

SAY HELLO TO OPERATIONAL CHANGES

Streamlining systems for better productivity.

An American telecom giant outsourced its creative services, web content management, and digital content and asset implementation to standardise operations and improve efficiency.



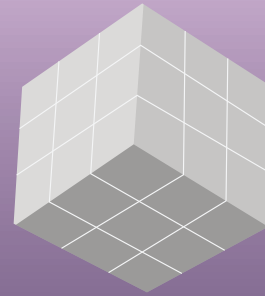
CHALLENGES

The client was migrating its digital systems from legacy CMS to Adobe Experience Manager, which impacted the smooth functioning of its digital operations:

The client's multiple and fragmented systems was affecting digital operations

Because of multiple vendors and contractors, as well as the dispersed team structure, the client was facing high overhead costs, which was affecting budgetary allocation

The standard resource model wasn't a scalable model, and as such, the client struggled to ramp-up or ramp down its digital operations



SOLUTIONS

Infosys BPM initiated several measures to improve the client's digital operations by:

- ▶ Implementing a centralised model for digital web operations and standardised processes
- ▶ Delivering tasks across content strategy, asset production and management, creative development, QA, testing, and implementation
- ▶ Supporting the process of migration of legacy CMS website to Adobe Experience Manager



BENEFITS

With the Infosys BPM approach, we were able to:



- ▶ Improve turnaround time by over 90%, which resulted in cost savings for the client
- ▶ Ensure 100% TAT and adherence to quality SLAs
- ▶ Enhance productivity and streamline processes to reduce 2 FTEs worth of effort, leading to hard savings



\$41k
In annual savings



50+
Websites implemented



5000+
Projects managed

For more information, contact infosysbpm@infosys.com

© 2020 Infosys Limited, Bengaluru, India. All Rights Reserved. Infosys believes the information in this document is accurate as of its publication date; such information is subject to change without notice. Infosys acknowledges the proprietary rights of other companies to the trademarks, product names and such other intellectual property rights mentioned in this document. Except as expressly permitted, neither this documentation nor any part of it may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, printing, photocopying, recording or otherwise, without the prior permission of Infosys Limited and/ or any named intellectual property rights holders under this document.

[Infosysbpm.com](https://www.infosysbpm.com)

Stay Connected [Twitter](#) [LinkedIn](#) [YouTube](#)

Infosys
BPM