

Integrating AEM Assets with Workfront and Brand Portal to Improve Efficiency by 2X

THE CUSTOMER

The customer is a global brand that sells personal care products. They aim to create a diverse, equitable, and inclusive culture that is focused on delivering exceptional experiences. They are committed to sustainability and social responsibility across a wide variety of their product offerings.

THE CONTEXT

The customer's creative, marketing, and process teams were using outdated legacy systems to store product data and manage specific applications, and processes. By using these systems, their teams were facing various challenges, like lack of scalability, less flexibility, hindered collaboration, and difficult accessibility to cross-departmental data.

THE OBJECTIVE

The customer wanted to migrate more than 10 TB of data from their legacy systems to AEM Assets as a Cloud Service (CS). They wanted to implement AEM Assets to integrate the data of various teams. They also wanted to implement Workfront for the creative team and a brand portal for marketing, enabling a centralized and efficient content management system. Additionally, they wanted to improve deployment ease, scalability, and overall team collaboration.

HIGHLIGHTS



80% Reduction in the Time to Market



100% Increase in Overall Efficiency



10 TB of legacy data Migrated to AEM Assets as a Cloud Service



360 Degree View of Data across Creative and Marketing Departments

THE SOLUTION



We set up AEM Assets by configuring the necessary infrastructure and resources to host and manage assets in the cloud.



We migrated over 10 TB of data from their existing legacy systems to AEM Assets as a Cloud Service by transforming data into a format compatible with AEM Assets.



Then, we implemented Workfront for their creative team to streamline and manage their workflows and integrated it with AEM Assets, enabling smooth communication and data exchange.



Also, we created APIs in AEM for Salesforce Commerce, using Talend jobs to enable data transfer between AEM and Salesforce.



We streamlined asset organization in AEM using custom workflows and metadata schemas.



We implemented Sensei tag management to improve new asset categorization.



We integrated AEM Assets with Brand Portal to centralize asset management.

THE OUTCOME

With the migration of data to AEM Assets and the integration of Workfront and Brand Portal interface, the customer's teams were connected with a unified ecosystem. This integrated system enabled them to collaborate freely and transfer and access data securely. Furthermore, it streamlined customers' workflows and improved efficiency by 2X.

REACH US AT

Website : www.grazitti.com

Email : info@grazitti.com

CALL US AT

USA : +1 650 585 6640

Australia : +61 451 827 272

Singapore : +61 451 827 272

Canada : +1 437 775 3972

India : +91 872 501 0536

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