

# SAY HELLO TO OPERATIONAL CHANGES

Streamlining systems for better productivity and improve TAT by over 90%.

The client is a leading American telecom conglomerate.



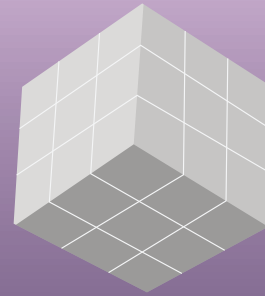
## CHALLENGES

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 were 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 migration process 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



**\$41k**  
In annual savings



**50+**  
Websites implemented



**5,000+**  
Projects managed

For more information, contact [infosysbpm@infosys.com](mailto:infosysbpm@infosys.com)

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