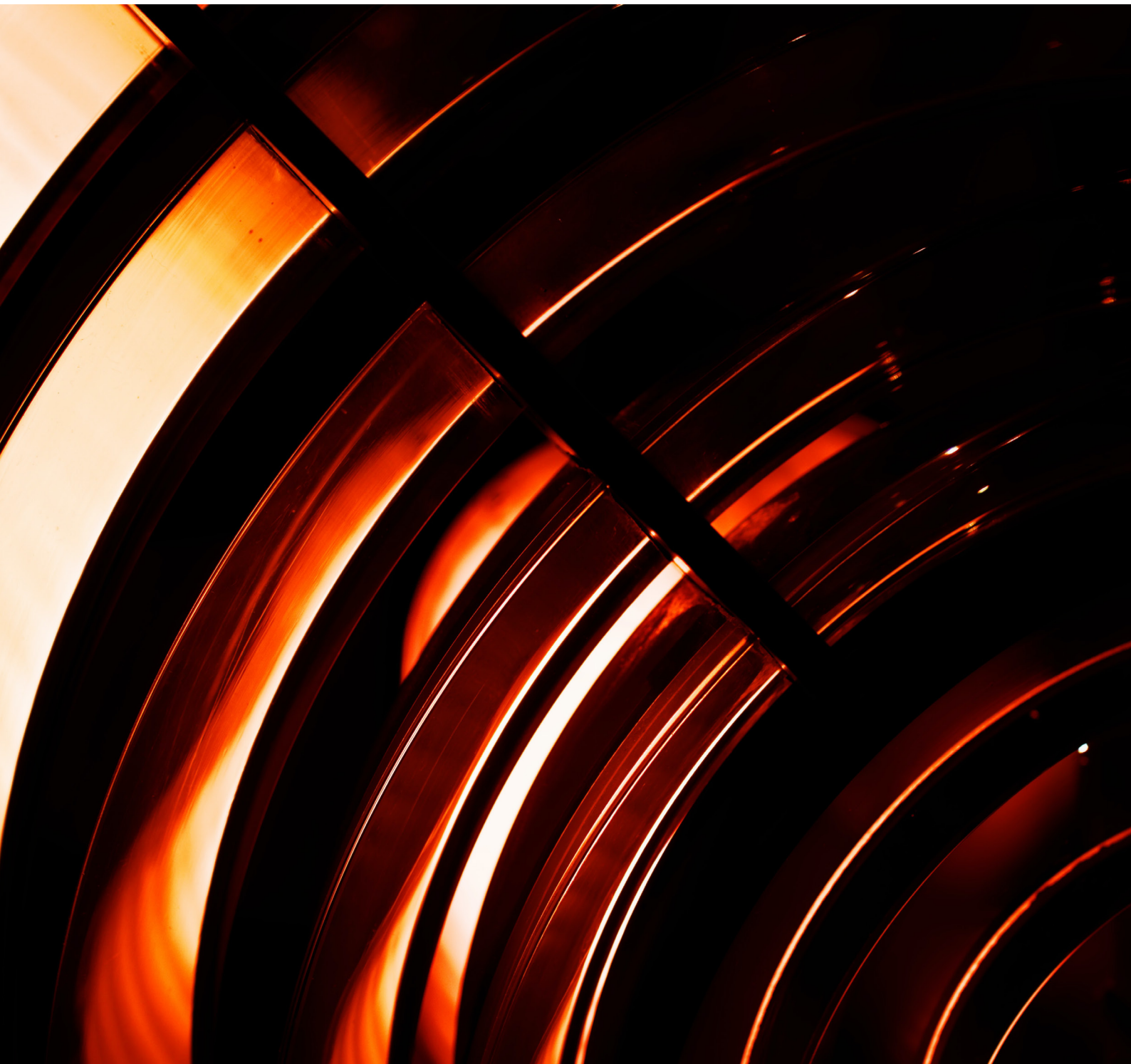
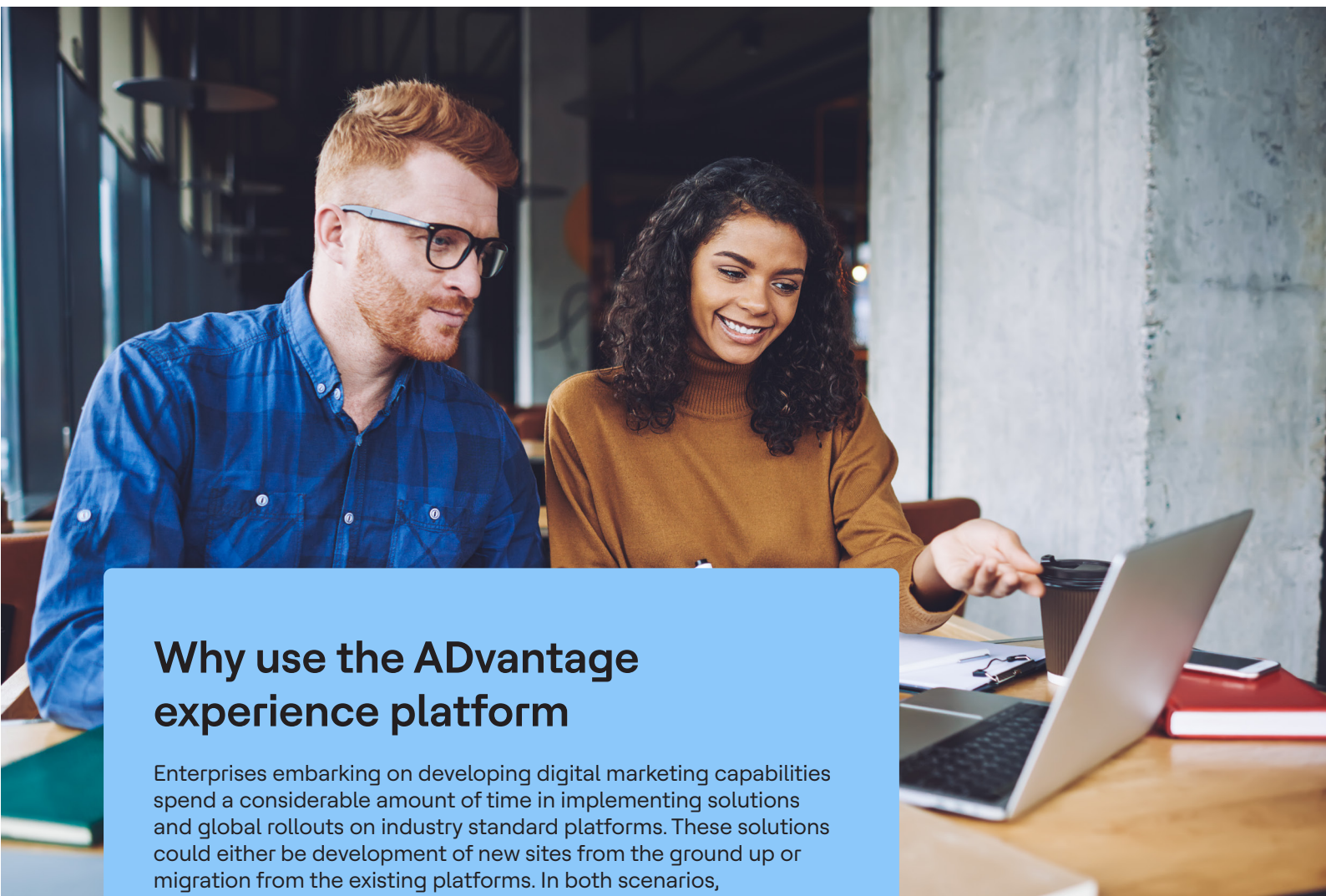


Building **personalised experiences** across customers' digital journeys



Introduction

HCLTech's ADvantage Experience platform provides an end-to-end framework to build and deliver meaningful and contextual experiences for marketers across different digital touch points leading to brand marketing, prospect conversion and retention. The solution is powered by Sitecore DXP and provides enterprises the ability to fast track platform implementation, provide seamless integration to core systems, provides flexibility with the choice of modern channels and deliver MARTECH platforms at scale. The key highlight of the platform is the ability to automate development through platform-specific code generation capabilities for static and dynamic web and mobile renditions.



Why use the ADvantage experience platform

Enterprises embarking on developing digital marketing capabilities spend a considerable amount of time in implementing solutions and global rollouts on industry standard platforms. These solutions could either be development of new sites from the ground up or migration from the existing platforms. In both scenarios, onboarding onto a new platform to build digital solutions, followed by customization and personalization is a monumental task, especially when done at an enterprise scale.

HCLTech's ADvantage Experience enables organizations to orchestrate rapid application development by automating project creation, component and template development, seamless design system integration and utilizing existing component libraries and references, while providing an intuitive interface to developers that is integrated with agile development practices and DevOps models.

Solution highlights



Onboarding

The solution automates the site onboarding, global rollout and migration of content from legacy platforms to all leading digital management platforms. It assures a faster, cost efficient and auditable migration of a site.



Xperience AI

A modular and extensible platform that enables an organization to quickly deploy a dialogue driven platform to interact with their customers across multiple messaging & virtual assistant channels.



Headless commerce

This provides customers the real experience of shopping, blurring the line between offline and online which helps convert moments of truth into real business.



DevOps and code automation

An integrated offering, which enables automation in environment provisioning, CI/CD, test and code generation in order to create templates and components.



Migration framework

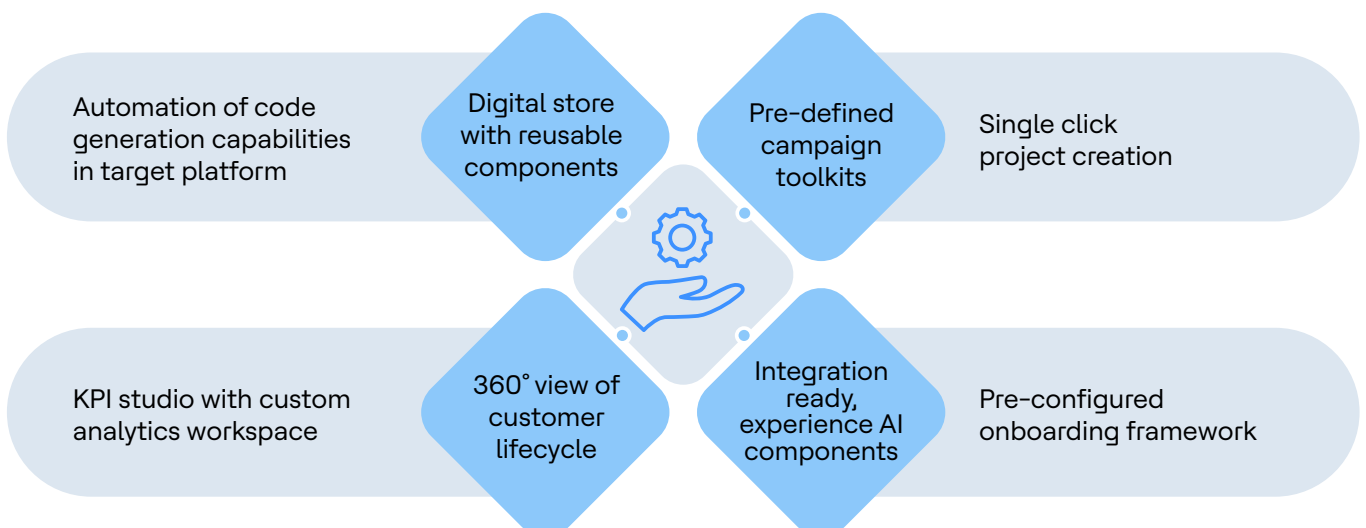
The solution automates the platform migration including content from legacy to Sitecore. It assures a faster, cost efficient and auditable migration of content.



DesignOps

A comprehensive automation framework for digital channels to seamlessly integrate with design systems to help reduce implementation costs and development cycles.

Business highlights



Upto 40%

Reduction in implementation
timeline

30%

Shorter
onboarding cycle

60-70%

Increase in cost savings
through reusability

30-40%

Increase in campaign
efficiency

40%

effort reduction in design
handshake process



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HCLTech is a global technology company, home to 211,000+ people across 52 countries, delivering industry-leading capabilities centered around Digital, Engineering and Cloud powered by a broad portfolio of technology services and software. The company generated consolidated revenues of \$11.79 billion over the 12 months ended June 30, 2022. To learn how we can supercharge progress for you, visit hcltech.com.

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