



G-Cloud 14

Service Definition – Adobe marketing cloud and Adobe experience Platform solutions



Service Description

Wipro provides support Adobe services for clients using Adobe platforms like AEM, Adobe Analytics, Adobe Target, Adobe Launch, Adobe campaign and Adobe Experience Platform. We offer advisory, consultancy, design, data & insights, Martech enablement, Launch, training, governance, release management and post-go live optimisation services. Our services include end to end approach in areas of Martech enabling various business functions integrate with Digital marketing platform in a Cloud oriented environment.

Service Features

- Specialist support with Adobe Experience Manager and Adobe Forms in both Adobe Managed Services (AMS) and AEMaaS configuration and settings
- Specialist support in AEM DAM/AEM Assets
- Specialist support in Adobe Analytics, Adobe Target, AJO, AEP
- Development and integration support for all packages and modules
- Testing and quality assurance support (including test automation)
- Data quality, sanitization, hygiene, transform load and migration.
- Launch and service introduction support (including training and change management)
- Specialized in Content management system our services include driving Enterprise content management from various heterogenous ecosystems to highly integrated and available Digital platform.

Service Benefits

- Adobe Platinum Solution Partner
- Rapid deployment of MVP solutions using proven agile methods
- 500+ Certified consultants
- 1300+ Marketing consultants
- Experience in delivering 100+ large engagements.
- Service support round the clock, 24/07 with L2 and L1 escalation matrix
- Solutions approached are highly tailored towards End customer needs.
- Support structure usually include Business migration planning, Launch assistance, Warranty and Hypercare

Planning

As a factor of this proposal, customer sites migration to AEM environment on cloud hosting done in a phased manner. Every due proposal considers maximum customers reusability of components and services during entire build development phases, deployment activities during launches and on-going service level maintenance in various phases. Integration with existing Backend application, Language Translation and support, multi-level global components development, Analytics, Workflows, implementation of #1 Priority use cases globally MSM setup, Global/Local sites, and non-production Rollout for more than one country as per case studies and specific needs of the customer

Setup and Migration

- One or many site approaches remain one with Implementation will be done as Single Project
- All development methods of required Components and Templates are consolidated and build along with initial launch of first site to newly build Cloud environment.
- Content migration of web site components planned and considered within the initial phases of estimated timeframe during Cloud program planning only.
- Global User experience design and development involved with help of specialist UI units across Globe with any User interface revamp, adjustments factored into our Cloud migration planning considering with the current architecture of various involved applications and systems.
- High Site availability is one factored consideration during every roll-out with parallel run mode in Production environments from on-premises to Cloud environments and one cloud hosted environment to the other.
- Performance and Scalability testing is usually well noted and considered as part of the Cloud migration strategy.

Quality Assurance and Performance Testing

Wipro provides variety of testing services usually available with Project services in terms of Quality assurance measurements alongside Performance and Penetration for security enrichments. Wipro as a Company performs application development Services in an agile scrum model and delivers work in pre-defined and consistent duration Sprints, thereby enabling measurement of comparable Productivity and Quality Metrics in each Sprint methods. Quality Metrics are those Service Levels that help to measure the quality of the application development activities performed for Digital experience migration by Wipro dedicated profession service teams as part of the managed capacity engagement services. Applicability of Key Performance Indicators are fine grained and documented at the early stages of the program later to address vulnerabilities if any and other measurement upon specific customer needs. In the absence of

enterprise goals for the Quality KPIs, our team shall jointly work with Customer environments and finalize the target state to mould into the Cloud Product as applicable.

Security Services

Wipro employs high degree of Security at each layer inclusive of Development environments up to Production applying Role based authentication and authorization of various service functions. Servicing considers planning for Nonproduction, Transition, landing zone with application of De-militarized zonal environment with tools and protocols like SFTP, SSH and WAF. Our postproduction support and maintenance consider situations and those circumstances arising due to Emergencies, Wipro digital team provide Services from remote locations, including personal residences using networking, connectivity, security, and data handler protocols established by Company with Customer consents and process put in place, as further set forth inside BCP/BAU and even WFH Plan (if applicable)

Training

We train and support the migration through various servicing parts right from Development model to Warranty and Post-production with BAU in place. All users identified as digital partners from customer Marketing team and IT services, provided documentation support with sharing sessions including recorded training, material support newly build modules and application, application of such security checklist, best practices and sharing period updates. Digital team applies various new technologies, so any Customer provided training which will be required for resources (if applicable) shall also be part of such curriculum covered within the scope of such Digital transformation.

Ongoing Support

Our Adobe based service hosting covers the following three modes at high level.

- Adobe as AMS – Adobe managed services
- AEMaaS – Adobe Experience manager as a Cloud services
- Adobe Hosted or Managed – Private cloud or Azure environments.



About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading technology services and consulting company focused on building innovative solutions that address clients' most complex digital transformation needs. Leveraging our holistic portfolio of capabilities in consulting, design, engineering, and operations, we help clients realize their boldest ambitions and build future-ready, sustainable businesses. With 250,000 employees and business partners across more than 60 countries, we deliver on the promise of helping our clients, colleagues, and communities thrive in an ever-changing world.

