

# CASE STUDY

**International Energy Company  
Manages Multilanguage Content  
Across Channels Using Adobe  
Experience Manager**

**softserve**

## Client Background

Our client is an international energy company with expertise in the exploration, production, refining, and marketing of oil and natural gas, and the manufacturing and marketing of chemicals. This global group of energy and petrochemical companies has an average of 86,000 employees in more than 70 countries. The company uses advanced technologies and takes an innovative approach to help build a sustainable energy future.

## Business Challenge

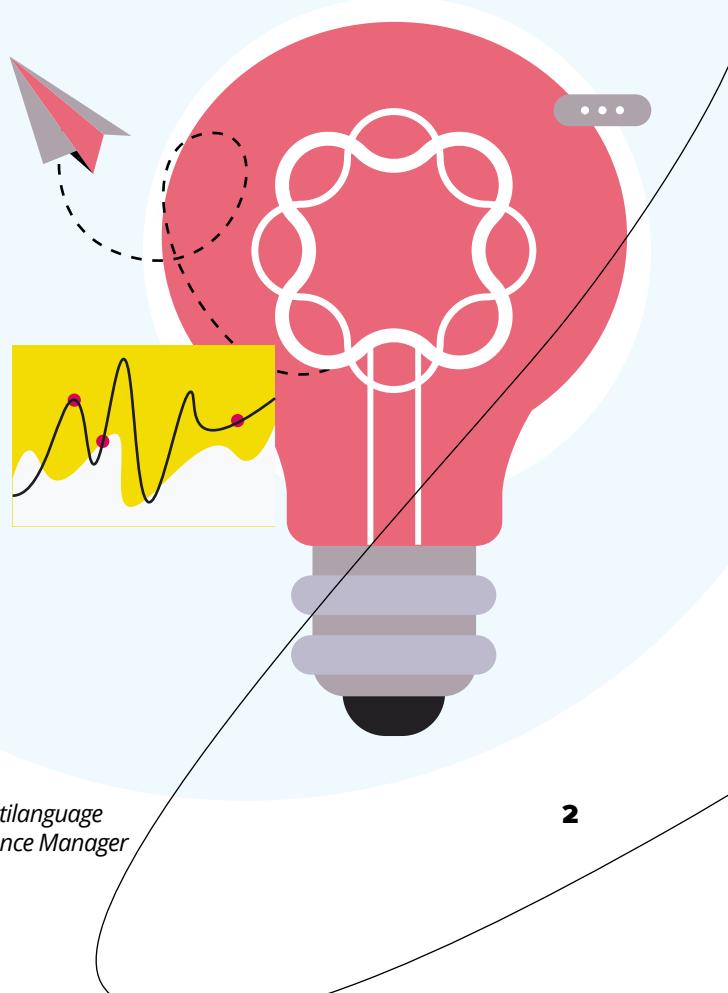
One of the main business challenges that our client faced was operational efficiency in terms of project management. The company was looking for a more effective methodology to apply into the everyday activities of its technological teams. The client consulted SoftServe for expertise on how to introduce a more innovative approach in managing projects effectively; as well as providing maintenance and support of their content management solution that hosted over one hundred multilanguage corporate and brand websites, Adobe Experience Manager.

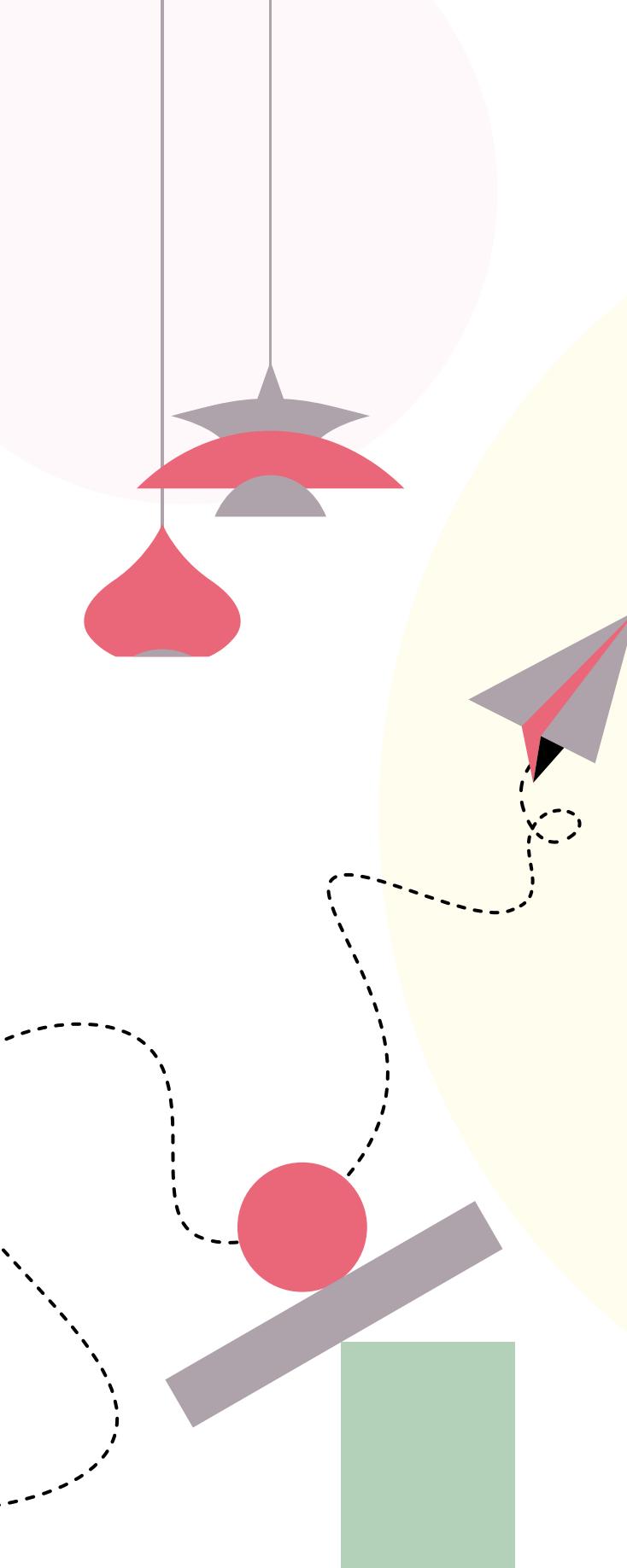
## Project Description

SoftServe's digital experience platforms team provided a solution based on Adobe Experience Manager, a leader in content management systems for building websites, mobile apps, and forms. The platform allows consistency across channels and devices in terms of content distribution. Some of the core activities that the team was responsible for included maintaining

over one hundred multilanguage websites, addressing issues and advising on the best strategic approaches to challenges. Additionally, SoftServe was responsible for any integrations of Adobe Experience Manager with other in-house systems, third party vendors, and tools.

Our team of engineers and technical consultants also introduced the agile methodology for managing projects more effectively. The team successfully adopted scrum methodology into its everyday practices, including holding more productive daily meetings, and moving from time estimates to story points. SoftServe's experts were in close cooperation with the client's product owners, technical teams, and management to have a clear view and understanding of the business requirements.





## Value Delivered

SoftServe guided the transformation of practices and management approaches for the project and its members into a more productive and effective environment. SoftServe's expertise and deep knowledge of Adobe Experience Manager helped the client in managing its content, marketing activities, and initiatives more easily and efficiently. Some of the main benefits of the solution included:

- An easy to use web content management system for managing content across channels and devices
- Multilanguage support for multiple brand and corporate websites
- Visibility over user interactions and data-driven decision making based on analytics tracking
- Search engine optimization (SEO) and accessibility features
- Improved operational effectiveness
- Constant implementation of new solutions, tools and integrations of AEM features with the website such as content fragments, content fragment models, experience fragments, content services, etc.
- Refactoring of legacy code

## **ABOUT US**

SoftServe is a digital authority that advises and provides at the cutting-edge of technology. We reveal, transform, accelerate, and optimize the way enterprises and software companies do business. With expertise across healthcare, retail, media, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation—from generating compelling new ideas, to developing and implementing transformational products and services.

Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

We empower enterprises and software companies to (re)identify differentiation, accelerate solution development, and vigorously compete in today's digital economy—No matter where you are in your journey.

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