

G Cloud 15 – Framework Service Definition

Crown Commercial Service

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1. Infosys Digital Marketing Campaign Management Overview

The Infosys Campaign Management System (CMS) is an intelligent tool designed to store and retrieve transactional data from customers in real-time. This CMS was developed for a global provider of consumer electronics and multimedia applications to facilitate targeted promotional campaigns through end-to-end behavioural analysis. The system was customised to align with the business needs of the company, ensuring reusability and easy deployment for different products at various locations with minimum effort and time.

The key feature of the Infosys CMS is its business intelligence capability. It tracks customers at different touch points, profiles their transactional behaviour and prompts the purchase of relevant products and services. The system intelligently segments customers by analysing their transactional behaviour, enabling the marketing team to identify different customer groups and devise promotions based on this behaviour. After undertaking customer segmentation in a scientific manner, the system identifies the relevant channels to target customers and uses a combination of channels to disseminate the appropriate message. The system also facilitates efficient response analysis by providing summaries that enable easy identification of customer behaviour.

Infosys DIGM offers always-on, hyper-personalised marketing campaigns and efficient digital marketing operations. Infosys DIGM partners and works with leading vendors such as Adobe, Drupal, Sitecore, Salesforce etc. to create transformative solutions. Some of the benefits that we provide to our clients:

- Self-service on digital channels reduces traffic at call centres.
- Reduction in marketing spend and brand launch cycle time.
- Provide enhanced customer engagement, satisfaction and profitability.
- Best in class digital experience.
- Maximises up sell and cross sell with recommendations engine digitisation.
- Remove manual and automate back-office processes by automating KYC.
- Provide better tools for informed decisions.
- Empower customers and employees to have information on the go.

The things we do:

- **Digital Transformation programmes:** We help clients transform their organisation, their ways-of working and their ability to continuously improve and innovate their entire business, marketing, IT Systems and operations. We do end to end – consultation, product evaluation and implementation.
- **Personalised brand experiences:** We help clients design customer experiences and then scale personalisation through effective implementation, adoption and optimisation of marketing technology, data and content.
- **Digital Products and services:** We design meaningful products, services, systems and spaces that improve the way all of us live, work, and do business.
- **New ventures:** We help clients of all sizes identify, explore, launch, market, and scale new businesses, disrupt industries and create new revenue streams.

We help create a thriving “smart cognitive content and marketing ecosystem by:

- **Nano-Segmented, Hyper-Personalised Solutions:** ‘360-degree customer view driving predictive interaction across all touchpoints.

- **Elevating Brand Experiences:** Enabling 'Experience' to be centric – across all "All Customer Journeys", segments, products, and services.
- **Intelligent Content Services:** Cognitive Analytics and Cloud based content services.
- **Designing For Always-On Consumers:** Persistent infra and cognitive driven marketing campaigns.
- **Optimising Digital Marketing ROI:** Measure digital marketing outcomes through a holistic set of measurable, attributable ROI metrics.

Our DIGM Service offerings span complete lifecycle and includes Governance, Application Development, Migration, etc.

Consulting	• Digital Marketing Consulting • Architecture and Platform Assessment • Project and Programme Management • Agency Liaising and Training
Development & Implementation	• Responsive website • Multi-lingual implementation • Campaign management • Analytics, SEO personalisation • Search Implementation
Migration	• Sitecore Version Upgrades and consolidation • AS-IS migration from other technology • Porting from one kind of hosting provider to other like Microsoft Azure
Infrastructure	• Infrastructure Assessment • Capacity Planning • Sitecore environment setup • Performance engineering • Application security
Maintenance & Support	• Maintenance services • Enhancement services • Production Support • Administrative activities

We offer innovation at every step in the marketing journey:



Figure 1 : Digital marketing offerings

Salient features of our Digital Marketing offerings:

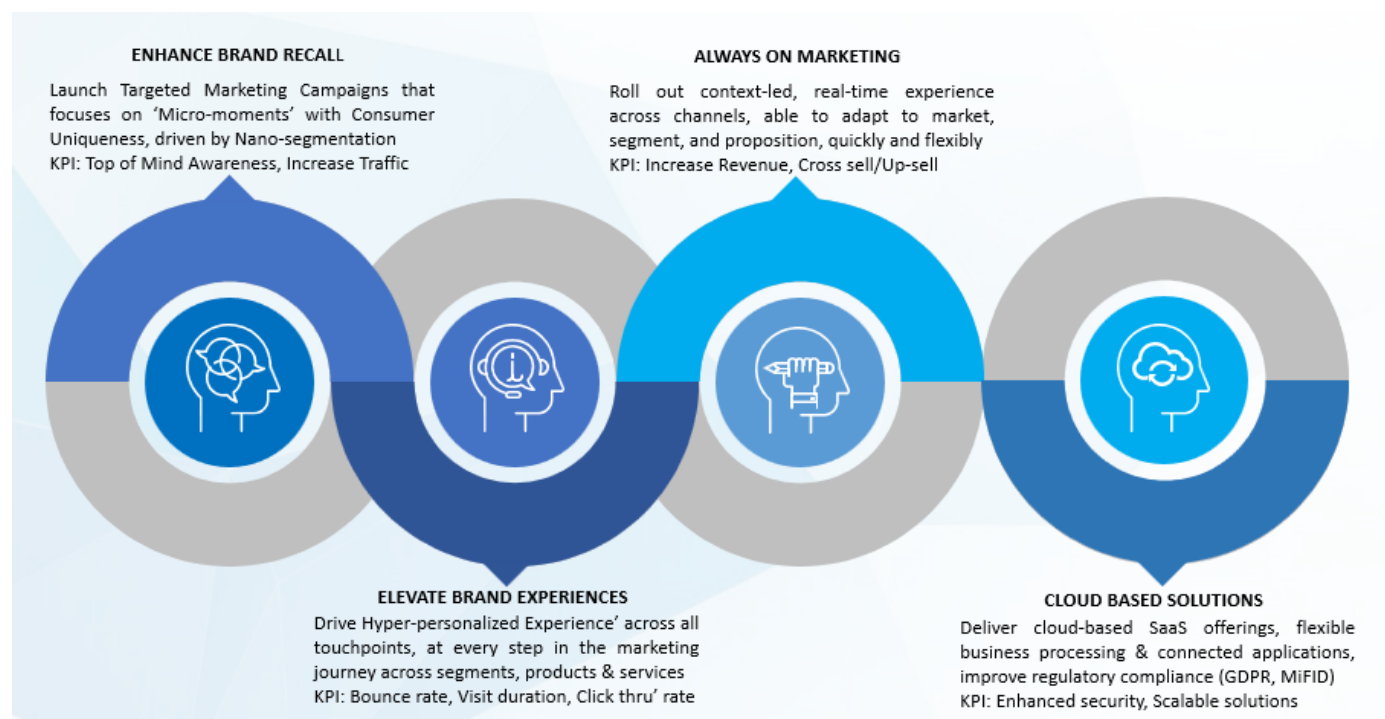


Figure 2: Features our DIGM offerings.

Our track record of delivering best-in-class digital marketing outcomes:

Improved marketing metrics:

- Increase in footfall on digital channels
- Improvement in marketing ROI
- Improvement in campaign conversion

Faster time-to-market:

- **2 weeks** Agile and DevOps Cycles
- **Over 25** Countries roll-out for campaign and brand sites
- **Over 30%** Productivity improvement through Infosys accelerators and tools

Enhanced Experience

- Reduction in marketing operations cost through Digital Factory
- Reduction in client IT costs
- Reduction in client acquisition costs.

Our Practice Capabilities:

Joint Client engagement:

- Come up with prescriptive solutions and engagement models for customers.
- Governance for joint ownership during execution.

Integrated Solution for the Client:

- Solution components aligned with customer's CMS Bundle.
- End to end solution and programme management.
- Leveraging Alliance relationship for any product related issues.

Technology based Trainings:

- Advanced Training and Certification.
- Product briefings and roadmaps for technical as well as sales teams.
- Develop and manage Centre of Excellence.
- Participate in Beta Testing.

Differentiated Solutions and Project assistance:

- Design and architectural endorsements.
- Capacity Planning and Tech line Sizing.
- Product Evolution and Roadmap.
- Build Accelerators and extensions.
- Build reference stores for industry segments.

2. Infosys Digital Marketing Practices

2.1 Adobe Experience Manager Practice:

Highlights of our AEM Expertise:

As Adobe's Global Platinum Partner, Infosys has very deep expertise in Adobe Experience Manager (AEM), and offers the on-premises services, AEM managed services (AMS) and AEM as cloud services (Next evolution of AMS). In 2020, Infosys acquired Blue Acorn iCi, an award-winning Adobe partner in the Americas. Combining Blue Acorn iCi's niche, onshore expertise in the Adobe consulting with Infosys' global practice allows Infosys to deliver scalable, effective, cost-competitive solutions that span the entire Adobe Experience Cloud offering. Infosys has delivered end to end business consulting, creative, platform set up, migrations and upgrade projects successfully for large clients across all industry verticals.

- We provide End to end Adobe Experience Manager services from strategy consulting, change management and training to design, development, rollout, and support of global commerce solutions.
- We are Globally Specialised in AEM and AEM Run and Operate
- We have one of the largest pools of AEM certified professionals, 920 certifications globally
- Our Digital Transformation capabilities using Adobe Experience Cloud includes enhanced experience by transforming existing processes, people and technology, transforming architecture and infrastructure.
- Our expertise is in Migration to Adobe Experience Manager and Technology Consolidation involves revamping the complete workflow using Adobe Experience Manager.
- Reduce the operations cost by automation of entire document and content management process by migrating from on premise to Cloud and by adopting and implementing upcoming cognitive content solutions.



Figure 3: Adobe Experience Overview

We have Adobe Factory which provides an accelerated development platform leveraging a common framework providing a set of templates, library of components and themes reducing the complexity and need to start from scratch for every new project. Over 150 sites launched on AEM across nearly every industry vertical.

Investments over the next few years:

AEM has been and will continue to be a very large part of Infosys's strategic focus areas. We plan to aggressively grow our substantial workforce and capabilities over the next few years. Our investment in AEM Space is across talents, Solution building, Platform Co-development, Process and Delivery Model. We are also focused on Strategic Acquisitions in the Adobe Space.

Solution Building:

- Infosys is seeing an increasing demand from the clients looking to integrate sales, marketing, and other operational activities into a single unified platform. Infosys is heavily investing on Platform co-development and partner with clients.
- Incremental investment in Adobe digital labs for defining solutions and faster time to market by (integration of Adobe solution with evolving technologies).
- We are targeting to have 10 more Adobe Accredited Solutions in the next 2 years.
- Develop Reference AEM + AEP + Analytics Demo site for Sales and client engagements.

Talent:

- Infosys believes that talents are the greatest asset for any organisation scalability and emphasise that talents upskilling and keeping pace with Industry's dynamic business needs.
- Strengthen the practice by hiring Adobe Strategists who can do Strategy, Roadmap and Consulting, Drive Architecture and Innovations.
- Increase the AEM Talent Pool by 2x.
- Continue and constant upskilling of the talent pool with advanced capabilities on AEM - Connected DAM, Adobe asset link extension, Integrate Adobe assets with stocks, Brand portal, Single Page Application, Smart Crop, Visual search, Headless content delivery, Automated Forms conversion and Reusing workflow across multiple adaptive forms.
- Continue Focus on Adobe certification – 100% Certified team.
- Talents focusing on multi-solution enablement.

Process and Model:

- Create a unified delivery model for experience – Adobe Experience Factory integrating UX, SPA based Front end Development, AEM enabling of the front-end code and integration.
- This will help in creating App Factory, Asset base, Deliver in scale, Process accelerator, Reusable assets, Agile delivery, Team collaboration.
- Industrialised delivery models focusing on accelerating time to market.

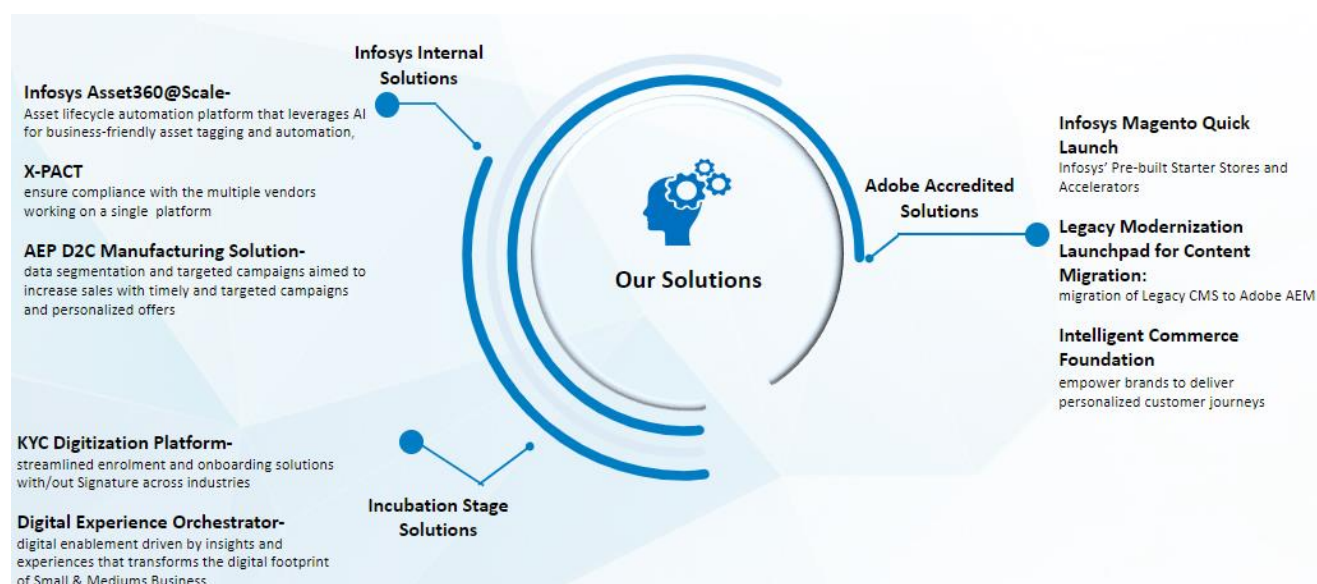


Figure 4: Our Solutions

Our Competitive Differentiation in AEM:

- **Adobe Centre of Excellence (CoE):** Infosys has a dedicated Adobe Experience Manager Centre of Excellence which focuses on cross-client end to end solutions. The CoE has a charter to create new business opportunities for Infosys and for our clients based on market trends and business priorities.
- **Critical and Complex Engagements:** Infosys has played a pivotal role in digital transformations for multiple clients. Each engagement is unique across Adobe Experience Manager suite of products that involves Sites, Assets, Forms. We have done extensive customisation, standardised workflows for Content management, Cloud Migration, Seamless Integration across disparate back-end systems, Performance tuning and Scalability.

Awards and recognition:

- 2021 - Adobe Digital Experience Delivery Quality Partner of the Year
- 2020 - Adobe Emerging Enterprise Solution Partner of Year
- Recognised as 1st Partner Worldwide Specialised in both Adobe

Adobe Accredited Solution:

- **Legacy Modernisation Launchpad for Content Migration:** A Unified and automated solution Offering that helps migration of Legacy CMS to more modern and intuitive Adobe AEM seamlessly without downtime. An Integrated solution with Business User IDE, Migration workflows and necessary tools to migrate content and digital assets to AEM. The key business benefits include shortening the content migration time, Robust validation of assets and verification for duplicates to improve quality and establish overall governance of the DAM asset in global DAM.
- **KYC (Know Your Customer) Digitisation Platform:** Infosys KYC Digitalisation Platform leverages Adobe Experience Cloud and Adobe Document cloud capabilities to provide streamlined enrolment and onboarding solutions with/out Signature across industries. The solution provides options to create configurable, and persona based Digital forms from CRM there by providing rapid digitalisation. Out of the box connectors are available for back -end

systems and enterprise vaults to store the signed documents. The platform is compliant with industry specific regulatory requirements and can be deployed as on-prem or SaaS solution.

- **Infosys Digital Experience Orchestrator (IDEO):** Infosys won the Best Solution – Cloud Native Digital Foundation award in Adobe “Go for Gold” programme held in 2021. IDEO provides affordable digital enablement driven by insights and experiences that transforms the digital footprint of Small and Mediums Business. The basic solution tenets of Low code No Code, Data driven event triggers, hyper-personalisation, pre-configured tag management and experience factory enable to provide elevating customer experiences at budget. Compatible with AEM Cloud, Managed service, and self-hosted Infrastructure.

2.2 Adobe Analytics & Adobe Audience Manager Practice

Highlights of our Analytics and Audience Manager Expertise:

Our Insights Services include solutions on Adobe Launch as Insights across consumer journey along four phases of customer engagement:

- **Acquire:** Traffic Analysis, Channel Analysis (Paid Campaigns and Marketing Mix).
- **Engage:** Internal Search and Keyword Analysis, Page Flow Analysis, Funnel Analysis and Heat Map Analysis to evaluate consumer engagement.
- **Convert:** Conversion Optimisation and Attribution Analysis.
- **Retain:** Ratings and Reviews Analysis and Sentiment Analysis.

Adobe Analytics and Audience Manager- Practice Overview

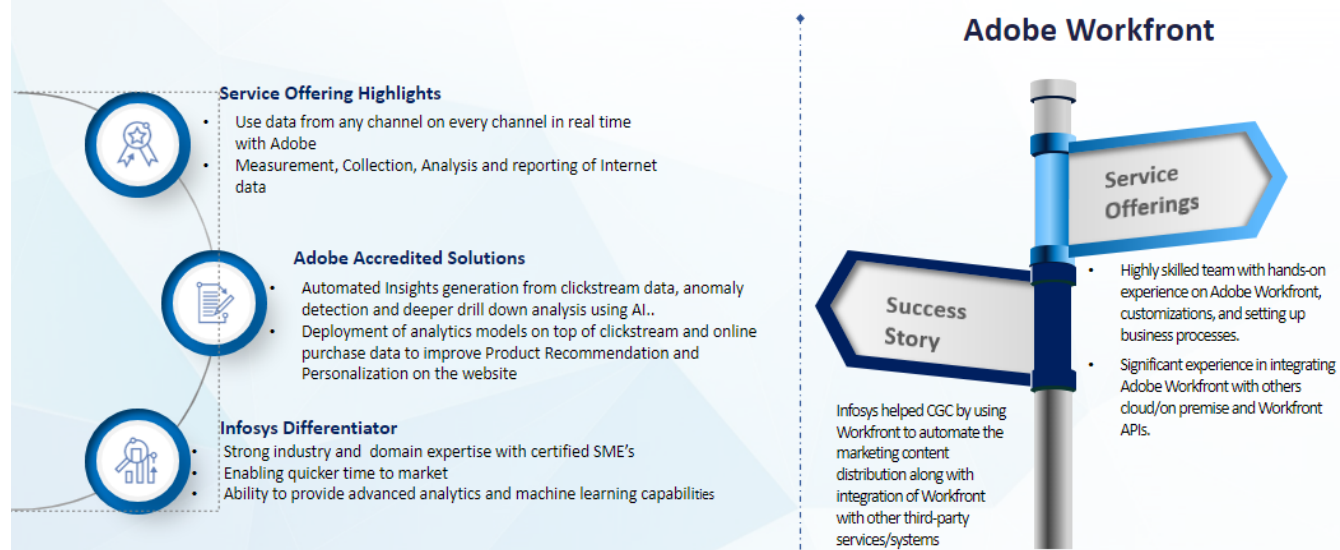


Figure 5: Adobe Analytics Practice Overview

Investments over the next few years:

As demand of Web Analytics, Insights and CDP rise amongst our clients, we are strengthening our capabilities in Adobe Analytics and Adobe Audience Manager in terms of:

Talent Building:

- Digital Strategist Hiring – Specific hiring of strategists to increase current senior talent capacity by 5X.

- Cross-Training existing talent – Cross-trainings of our current Digital Analytics talent pool specifically in Adobe Analytics and Audience Manager certifications. Likely to increase our Adobe certified talent pool by 10X from current state.
- Campus hiring – We are aiming to increase our junior talent base by at least 8-10X.
- Knowledge Base creation – We are creating Infosys specific customised certifications which includes tool certification as well as applications and case studies across our clients to give a well-rounded certification experience.

AI Solutions:

- We are investing in building Advanced Analytics and solutions using Adobe Analytics and Audience Manager data from APIs thus strengthening our service offerings to address client's current and future needs.
- Ecommerce Sales Forecasting including external factors like social media, Search Trends, Sentiment etc.
- Market Basket Analysis, Segmentation and Purchase Propensity.
- Automated Insights and Anomaly Detection.
- We are looking at develop Reference demo site AEP + Analytics Demo site for Sales and client engagements

Partnerships and Collaboration: We are actively looking for partnerships in complementary tools like Amplitude, Cloud based technology partners to enhance the depth and width of our web analytics client offering to increase our proposal win rate and continue providing best value to our clients.

Our Competitive Differentiation in Analytics and Audience Manager:

Our current differentiators include domain and industry SMEs and experts in CPG, sportswear, retail, ecommerce, and insurance. Our cloud partnerships and cloud certified personnel are another key differentiator enabling quicker time to market. Infosys has a strong Analytics and AI practice which enhances off the shelf offerings from Adobe. We consider our ability to provide advanced analytics and 'Machine Learning' capabilities on top of Adobe Analytics and Audience Manager as our key differentiator.

We have developed the following solutions for insights:

- Automated Insights generation from clickstream data, anomaly detection and deeper drill down analysis using AI. Automated annotations can significantly reduce analyst time spent on insight generation to re-invest this time in recommendations and take action.
- Deployment of analytics models on top of clickstream and online purchase data to find Purchase Propensity, Customer Lifetime Value, Category Affinity etc. to improve Product Recommendation and Personalisation on the website.

Adobe Accredited Solution:

Intelligent Commerce Foundation is an is a BlueAcorn iCi Amplify Adobe Accredited Solution. It is a one-of-a-kind solution featuring an integrated tech stack of Adobe Commerce, Adobe Analytics and Adobe Target combined with strategic analytics and optimisation services to empower brands to deliver personalised customer journeys based on data.

2.3 Adobe Target Practice

Highlights of our Target Expertise:

- Infosys and Blue Acorn iCi has implemented Recommendations for several our retail clients such as Pentair, Tractor Supply Company and Dollar General, including developing custom automations for generation of the required product feeds from Adobe Commerce and Shopify.
- In addition to building out the product feed and catalogue, we have also handled all on-site required implementation work (adding entity ID and category to each product-related page), and we have converted high-fidelity mock-ups provided by our clients' branding teams to Recommendations designs so that the Target-delivered content looks right at home with the rest of the site design.

Adobe target Practice overview:



Figure 6: Adobe target Overview.

Service Offerings:

- Use data from any channel on every channel in real time with Adobe Customer Journeys
- Build multi-channel commerce experiences on a single platform with Adobe Commerce
- Personalisation of every touchpoint for every customer, every time
- Agile innovation with a cloud-native content management system.

Our Competitive Differentiation in Target:

Our competitive advantage goes beyond initial implementation of the technical solution, Adobe Target, and is more about the long-term value we bring to our clients thus extending client relationships over a long period of time. Our key differentiator is our approach to Data and analytics. We provide best in class analytical insight, dashboards, and digital health comprehension empowering precision testing at the most impactful site sections.

Adobe Accredited Solution:

Our "Intelligent Commerce Foundation" is an Adobe Accredited Solution that provides a holistic offering across Adobe Target, Campaign, and Analytics. A one-of-a-kind solution featuring an integrated tech stack of Adobe Commerce, Adobe Analytics and Adobe Target combined with strategic analytics and optimisation services to empower brands to deliver personalised customer journeys based on data.

2.4 Adobe campaign practice

Infosys is a leading provider of system integration and consulting services for the Adobe Marketing Cloud. It has 10 plus years of mature Adobe practice with more than 2500 Adobe consultants and 650 certified professionals. As Adobe's Platinum Partner Globally, it has built deep expertise across various Adobe products, which helps organisations reduce time to market, develop campaigns speedily, optimise marketing operations, and analyse consumer data.

Our Competitive Differentiation in Target

Infosys has internal solutions and accelerators for common business challenges to enable quality solution and reduced time to market:

- **In-Store Campaign Solution:** A two-prong solution with digital signages at aisles to display personalised offers and an enhanced POS solution that integrates with Campaign server to provide live offers. Solution leverages Increased customer touchpoints to deliver micro experiences and enhance customer loyalty.
- **INTACT (Intelligent Automated Campaign Tool):** INTACT is a Smart and Intelligent automated campaign solution framework, that encompasses all phases right from insight gathering to launching Campaigns to the derived small value-added segments. Key benefits are improved campaign effectiveness measured by higher conversions and clicks with a 20 – 30% reduction in turnaround time.
- **Campfire (Campaign Automation and Improvisation platform):** An integrated platform that takes Real-time campaign feedback and web analytics to create insight driven virtual customer segments and roll out Intelligent and well-informed campaigns on-time This impactful and Informed campaign help in achieving higher ROI and customer satisfaction.

Adobe Accredited Solution

Our "Intelligent Commerce Foundation" is an Adobe Accredited Solution that provides a holistic offering across Adobe Target, Campaign, and Analytics. A one-of-a-kind solution featuring an integrated tech stack of Adobe Commerce, Adobe Analytics and Adobe Target combined with strategic analytics and optimisation services to empower brands to deliver personalised customer journeys based on data.

Service Offering Highlights:

- Market readiness test for each country
- Data quality and quantity assessment
- Re-use, Scalability and flexibility throughout delivery execution
- Infosys UX/CX Capability to build Responsive Web / Email Templates

Infosys Differentiator:

- Tailored programmes based on client specific requirements and involvement
- Best in class analytical insight, dashboards, and digital health comprehension providing clear insights about the platform performance.

2.5 Adobe Marketo Engage Practice

Highlights of our Marketo Expertise

Infosys is responding to increasing demand for B2B marketing automation capabilities from our customers looking to integrate Sales, Marketing and Operations activities into a single unified marketing automation platform. We are heavily focused on ramping up our teams within our Adobe Practice to support this new wave of demand as to build deep expertise in Adobe Marketo. We are actively supporting a number of large global initiatives.

Investments over the next few years It's critical to drive a consistent and exceptional customer experience handover between Sales and marketing teams that is invisible to customers. Narrowing the gaps between Marketing roles of frontline growth and sales to deliver the conversations is critical to enable sustainable growth and a more integrated approach to acquisition, conversation and post conversion support. We see Adobe Marketo platform as a key platform to support this need. We are scaling our Adobe Marketo capabilities with additional certifications and ongoing training – Target 10 Certifications per quarter.

Our Competitive Differentiation in Marketo:

Marketo is usually considered as a B2B solution vs B2C, however this is not always the case for every customer. Our strategy consulting and business change management approach as key differentiators in distinguishing this difference as customers are persistently looking to integrate, Sales, marketing and operations into a single platform to seamless transfer customers through each department in their customer experience process.

- **Strategy Consulting:** Use Case, dataset and channel led approach helps us identify, priorities and orchestrate a rapid delivery approach in Marketo. It enabled us to effectively activate holistic segmentation capabilities to orchestrate business wide engagement programmes aligned across internal teams which are setup to work as customer journeys while we look for automation opportunities to orchestrate the whole customer journey between Sales, Marketing and Operations teams.
- **Business Change Management:** A key differentiator for us in this area goes beyond focusing on traditional business change management. which has typically been activity or process led. We are heavily focused on the fundamental shift between process change versus change outcomes which aligns expectations for how change is managed in the organisation across Marketing and Operations teams. It helps us navigate our customers to baselines value stream specific expectations across the whole customer experience business value outcomes that are unique to individual value streams.

2.6 Infosys Drupal Practice Overview

Infosys has developed a Digital Transformation Factory that utilises responsive web design templates in an Agile interactive development model. The factory prominently uses Drupal as its content management system, which is a flexible and highly scalable open-source framework. Through this practice, Infosys has been successful in building engaging Direct to Consumer portals for artists, which includes a creative ecosystem for Digital music, Blogs, Videos, Tour, Community, Meme Generators, Spotify playlist generators, and merchandise with a digital storefront. The Drupal-based template approach ensures consistency and allows for a quick turnaround. A key feature of the Infosys Drupal practice is the implementation of a factory-modelled assembly line that can stand up sites within a launch time of two weeks per artist site. The responsive web design caters to web and mobile platforms across varied form factors, ensuring a broad reach. As a result of this practice, Infosys has successfully created over 700 artist websites and 500 artist storefronts for 18 record labels, demonstrating the scalability and effectiveness of the Drupal practice.

Drupal Practice overview:

Our Team of World Class Consultants

- About 200 Drupal professionals across Infosys with required skills and expertise
- Over 25 Acquia certified Drupal 9/ Drupal 8 professionals
- Drupal identified as a key focus area for the practice and architects aligned to this product
- Professionals with experience in similar WCM products aligned with this product for growth

Predictable and Agile teams

- Most of the engagements involve end to end solution including cloud
- 75% of work done offshore in Agile delivery model

Focused Centre of Excellence group with Activities and Initiatives:

- Reusable solutions, Internal demo portals and Regular Tech connect Forums.
- Exhaustive internal training material with identified training champions.
- Contributions to Drupal.org.
- Partnership with Acquia for Drupal certifications and trainings.

Predictable and Agile teams:

- Over 20 successful engagements and a few large implementations in progress.
- Most of the engagements involve end to end solution including cloud.
- 75% of work done offshore in Agile delivery model.

Infosys Expertise across Drupal

Infosys has proven expertise on Drupal solutions and integrations across multiple cloud platforms, containerisation and architectures

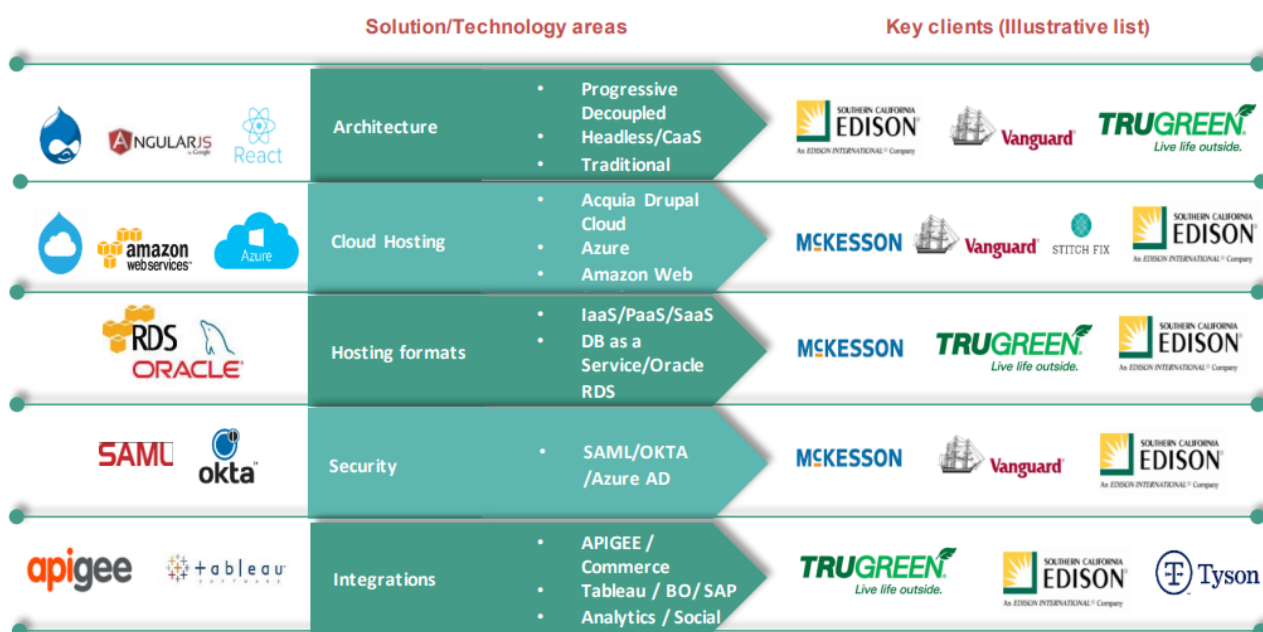


Figure 7: Infosys expertise across Drupal

Benefits Delivered across Drupal Implementations**End to End Enterprise Transformational Programmes:**

- Rich customer experience and modern UI.
- Omni Channel experience.
- Integrated Agile and DevOps practices.
- Programme Governance.
- Organisational Change Management.

Application Development/Redesign:

- New Application Development.
- Application Redesign.
- Web Accessibility – WCAG 2.0.

- Retire Legacy/Expensive Licensed platform.
- Adopt Mature and Cheap Open-Source alternatives.

Migration/Upgrade/Support Projects:

- Drupal 7 to Drupal 8 Upgrades.
- Alternate CMS to Drupal migration.
- On-premises to Cloud migration.
- Feature Enhancements and Ongoing Support.

Infosys Expertise in Large Cloud Implementations

Infosys has delivered many large cloud Drupal implementations for multiple business domains using both IaaS, PaaS and SaaS model.

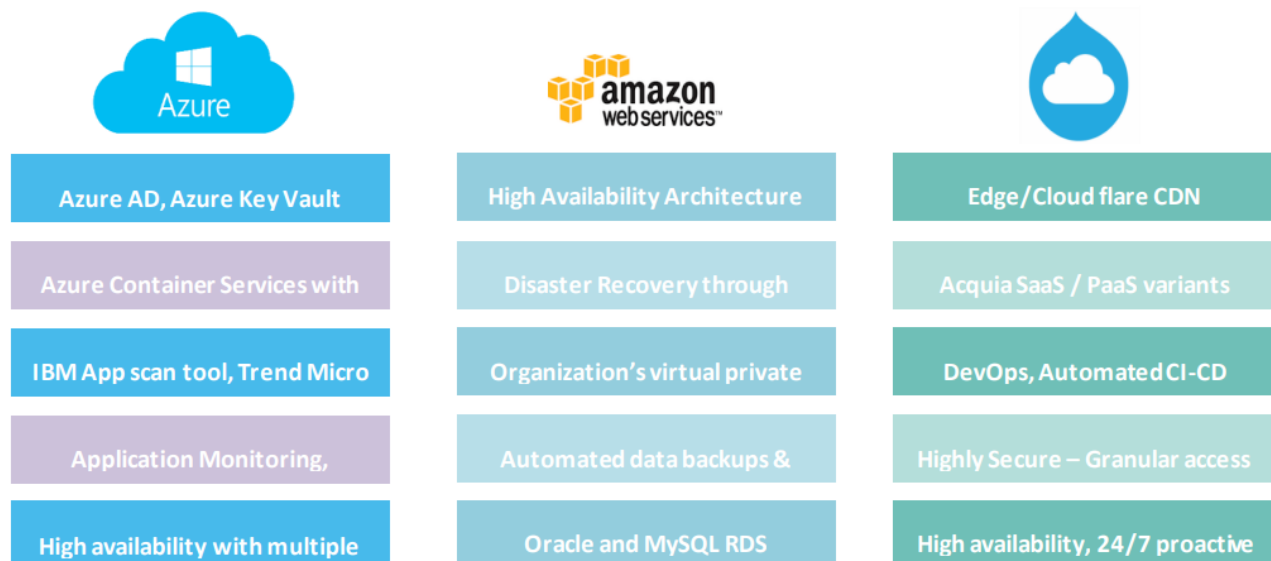


Figure 8: Infosys expertise in large cloud implementations.

Infosys has Strong Drupal Credentials and Success Stories

Large Transformational Programmes:

- End to end online platform transformation with WCAG 2.0AA standards, advanced analytics and single-sign-on ensuring seamless and rich customer experience for a power and utility major.
- Over 700 artist and fan club web sites created in more than 9 years with rich UI/features and social media integration.

Omni Channel Experiences:

- Mobile First and Omni Channel Experiences for Superior Customer Experience.
- Progressive (Drupal + react) and headless Drupal implementations.

Agile + DevOps + Cloud:

- Large agile programmes with integrated devops and automations.
- Rich experience in Acquia, Azure and AWS cloud-based implementations.

2.7 Sitecore Practice

Sitecore Practice overview:

Infosys Sitecore practice covers the entire spectrum – Website development and multilingual implementation, Technology migration to Sitecore, porting the websites to Microsoft Azure platform or any other hosting partner, Sitecore upgrade, system integration, product configuration and customisation, validation and management. We have over 250 Sitecore expert, over 30 active clients and have worked on over 100 Sitecore projects.



Figure 9: Infosys Sitecore Practice Overview

Offerings:

- Content Management Strategy Definition
- Vendor Evaluation and Roadmap definition
- Architecture Assessment and Benchmarking
- WCMS Implementation, Testing
- Content and Application Migration
- Digital Factory - Support and Maintenance
- Release Management
- Programme Management

Differentiators:

- Infosys Sitecore Training Academy
- Infosys Sitecore Migration Accelerator
- Reusable Assets Repository
- Infosys Website Rollout Kit
- Agency Training and Onboarding Framework
- Automated Release Management Framework

Infosys – Partnership with Sitecore

Infosys is Sitecore Global Implementation Partner

- Over 100 transformed websites on Sitecore based platform.
- Over 50 tools and components developed on Sitecore including Web roll out tool for copying an item / website from one language to another.

Infosys Sitecore Content Migration Accelerator

Infosys Sitecore Content Migration Accelerator is designed to help organisations provide more engaging digital experiences for their customers by managing the shift from any CMS to Sitecore Experience Platform (XP) at pace. Migration Accelerator removes the complexity and eliminates the risks associated with migrating your applications from legacy CMS to Sitecore XP by leveraging automation, bringing standardisation and simplification to the migration process.

- **Sitecore helix Starter Kit:** Create commonly used Sitecore items like renderings, components, layouts and more.
- **Content migration wizard:** Speeds up the content migration process.
- **Transformation:** Easily resolve any compatibility issues and enable automated validations.
- **Migration Content Enrichment:** Automate the creation of your new webpages.
- **Asset Extraction Tool:** Move your digital assets easily from legacy CMS to Sitecore.

Features:

- **Automatic Content Migration:** migrate the content automatically from DB to Sitecore
- **Easy to Configure:** DB and Sitecore Template - Onetime configuration and mapping is enough to migrate the content from DB to Sitecore. We can re-use the same configuration for the remaining localisation implementation.
- **Language Site Rollout:** Provide feature to migration same type content to all language variants.

Benefits:

- Effort versus cost saving, error free and faster rollout
- Content Authors can complete the migration without technical knowledge.

Infosys Sitecore Web Language Rollout Accelerator

Features:

- **Complete Site Rollout** - Creates a new web site in different language version. The new site will be created under the Brand item of the selected source site.
- **Partial Site Rollout** - Copies the partial content from one site to another existing site.
- **Language Site Rollout** - Creates a new language version in the existing site.

Automate the following steps:

- Create Language version for all individual page.
- De-link and link media Assets – Video, Images and CSS.
- De-link and link data source items.

Benefits:

- Effort versus Cost Saving, Error free and Faster Rollout.
- Web rollout tool will reduce the effort by 50% on the creation of language items.

2.8 Salesforce Marketing Cloud (SFMC) Practice

SFMC Practice Overview:

- About 500 SFMC professionals across Infosys with required skills and expertise.
- Infosys has over 315 certified SFMC consultants.
- We have completed over 250 successful engagements.
- Infosys SFMC Practice has over 10 years of practice maturity.
- Infosys is a Platinum Consulting Partner of Salesforce.
- Professionals with experience in similar WCM products aligned with this product for growth.
- We follow a Value-Based Methodology providing Global Deployment and Cross-Industry solutions.

Salesforce Digital Service Offerings:



Figure 10: SFMC Overview

3. Case Studies

3.1 Case Study 1: Vanguard

Title: Transformation of legacy platform to an innovative and modernised Content Management Platform for a leading investment advisor

Problem:

- Moving to headless implementation of content management using UI framework (Angular JS) from Legacy implementation.
- To provide the end users with ease of access to website on multiple devices.
- Provide a consistent and excellent user experience.
- Serve as an enterprise web content delivery platform
- Harmonious website and its content.
- A contemporary visual style, lightweight design which are often cluttered and complex.
- Personalisation for customer beneficial with preloaded data forms for specific products.

Solution:

- Our solution involved breaking the legacy monolithic architecture through a cloud native, opensource PaaS and microservices based architecture, which is future proof, scalable, flexible, modular, and secure.
- Migration from On-Prem to Cloud.
- Content framework Development
- Customised Authoring interface and workflow
- Content Import, export utility, Excel based content authoring
- UI framework Development.
- CI/CD pipeline implementation
- Migration of content from existing CMS to new CMS
- Implementation of Elastic search.
- Implementation Akamai CDN
- Support and Maintenance
- Drupal CMS will be replacing the current Teamsite CMS.
- Drupal will be acting as centralised content repository for all the VG applications.
- Drupal will be used in headless architecture, where content will be served through secure REST APIs.
- It has multi-lingual capability, workflow, integration with SOLR search, survey and A/B Testing.
- Content Migration is the focus area.

Technology stack: The technology stack includes Angular, Ionic, Apigee, Microservices, Akamai, AEM forms, Appian, Genesis 2.0, AKS, Dynamo DB, Newgen, Infosys Content Migration Framework, and Infosys Cognitive Meta data tagging solution.

Benefits:

- Enhanced the user experience for the end users following a user centred, standards based and inclusive design.
- Reduced effort and time for updating any content on the website using the content management system with the various easy to use components and templates.
- Easy and smooth publishing of various frequently changing content items such as News and Events on the website by the business users.
- Seamless integration achieved with existing solutions and systems.

- The solution is moved from on Prem to Cloud which reduced hardware cost spent.

3.2 Case study 2: Comcast

Title: Sitecore migration for one of the largest multinational telecommunications conglomerates

Problem:

- Client wanted to migrate Sitecore and .NET Applications (3+1) from On-Prem to Cloud (AWS) along with Sitecore 8.2 to 10.2 upgrade
- MPX (Current video streaming tool) has challenges on video streaming and Support of the tool will end by Dec 2022. Hence Client wants to migrate 6K Videos from MPX to Vimeo.
- Client also wanted the UI Revamp for one of the applications, Google Clarity needs to be integrated for tracking.
- Client wanted a provision of automated Image Processing for different Resolutions, and It's expected for Content Editors to avoid multiple image uploads for different resolutions.

Solution:

- Infosys started with Impact Analysis, identified and estimated Code feature upgrade for On-Prem to Cloud transformation using AWS functions (Lambda, Secrets, Event Bridge, S3, Ec2 etc.).
- Suggested to leverage AWS Pipelines for DevOps automation.
- Decided to Leverage AWS Images to host Sitecore and UI Application.
- Recommended Implementation of Custom Authentication for Vimeo Integration to overcome operational challenges.
- Strategised Synchronisation of Key Video details from Vimeo to Sitecore using AWS functions (S3 etc.).
- Suggested Custom implementation and recommended to use the feature of Sitecore Advanced Image generation from media item.
- Added focal point feature.

Technology stack: Sitecore 8.2, 9.0, 10.2, Sitecore Analytics, Mongo DB, Solr, integration of SignNow, Vimeo, AWS.

Benefits:

- Successfully Completed Sitecore 10.2 Upgrade for the Headless Sitecore Application.
- Successfully Completed AWS Migration to host Headless Sitecore App and .NET MVC UI Application.
- Sitecore 10.2 Upgrade (from 8.2) enables elevated user experience with SSO login for Content Editors.
- Completed the Migration of 6K Videos from MPX to Vimeo.
- Completed the Synchronisation of Key Video details from Vimeo to Sitecore using AWS functions and its Live over internet.
- Successfully completed Extensive Responsive UI Revamp for 10+ Pages.
- Successfully Completed the AWS Pipeline Setup along with WSS Security Scan – Integration (to make sure 0/Low Vulnerability issues for every release).

3.3 Case study 3: Prologis

Title: Development of a user-friendly web portal for a real estate investment and warehouse management company

Problem:

- A primarily real estate investment and warehouse management company wanted to build web portals with rich user experience and consistency in design across websites, supporting all devices and browsers.

Solution:

- Tightly coupled and single codebase architecture
- Drupal V9 upgrade
- Single sign-on integration using Prologis User Directory
- Responsive web design
- Multi websites and multilingual websites enablement and support
- Smarting connector for content translation to multiple languages
- Legacy Infrastructure overhaul to bring in Acquia cloud hosting with end-to-end DevOps Setup
- Agile development model

Technology stack: Magento, PHP, My SQL, jQuery, HTML, CSS; Execution with Agile and Global Delivery model

Benefits:

- Easy website content management, maintenance and better content authoring experience
- Implemented the effective caching by using Cloudflare CDN for faster page load.
- Content distribution to country sites becomes easier using Acquia Content-Hub component.
- Updated version of Drupal V9 helped to avoid security lapse and vulnerabilities.

For more information, contact askus@infosys.com



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