



A Leading Accounting Publication of US

Reinventing Legacy Platform of a Foremost Accounting Publication through Successful AEM Implementation

#AdobeExperienceManager

Summary

TO THE NEW migrated the decade-old legacy platform of a leading accounting publications to Adobe Experience Manager enabling their launch in new markets with an optimized website. This helped the client to deliver an intuitive and engaging experience to their visitors.

The Client

The client is a leading accounting publication, which provides daily professional and regulatory updates, news and videos in the field of accounting, financial reporting, auditing, taxation, financial planning, etc. through their website. It is a one-stop site for all accounting and finance professionals receiving more than 500,000 visitors every month.

Objective

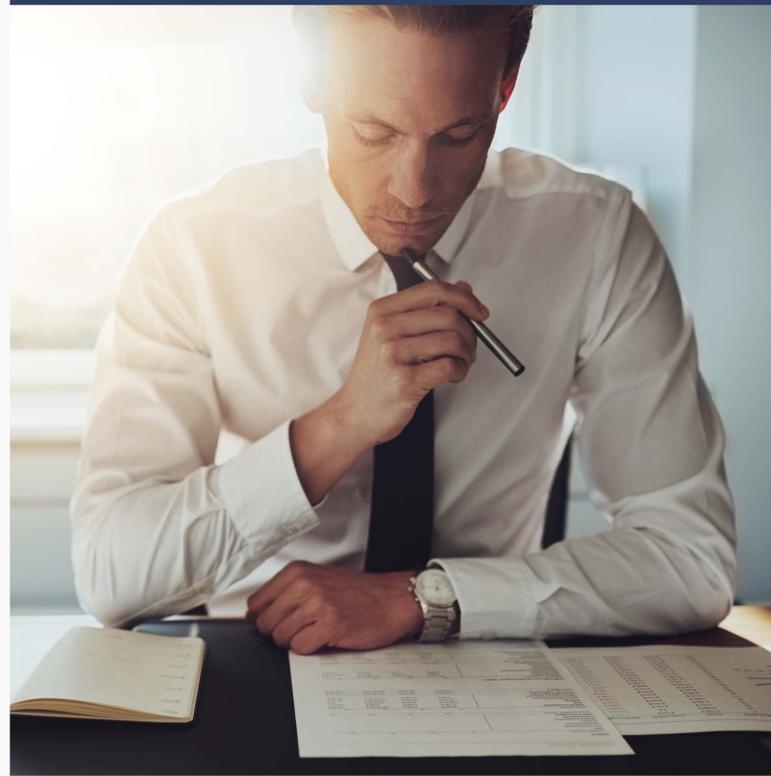
The client's legacy platform, being a decade old website, wasn't scalable and also lacked responsiveness. As an industry leader in publishing accounting publications, they needed to provide a world-class experience to their authors, publishers as well as followers through their website. It needed migration to a better CMS to manage a large number of content assets. The client wanted to preserve the consistency in the existing assets (more than 12000 in number) as well as improve the overall authoring experience on the website. Besides, they wanted to include a search functionality on their website with advanced filters to let users see all the publications with the searched keywords. Client also wanted to introduce a new section where most read articles could be shown automatically.

Key Features

- Migrated their traditional website to Adobe Experience Manager by consolidating all the existing content assets
- Maintained consistency of the existing as well as new content assets

Highlights

- ✓ 1200+ content assets migrated
- ✓ Optimized website experience
- ✓ Complex integration of AEM with Google Analytics



- Integrated an external search engine (Apache Solr) on the website to improve the overall search experience based on keywords.
- Enabled a section of most read articles in real time through integration with Google Analytics
- Increased usability with better co-authoring experience

Technical Excellence

- Migration of the whole website including around 12000 content assets from the legacy platform to AEM while preserving the old links (SEO wise) for the complete website. This also included creation of different templates and components for different kind of pages on the website
- Inculcated the website responsiveness feature for all devices
- Enabled search functionality on the website through integration with an external search engine - Apache Solr, which fetches data from 3 different sites on-the-fly related to a particular keyword, index it in real time and show results within seconds.
- Added a new section on the website to show most read articles by plugging it with Google Analytics and fetching most read article data in last 24 hours. This integration fetches reports for the most read articles once every day to be shown on the website. AEM's cloud configuration framework was leveraged for a custom integration with Google Analytics.

Technology Stack

Backend



Frontend



AMC Suite



Additional Tools



Know more about our AEM offerings

 www.tothenew.com

 [Talk to Our Experts](#)