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Digital



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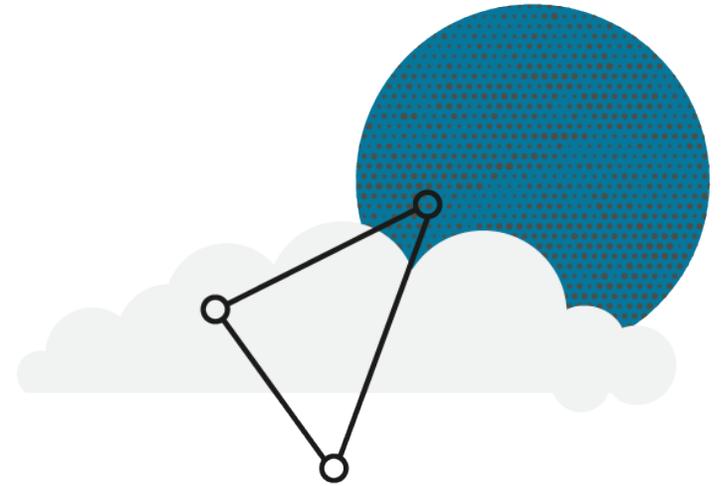
Deloitte Adobe Xccelerator



Accredited
Partner Solution

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What is AX?

An accelerator that allows our clients to reduce time to market and deliver a great online experience with Adobe Experience Manager solutions.

AX is a Deloitte solution that extends Adobe's Experience Manager product by offering additional pre-built components, templates, layouts, features and integrations.

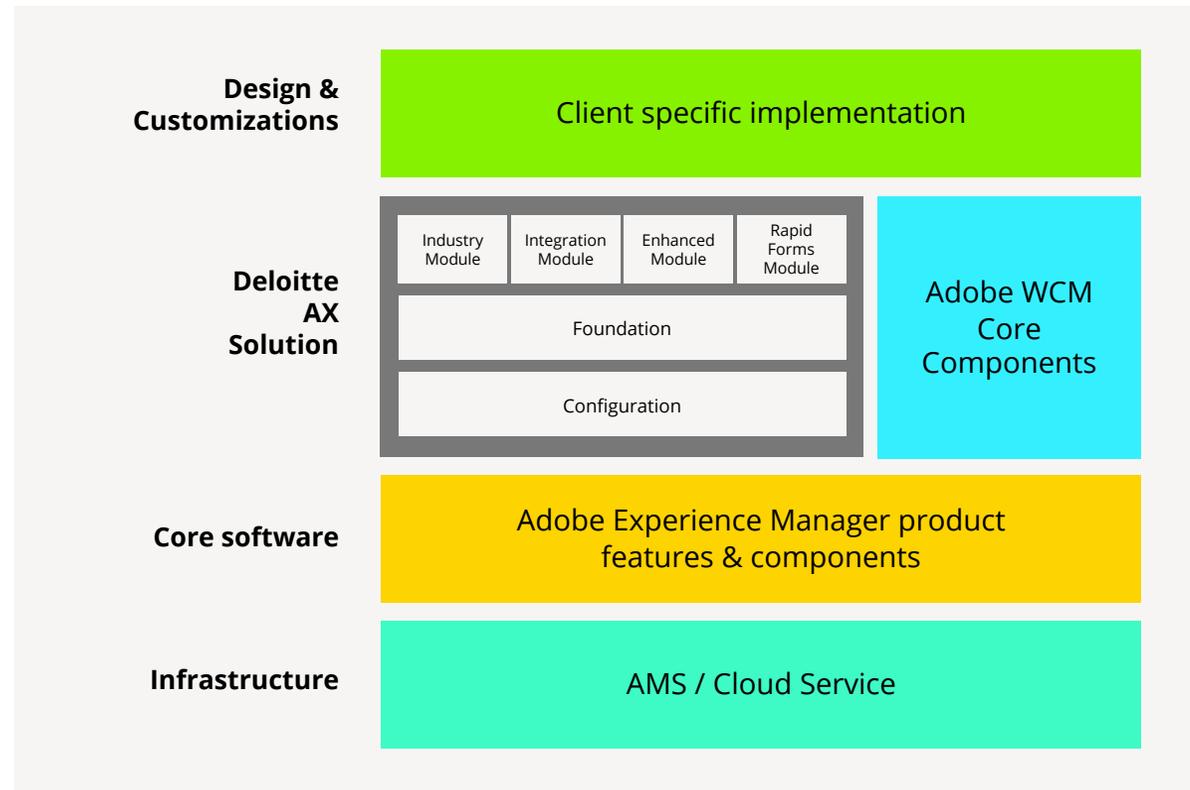
AX allows for a faster, more cost effective Experience Manager build, without compromising on code quality or design.

The extensions offered as part of the AX support our clients' more complex use cases, common integration requirements, and industry-specific customisations.

In AX the front-end is decoupled from the back-end Experience Manager assets, providing as much flexibility as needed for design-heavy sites.

Also included is a comprehensive Wiki containing functional specifications, "how to" guides for content authors and live component demos, as well as Design Accelerator kit containing the elements for design teams to hit the ground running.

AX continues to evolve as a product, with immediate and longer term plans driven by both business and technology priorities.



What are the benefits of AX?

AX has been used to accelerate the initial implementation for several of our key clients, including Transurban, Bank of Queensland, Virgin Money, and many more.

- AX provides a production-ready platform that increases speed to market and reduces cost for the initial implementation, enabling clients to test & learn sooner
- Includes a suite of re-usable templates, components and the most commonly required backend features and integrations, delivered upon a best practice foundational architecture designed for extension
- Drives growth & innovation by allowing us to focus on unique features that differentiate our clients' products
- Supports a range of relevant applications, from rapid white site deployment to deployment of common components across a multi-site/multi-tenant environment to baseline platform upon which to build, to Platform as a service
- Supported by an experienced team focused on maintaining consistency as well as ongoing evolution and new features in response to continuous feedback loops and to support emerging requirements



Common applications of AX

AX offers a significant advantage to our clients in all scenarios



Simple but rapid Experience Manager implementation

For clients seeking a simple but rapid implementation of Sites or Forms, AX accelerates the time to market by providing an out-of-the-box site that can be customized according to the client's brand and style guidelines.



Complex requirements

For clients with more complex requirements, AX offers a great head start. Using AX can cut cost, time and risk by providing a tried and tested baseline for complex implementations, allowing clients to focus on the differentiating aspects of their experience.



Multiple brand sites

For clients with multiple brands, AX provides a component library with enough flexibility to be rolled out across multiple brands.



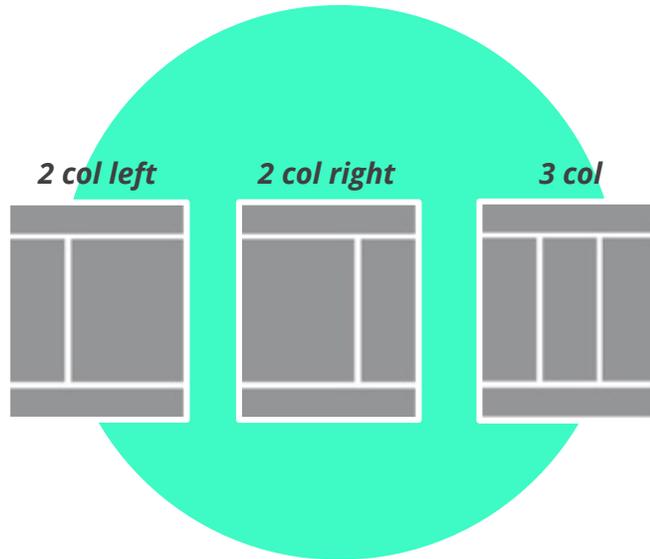
Upgrading Adobe Experience Manager

For clients looking to upgrade to Adobe Experience Manager 6.5 or move to Cloud Service, AX can expedite the end-to-end process.



Our solution

1. Over 30 pre-built layouts, components & templates



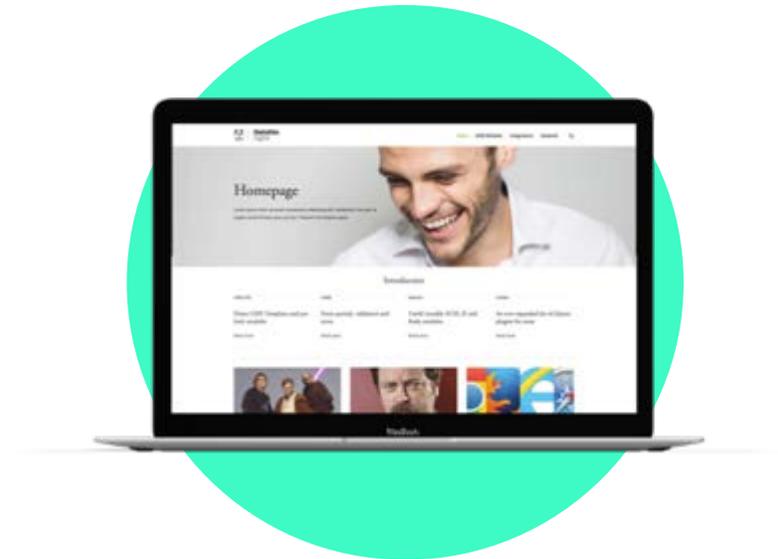
5 Layouts

Basic foundational layouts that make up all pages on a website



30 Components

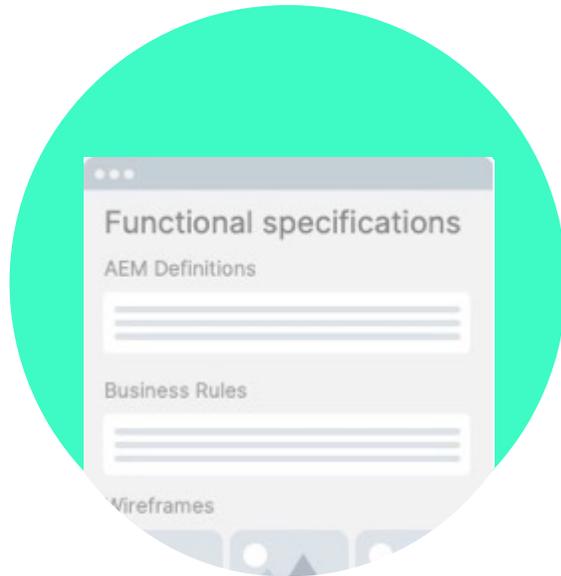
Individual blocks of functionality to create user journeys



10 Templates

Common pages such as Home, Landing, and Search Results

2. The Wiki



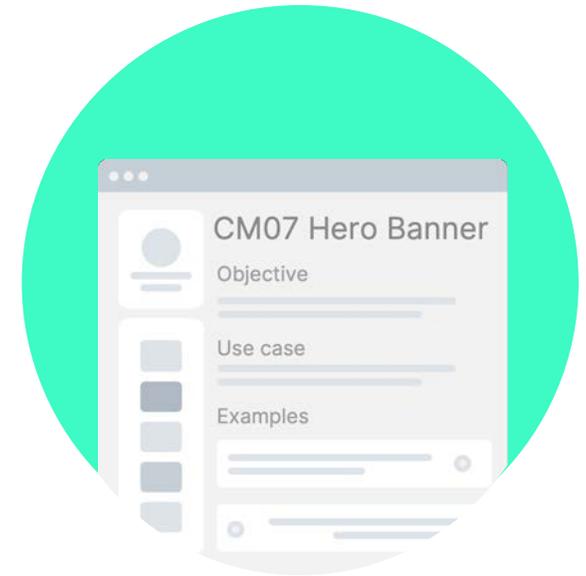
Functional specifications

Detailed documentation about how the layouts, components & templates work



How To's

Step by step user guides to help content authors to get up to speed sooner



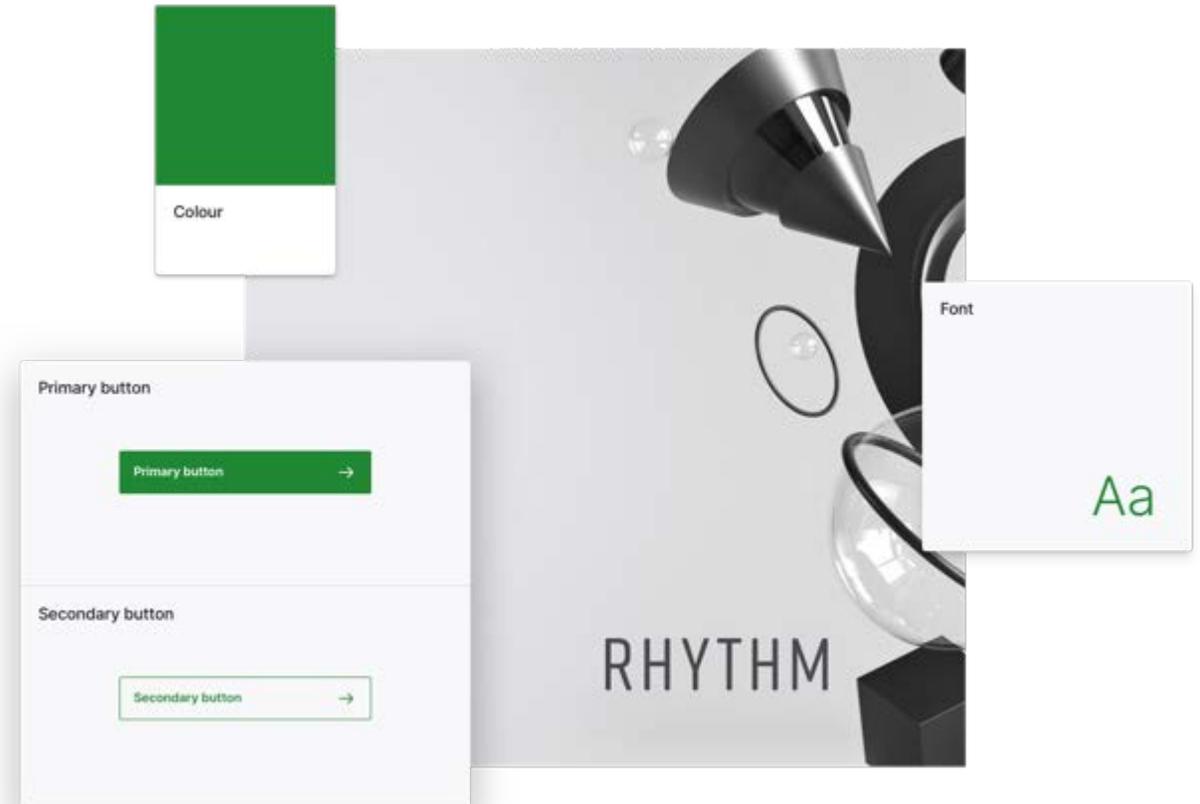
Components

Live component demo's built in code so project teams can see how they work in the browser

3. Design accelerator kit



- Deloitte's open source Sketch library
- Comprehensive repository of predefined components and styles
- All of the basic elements your design teams need to hit the ground running



Latest features

The following features and capabilities are now available in AX

Support for Adobe Experience Manager as a Cloud Service

- Experience Manager as a Cloud Service introduces the next generation of the Adobe Experience Manager product line and is the cloud-native way of leveraging the Experience Manager applications.
- AX is now supported on Experience Manager as a Cloud Service, meaning AX can also be used to accelerate projects for our clients who want to use the Cloud Service.

AX Rapid Forms

- AX now includes Rapid Forms, a package that accelerates our clients' ability to rapidly deploy digital forms by extending the core features of Experience Manager Forms.
- Rapid Forms modules have been built to support our clients most common forms use cases and can be easily extended to meet specific custom requirements.

WeChat Integration

- AX now offers an integration to enable publishing of content from Experience Manager to WeChat as a new marketing channel.
- This feature allows content and assets to be pushed from Adobe Experience Manager to WeChat without the need for code development or deployment at the WeChat native app level.

Enhanced Automation Testing

- The AX testing automation framework has been extended to enable our developers to quickly write automated tests to test content authoring scenarios and to do automated regression.
- This automation will ensure the quality and robustness of our solution as it continues to evolve.

Thank you.

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