

A person is sitting at a white desk, working on a laptop. The laptop screen shows a grid of various images, including landscapes, buildings, and abstract patterns. The person's hands are visible, holding a pen over the keyboard. On the desk, there is a dark grey mug, a notebook, and some papers. In the background, there are some yellow fruits, possibly lemons or lemons, on a tray. The overall scene is a professional workspace.

# 1,000 WEBSITES. ONE DIGITAL PLATFORM.

Fragmented systems are one of the most critical bottlenecks in the digital journey for enterprises that need speed as well as consistent action. Duplication of infrastructure and support systems, multiple vendors, and internal red tape only serve to accentuate these problems. For large consumer brands, disjointed applications and processes become an even bigger challenge due to geographical scale and demographic heterogeneity.

Infosys®

A photograph of two men in a meeting. One man with long dark hair is looking at a tablet held by the other man, who has a beard and is leaning over him. They are in a modern office setting with industrial-style lighting.

As per a study by Greyhound Research, a leading global analyst firm, 87% enterprises cite digital marketing as one of the top three priority areas in digital transformation. However, despite the amount of attention digital marketing initiatives garner within enterprises, respondents also cited several concerns as significant bottlenecks in these initiatives, with scalability and consistency being among the top five.

## NEED FOR CENTRALIZATION

The same challenges compelled a large global pharmaceutical and life sciences firm, an Infosys client, to undertake consolidation of their highly fragmented digital marketing operations. With over 100 vendors and 1,300-plus websites with varied content management systems, the client faced several challenges in rolling out their brand sites, with significantly high costs and impractically long lead times.

Infosys recognized the problems and proposed setting up a centralized marketing platform for digital marketing needs across the enterprise. This would allow the client to manage their campaigns more effectively, resulting in better customer engagement and higher consistency across the enterprise.

# FACTORY MODEL

The Infosys team set up a digital marketing platform to centralize operations and standardize websites across numerous brands. It made the creation of brand sites easy and enabled integration of third-party tools in an easy plug-and-play fashion. For the creation of brand sites, Infosys adopted a factory model, with well-defined, outcome-oriented processes to speed up time-to-market.

Infosys also collaborated with the client to reduce the number of vendors they dealt with, by creating a scorecard for vendor rating, and consequently, halving the vendor count from over a 100. The client found this approach much more effective and manageable. Infosys undertook technology consolidation across geographies, and in line with client's customer experience vision - bringing Adobe suite of marketing tools and moved the client's hosting environment from on premise to Adobe Cloud, which was more easily accessible from diverse locations, easily scalable, and cost effective.

Creation of Nex'gen Experience Platform with distributed asset management, agile, personalized, and consistent multi-channel outreach and scalable functionality via extensible components helped reduce time to market by 20-30%, and helped the client bring down cost of operations by 20- 30%, with potential savings of \$200 million over 10 years. The improved digital experience on their brand sites also brought in enhanced page views and higher click rates. Faster time-to-market enabled launch of brand sites for new products from client's core brands in 20-plus countries in just 4-5 months duration.

# 1,000 WEBSITES. ONE DIGITAL PLATFORM: THE FIVE TAKEAWAYS

- 1 Identify** the core of the challenges in digital marketing initiatives – fragmented resources, applications, and content management platforms, in this case.
- 2 Create** a central and modern digital marketing platform. Identify ways to improve collaboration and reuse resources across the enterprise.
- 3 Fast-track** digital asset creation, through a factory-based approach. Define operational processes and specific outcomes at every step to ensure smooth execution of digital asset creation across the enterprise coherently and consistently.
- 4 Consolidate** operations by reducing partners and vendors, by developing scorecards and rating them, thereby optimizing enterprise resources and reducing overheads.
- 5 Migrate** marketing tools that are spread across the organization to consolidate them for better scalability and enterprise-wide access and reuse.



# BIG LEARNING:

As the client realized, speed and coherence are critical factors for digital marketing. Having taken the call to centralize their digital marketing platform, the firm benefited from the expertise that Infosys brought in digital marketing services and the global rollout of brand sites. Digital initiatives are also best implemented on cloud. Enterprises can resolve the problem of fragmented systems and achieve a responsive and sustainable digital platform for business-critical functions through a well-devised strategy, backed by expertise.

**WE DID THIS FOR THEM. WE CAN DO IT FOR YOU.**

Learn more about how to get the most out of your digital marketing processes by reaching out to us at [askus@infosys.com](mailto:askus@infosys.com)