

Time Warner Cable

Enriching customer's journey through seamless AEM implementation for award-winning website

#WebContentManagement

#AdobeExperienceManager

Summary

TO THE NEW helped Time Warner Cable (TWC) consolidate 60 different web properties into a single award-winning centralised web platform through seamless AEM integration. This empowered TWC to provide engaging and contextual experience across channels.

The Client

Time Warner Cable is the second-largest cable telecommunications company in the United States with presence across 29 states and with 31 divisions. The company caters to more than 14 million customers who subscribe to one or more of its video, high-speed data and voice services.

The Goal

Time Warner Cable wanted to provide an optimised and enhanced digital experience to the users and improve customer satisfaction. As one of the leading cable telecommunications companies in the world, TWC entertain almost 8-10 million unique visitors every month on 60 different site domains. They wanted to consolidate these 60 multiple sites into one single domain. Through this, TWC aimed at streamlining the internal management of disseminated assets on different websites. They also needed to augment their existing development team with competent AEM experts for the on-going development tasks of their website.

Execution & Key Features

- Developed a cross-functional team while working with the TWC's engineering team to create a scalable solution using Adobe Experience Manager (AEM)
- Helped consolidate 60 web properties into one single domain through AEM implementation without compromising on the overall user interface

Highlights

- ✓ Migration of 60 domains into one platform
- ✓ Geo-targeting for content and pricing on a regional basis
- ✓ Implementation of fully responsive design
- ✓ Fully distributed Scrum between Denver and New Delhi

Technical Excellence

- Developed an extensive reporting feature for user generated content extending the existing functionality of AEM
- Ensured each functionality works in campaign management, the way it works on normal CQ5 pages
- Delivered dynamic content and pricing based on users' geographic locations
- Developed reusable components in responsive design to enhance the existing functionality without forcing content re-authoring
- Implemented fully responsive design website
- Supported client for their overall requirements into architecture, migration, and implementation for their company-wide integration on Adobe AEM
- Integrated Omniture, CQ5 Campaign Management, Adobe Test & target, Adobe SiteCatalyst with Adobe Experience Manager



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