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EPAM ADAM/HYBRIS DIGITAL ASSET ACCELERATOR

FULLY AUTOMATED DAM SOFTWARE

COMPLETELY CUSTOMIZED FOR E-COMMERCE



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REDEFINING THE DIGITALLY ENABLED BUYING EXPERIENCE

Through the integration of CMS and DAM software from its respective partners, Hybris and ADAM, EPAM has redefined the digitally enabled buying experience by focusing its design on the consumer, as opposed to the marketing channel. By emphasizing and developing around this distinction, we have designed a 9-step process behind each consumer behavior, defining the value chain of e-commerce consumerism as pre-shop, in-shop and post-shop.

For the consumer and your business, the in-shop phase of the value chain is the most critical, as we all know that platforms riddled with errors and irrelevant or mismanaged digital assets fail to generate sales. Indeed, the success of this portion of the value chain is defined by the consumer's close inspection of your digital assets (product images, descriptions, videos, etc.), making it vital that all relevant media and data be presented effectively across all platforms.

CONSUMERS KNOW A GOOD SALES EXPERIENCE WHEN THEY SEE ONE, BUT WHAT CONSUMERS DON'T SEE IS HOW LONG IT TOOK TO CREATE EACH PRODUCT LISTING, GENERATE EACH INDIVIDUAL SKU, AND SYNC YOUR DAM WORKFLOW WITH YOUR CMS. THROUGH OUR WORK WITH HYBRIS AND ADAM, EPAM HAS DEVELOPED A DIGITAL ASSET ACCELERATOR TO ACCOMPLISH THOSE OBJECTIVES IN RECORD TIME.



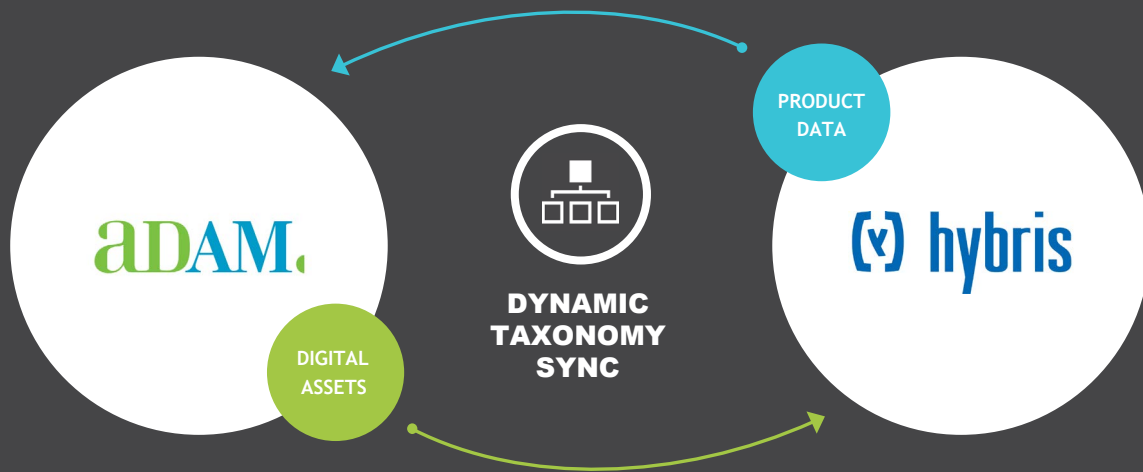
CURRENT PAIN POINT: DESYNCING DIGITAL ASSETS



When it comes to managing your business' digital assets, maintaining efficient and consistent workflows and taxonomies is key to keeping costs low and output high. For back-end developers and content managers , however, disjointed yields between CMS and DAM software can cause a lot of headaches, leading to lapses in efficiency and excesses in time expenditure.

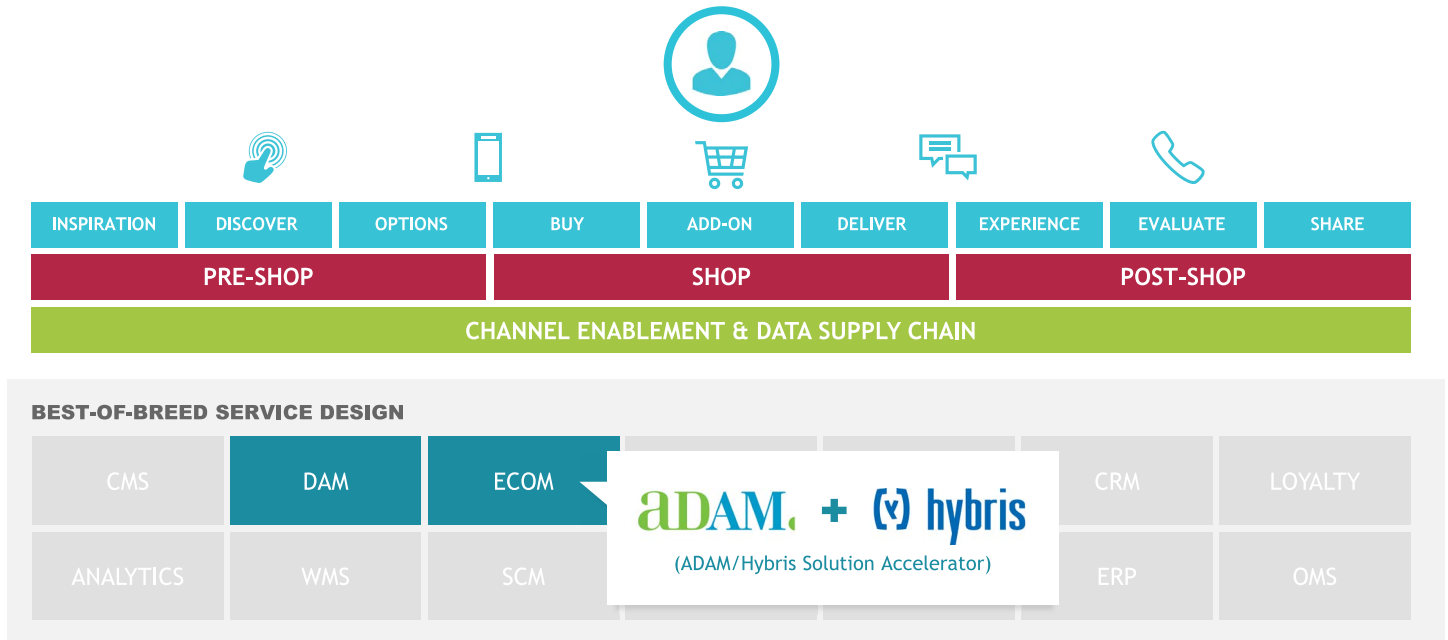
ELIMINATING ASSET DESYNCING THROUGH SEAMLESS, BI-DIRECTIONAL SYNCHRONIZATION

Seamless, bi-directional synchronization between ADAM and the Hybris eliminates risks of product and marketing assets desyncing between master storage and upstream system, as well as across all channels



EPAM's Hybris and Adam Connector effectively eliminates the risk of product and marketing assets desyncing between master storage, the upstream system and all other channels. When integrated into your e-commerce platform, the Digital Asset Accelerator ensures that all taxonomies are synced dynamically, allowing your creative team to align asset deliverables with production taxonomy while also planning for upcoming marketing campaigns and product launches.

END-TO-END PRODUCT ASSET CONTROL

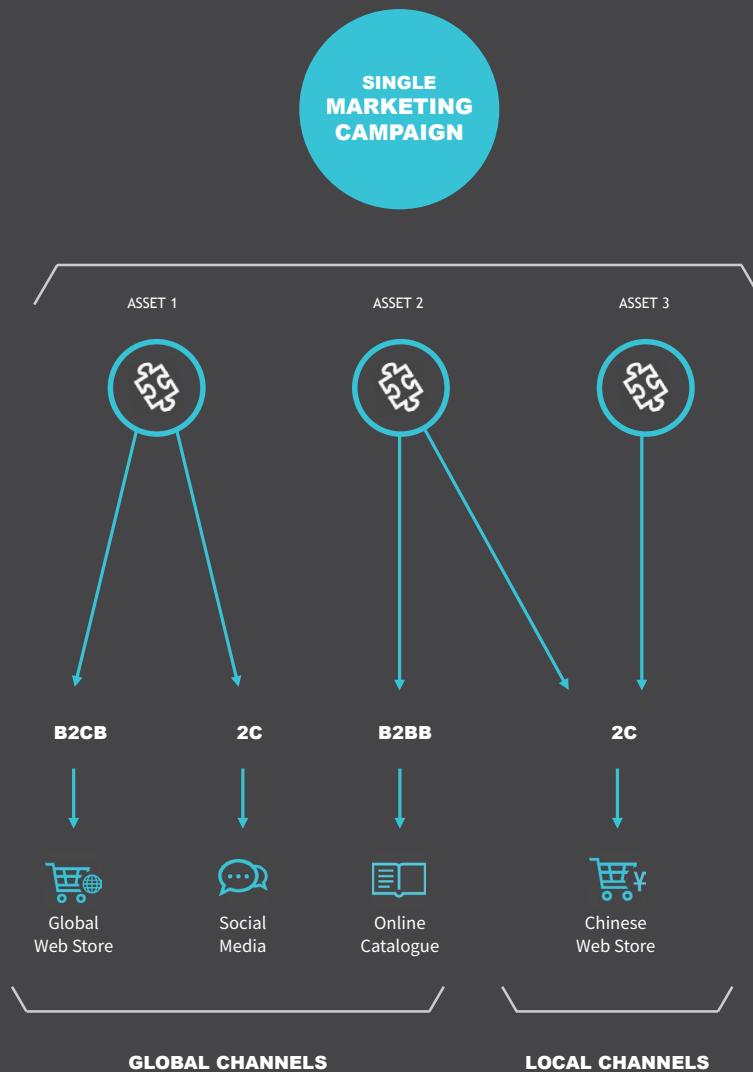


For truly seamless workflows, product assets like images, videos, and warranty information are approved in ADAM and then automatically synchronized with Hybris, allowing the product to appear in your storefront exactly as it did on the back-end of your website.

This high level of product asset control enables DAM users to map digital assets on a master level and make selections for different aspect ratios and resolutions that are applied end-to-end. For exceptional cases that override default synchronization rules, manual mapping facilities are employed through Hybris, giving the DAM user the ability to control and revert manual assets back to an automated process.

AGILE, CHANNEL-BASED TARGET MARKETING

While managing a single marketing campaign in DAM, the assets are dynamically distributed among different marketing channels based on personalization & localization



Beyond automating product assets, the Digital Asset Accelerator is also designed to manage marketing campaigns, dynamically distributing your assets among different marketing channels based on personalization and localization data.

Through the integration of this intuitive software, back-end DAM users can input marketing geo-locations, specify global and local channels, include content links, choose start-end dates, and much more. The best part? It's all in a single marketing campaign!

EPAM HYBRIS/ADAM DIGITAL ASSET ACCELERATOR: A HOLISTIC SOLUTION FOR E-COMMERCE

A product of extended collaboration between three industry leaders in digital innovation, the EPAM Hybris/ADAM Digital Asset Accelerator is truly a revolutionary, holistic solution for e-commerce. While the benefits of integration are measurable company-wide, the Accelerator is designed to benefit three specific groups of individuals:

1 THE CUSTOMER

A better user experience on the front-end of the website means a better sales experience overall, leading to more conversions.

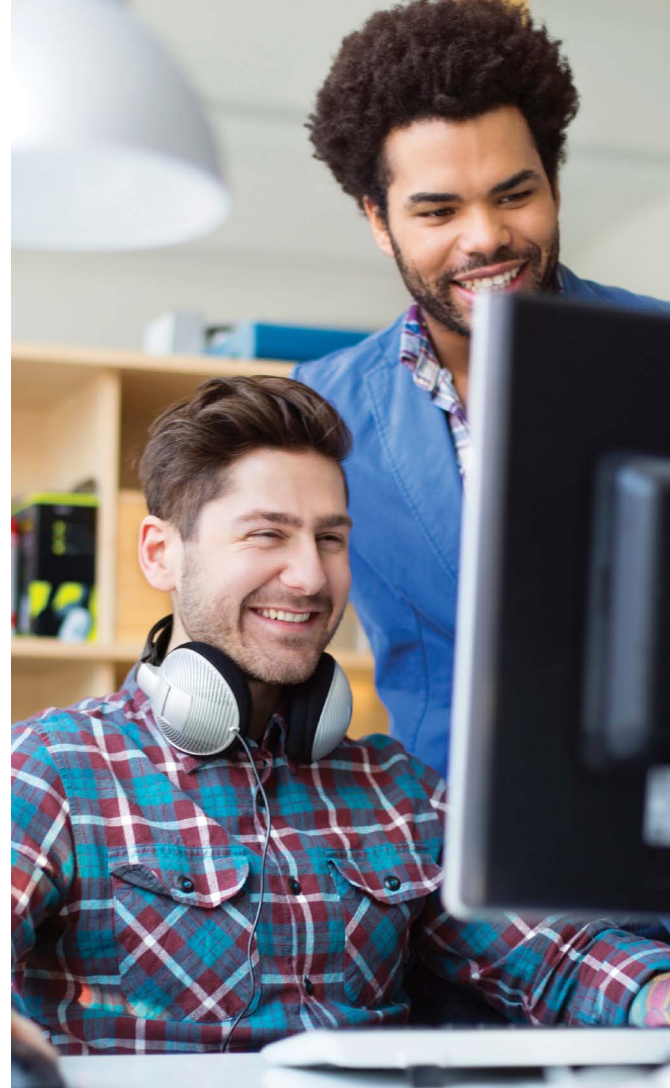
2 THE BACK-END DEVELOPER

Before the Digital Asset Accelerator, back-end developers were responsible for sifting through and realigning asset taxonomies. Now, they are free to focus on more technical, non-automatable work.

3 THE ACCELERATOR END-USER

Whether they know it or not, product and marketing experts inputting asset information into the DAM software are saving the company time and money, as the content syncs up automatically with the CMS.

Once implemented, our software will accelerate the learning curve for your employees, synchronize your product and marketing asset upkeep, and cut costs across your entire e-commerce development infrastructure. Contact EPAM today to help you define your digital assets and redefine the way you integrate them into your e-commerce platform.



QUESTIONS?
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