

# DIGITAL PRODUCTION REPLATFORMING

50% OF REPLATFORMING PROJECTS EXCEED  
BUDGET & TIMELINES BY AS MUCH AS 2X

## ECLERX'S SOLUTION

### PLATFORM AND PROCESSES SUPPORT

#### Consulting

Platform Process  
Change Management

#### SEO/SEM/ Site Search

Minimize impact  
Site Search Rules  
management

#### Content Data

Existing Inventory  
Rewrite/ Retain/ Retire  
Clean/ Optimize/ Move

#### Process Design

AS IS Process  
To Be Processes  
Documentation

### PM AND ROLLOUT

#### Project Management

Onsite PM  
Plan & Track  
Risk / Issues Management

#### Change Management

Stakeholder Trainings  
Trainings Collaterals  
Roll Out

## WHY ECLERX

### ✓ Replatforming Consultants

- Experts with prior experience in at least 5+ similar projects
- Handhold clients through replatforming journey
- Develop current to future state bridge

### ✓ Platform Expertise

- Adobe AEM, IBM, Sharepoint, Vignette, Sitecore, Magento, Joomla, Wordpress, Endeca, Solr, etc.

### ✓ Domain Expertise

- Retail, High Tech and Luxury

### ✓ Replatforming Framework

- Best practices from previous projects are tailored for every re-platforming project

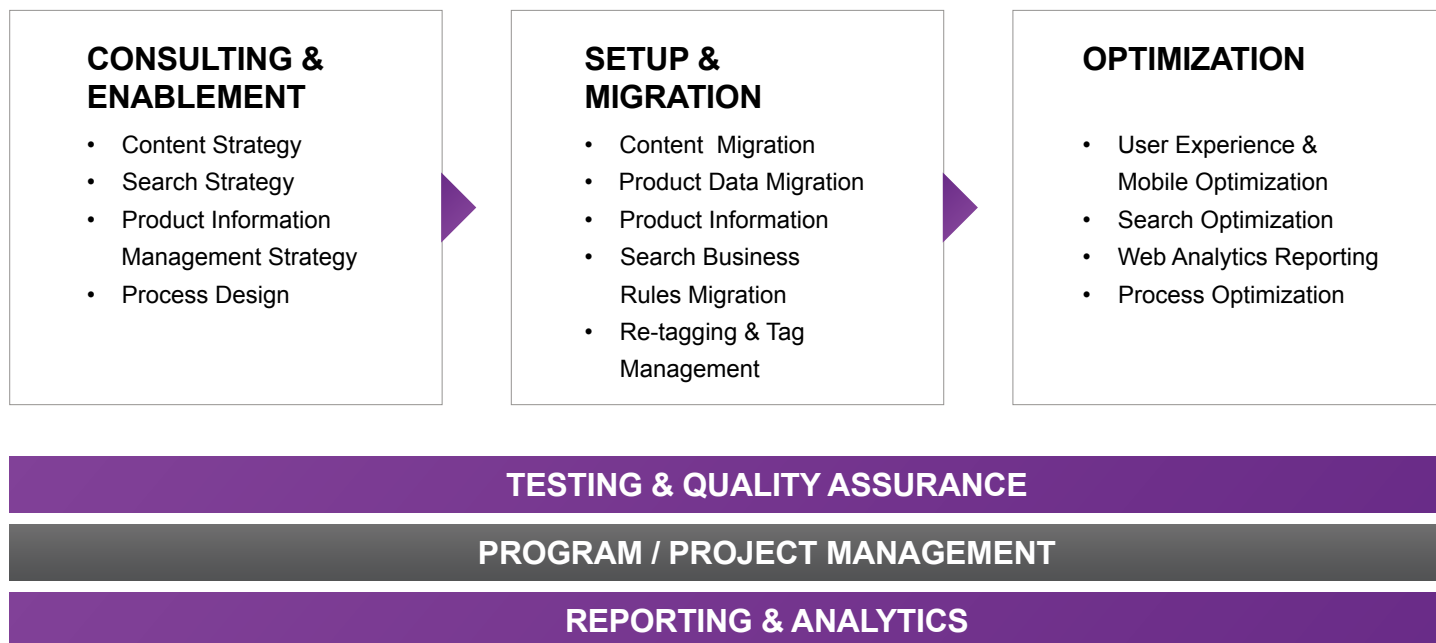
### ✓ Delivery Model

- Ability to ramp up the team of 100-200 in very short period of time
- Flexibility to work 24x7
- Good mix of onsite and offshore resources
- Daily and weekly governance
- Issues and risk management

### ✓ Tools & Technology

- Automations for various migration and cleansing activities
- Mobile Lab for responsive design
- Online Audit Tools

## END-TO-END FLEXFORECASTING SOLUTION



## RESULTS DELIVERED

eClerx recently partnered with a top US retailer to migrate from their legacy platform to IBM. We supported consulting, planning, execution and rollout support from a platform and processes perspective. eClerx enabled the client to successfully launch the new website in a span of 1 year to the new IBM platform, which included:

**50,000**

SKUS MIGRATED

**400,000**

ATTRIBUTES  
CLEANED UP

**2,000**

WEB PAGES  
MIGRATED

**100%**

QUALITY ON  
NEW SITE

**45,000**

IMAGES/VIDEOS  
PDFS MIGRATED

**1,000**

PAGES  
DOCUMENTATION

**7**

AUTOMATIONS FOR  
25% OF PRODUCTIVITY

**On-Time**

COMPLETION

### ABOUT ECLERX DIGITAL

eClerx provides critical business operations services to over fifty global Fortune 500 clients, including some of the world's leading companies across financial services, cable & telecom, retail, fashion, media & entertainment, manufacturing, travel & leisure, software and high-tech. Incorporated in 2000, eClerx is one of India's leading process management and data analytics companies and is today traded on both the Bombay and National Stock Exchanges of India. eClerx employs 9,000 people across its global sites in the US, UK, India, Italy, Germany, Singapore, and Thailand.

### CONTACT

[www.eclerxdigital.com](http://www.eclerxdigital.com)

