



# Digital Experience Platform



**ADVISE | TRANSFORM | MANAGE**

## Experience led transformation using an Azure platform-based approach

Zensar's Digital Experience Platform (DXP) is our Industry leading framework built to leverage the leading Azure-based Digital Experience offerings such as Adobe Experience Manager and Sitecore. The plug and play flexibility of our DXP components allows your organization to accelerate your Digital journey irrespective of your current stage.



- **FREE 3 Day Digital Experience Assessment Offer!**
- **Zensar reduces GTM time by 20-30%**
- **Zensar boost's your efficiencies by 25%**
- **Zensar expands your ecosystem from B2B to B2B2C!**

Cross sell and Upsell Impact Increases your Revenues and Saves your Customers

Provision of an immersive experience across channels leads the customer to engage with different applications/products leading to increase in business and increased customer retention.

**Get Results Faster with Less Work Using DXP from Zensar.**

Zensar's Digital Experience Platform framework is flexible to drive progressive adoption in line within your organization's priorities.

**Smart, Flexible, Efficient**

Zensar's DXP Platform enables you to simply build one time and re-use smartly by your business teams thereby providing exceptional efficiencies to the tune of 25% or more!

**Free 3 Day Digital Marketing Azure Optimization Assessment Offer**

**Day 0 & 1:** Objective setting and scope definitions are determined. Brief overview of the current state and the desired future state of Digital Marketing Applications. We review the client's Digital Marketing Applications estate (Servers, Database, Web Apps & Data and determine the impact of those applications on client's business functions.

**Day 2 :** We work with your technical team(s) to collect the data for applications and infrastructure. We layout the approach and plan to perform assessment and outline the key deliverables of assessment

**Day 3:** We deliver a report detailing our approach, recommendations and roadmap to initiate an optimized, Azure-based Digital Marketing Experience. Your 100% satisfaction is our #1 goal.

**Our Digital Experience Platform will:**

Deliver seamless & consistent experience across country, geography and product specific sites with multilingual experience

Drive abilities for the market/product specific teams to launch campaign sites / microsites without involving IT teams

Ensure compliance requirements such as Accessibility, GDPR etc.

Intelligently managed and personalized content across channels such as Web, Mobile, Email, Kiosk etc. Create once and render across all channels

Expand your ecosystem from B2B to B2B2C

**Our FREE Consultation and Digital Experience Assessment will quickly help you see the possibilities!**

# Zensar's removes complexity for making Teams your mission-critical communications platform.



## Our Digital Experience Platform enables a Cross sell and Upsell Impact:

Provision of an immersive experience across channels leads the customer to engage with different applications/ products leading to a significant increase in business and increased customer retention.

- Increase your Revenues by 10%, 20%, 30%, 40% or more!
- Re-ignite existing customers / Enable New Digital Experiences



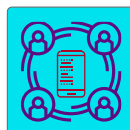
## Component driven immersive experience across channels / Content rich stimulating engaging experience

Our executional level takes insights from strategy and delivers beautiful, functional and delightful engaging customer experiences. Our team specializes in development of Native mobile applications, Omni channel web applications, Physical / Digital Experiences. Single Page Application (SPA). Our customer centric solution helps to bring to life the UX strategy and design by following a well-defined methodology to improve audience engagement.



## Drive Customer Acquisition, Ensure Consistent Brand Voice & Enhance Personalization with Zensar's Digital Marketing Services and DXP.

Zensar helps you translate your digital marketing strategies to effective multichannel campaigns and personalized and relevant content to drive superior customer experience. Enabling you to get a "Smart View" of your customer by performing multichannel marketing analytics deriving intelligence to drive smarter and timely marketing decisions for your brand, while also connecting them to industry trends. Our service offerings include multichannel campaigns, personalized experiences, content management and marketing analytics



## Zensar Provides Digital Consulting Services for:

Digital Strategy and Corporate Development  
Digital Marketing, Customer and Sales Transformation  
Digital Finance and Finance Transformation  
Digital HR, Talent Transformation and Change Management  
<https://digital-consulting.zensar.com/>

## Zensar Offers Digital Experience Workshops, Consulting and a FREE Digital Experience Assessment Offer

### Our promise to you

- We let you know right away how you can utilize Zensar's Digital Experience Platform and our Digital Marketing Services to the maximum benefit for your company.

Zensar has vast experience with Microsoft Digital Marketing offerings from Adobe, Sitecore, Magento and many more.

Zensar also helps companies move their Digital Marketing Applications to Azure. We even provide Digital Marketing Managed Services. We do it all.

**Why Zensar?** Fortune 2000 companies are using Zensar's Digital Infrastructure Services.

We are a Gold Certified, Globally Managed, Microsoft Cloud Solution Provider.



Adobe Experience Manager

