost in repeat purchases driven by refined customer segmentation.

25% reduction in reporting inefficiencies, saving 10+ hours per week.

18% improvement in marketing ROI via data-driven personalization.



## Why it matters

This analytics refresh streamlined decision-making, enabling the company to leverage actionable insights for better performance. By eliminating inefficiencies and aligning KPIs with business objectives, the e-commerce platform positioned itself for sustained growth and enhanced customer engagement.