

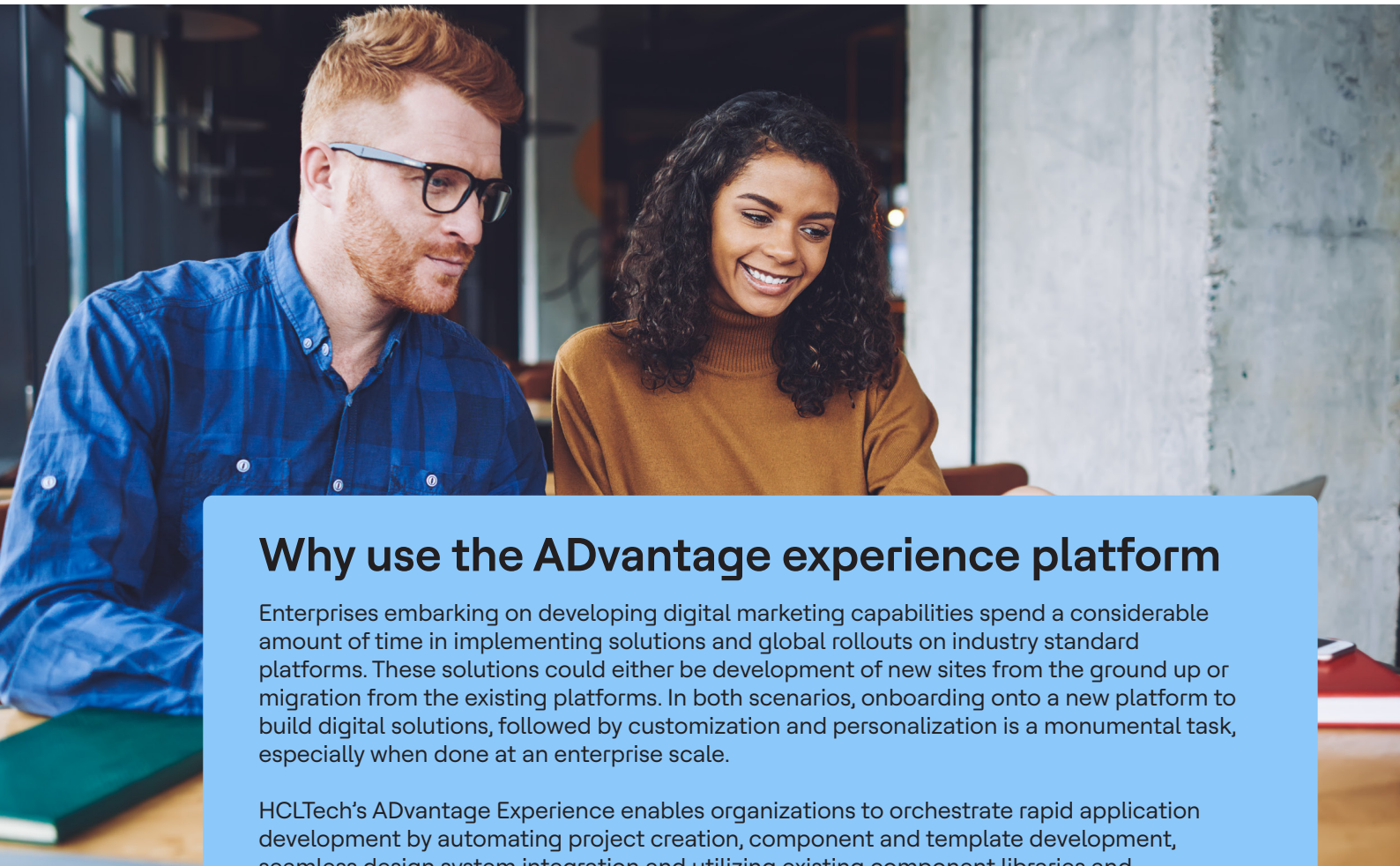
HCLTech ADvantage Experience Platform

Building personalized 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



Code Automation
Automatically generate Sitecore code including layouts, templates and code components using low code capabilities.



Design To DevOps
Automates integration of Sitecore XP with popular design system such as Figma, Zeplin, Sketch, Adobe XD, etc. to seamlessly integrate design assets to code components. Code editor with WYSIWYG interface for frontend design, enables continuous deployment to delivery systems.



Headless
Headless and API based solution for flexible adoption of modern UI frameworks such as Angular, REACT, etc.



Onboarding and Migration
Low code principles underpin the framework for faster website onboarding, global rollout and content migration from legacy platforms to Sitecore through code automation.

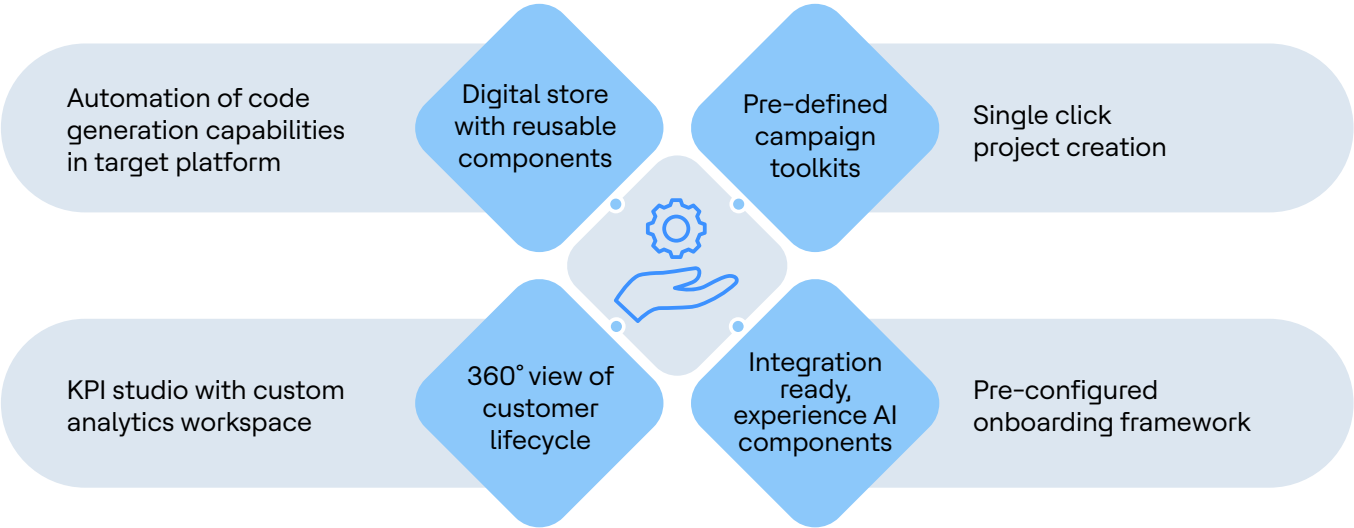


Digital Store of reusable components
Digital store with a comprehensive list of pre-built, downloadable, helix based Sitecore components that can be extended and customized as per creative design/business functional requirements.



Connectors and Integrations
Set of configurable smart connectors that enable and accelerates seamless and reliable integrations between variety of Sitecore systems.

Business Highlights



Solution Benefits

Upto 40%

Reduction in implementation timeline

30%

Shorter onboarding cycle

60-70%

Increase in cost savings through reusability

30%

Increase in operational efficiencies

40%

effort reduction in design handshake process



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