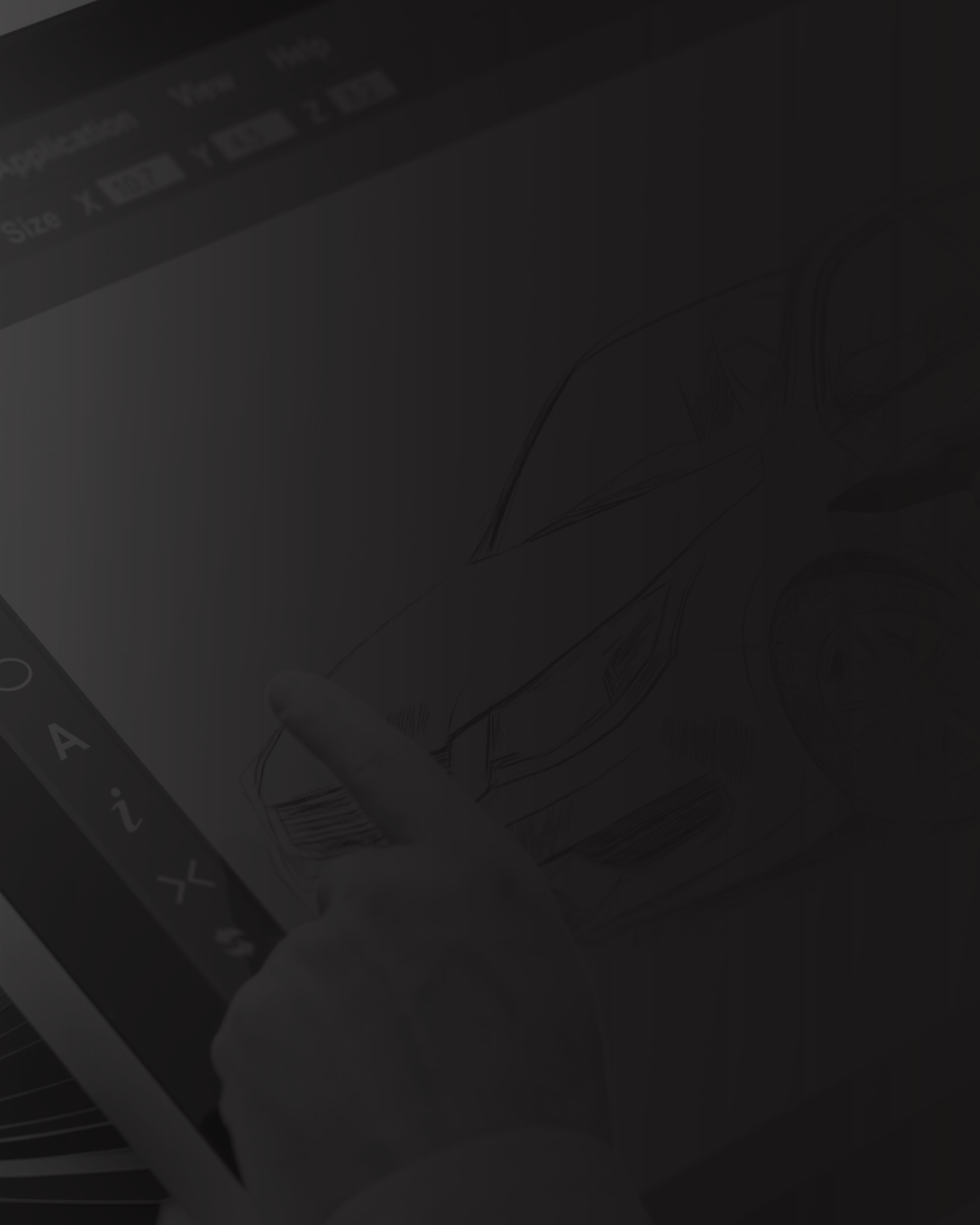


INSPIRED DIGITAL EXPERIENCES

Driving the Future of Consumer-Centric Innovation

PERFICIENT[®]

Adobe



Digital technology is reshaping how consumers engage with products and creating new opportunities for automotive and manufacturing brands to build lasting relationships across the entire customer lifecycle.

The customer journey starts well before a purchase and extends far beyond it, and consumers expect seamless, personalized experiences at every stage.

Perficient helps both automotive and manufacturing leaders modernize operations and elevate customer experiences. Our deep industry expertise enables us to navigate complex challenges while keeping customer growth and retention at the core.

Across industries, we've helped clients innovate and adapt. In the following pages, you'll find a curated selection of Adobe-powered solutions critical for your industry that showcase what's possible. As you explore, consider how these ideas can inspire transformation in your own business.

Whether you're just beginning or accelerating your digital journey, we're here to help you build the experiences your customers expect—and the agility your business needs to thrive.

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TOP 10 GLOBAL AUTOMAKER

Improving Efficiency With a Combined Commercial Fleet Site

Challenge + Opportunity

Our client had more than 80 siloed websites in 11 countries. Maintaining the sites was expensive, cumbersome, and complicated the customer experience. Personalization was also nearly impossible, so it was time to consolidate the fleet sites.

Solution Highlights

We utilized a headless approach with Adobe Experience Manager to merge and migrate the pages. Our client can now easily manage and personalize content with improved geolocating capabilities, while reducing overhead costs.

Key Benefits



**Faster Site
Load Times**



**Personalization
and insights**



**Efficient Site
Management**



**Reduced
Overhead Costs**

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GLOBAL AUTO FINANCE PROVIDER

Creating Personalized Multichannel User Experiences

Challenge + Opportunity

Our client wanted to use Adobe Experience Cloud to improve the user experience by creating seamless, multichannel, personalized experiences that build customer loyalty, provide a constant connection, and enable self-service.

Solution Highlights

We led a phased strategy to execute analytics and personalization to increase engagement and reduce cost. This approach allowed the company to measure and analyze real-time data, and, in turn, personalize and improve users' digital experiences.

Key Benefits

90%

Increase in Net
Promoter Score

47%

Call volume reduction
in key areas

121%

Increase in autopay
registration

82%

Increase in new
feature adoption

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GLOBAL FUNCTIONAL BIO-INGREDIENT SUPPLIER

A First-Ever Customer Portal for Global Ingredient Supplier

Challenge + Opportunity

The company wanted to build its first-ever customer portal on Adobe Experience Manager. It was important that the portal deliver high-touch customer value.

Solution Highlights

We began by mapping out site functionality and UX/UI while assisting with business readiness. The portal was built from the ground up on AEM and integrates into existing environments.

Key Benefits

The self-service tool that provides customers order tracking, access to documentation and order history, warranty information, and a feedback mechanism.



**Tracks user
behavior and KPIs**



**Scalable for
future growth**



**Integrates with tools
and software**

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FORTUNE 100 CROSS-SECTOR SMART TECHNOLOGY

Implementing Adobe Commerce and Integrating With AEM

Challenge + Opportunity

The research chemical division wanted to create a highly responsive ecommerce experience as an integrated component of company's customer portal. Doing so would provide a unified, scalable, and compelling customer experience.

Solution Highlights

We implemented an Adobe Commerce solution template that can be repeated across divisions and integrated it with Adobe Experience Manager for content. Commerce is now the single system of record for web orders and transactions.

Key Benefits



Real-time
inventory look up



Improved shipment
tracking



Country-based
catalog assignment



Customer-specific
permissions and
pricing

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HEAVY-DUTY TRUCK MANUFACTURER

Supporting Dealer Sales Through Digital Asset Management

Challenge + Opportunity

The company's dealers used sell sheets to provide product specifications to potential customers. The assets were not available digitally, and dealers could not combine multiple sheets into one file.

Solution Highlights

We used Adobe Experience Manager (AEM) to create a searchable library that houses digital versions of the sell sheets, which can be downloaded in PDF or PowerPoint format.

Key Benefits

With the help of AEM and Adobe's digital asset management solution, dealers can quickly find and use the most current collateral they need to aid in the sales process.



**Easily Searchable
Digital Library**



**Flexible Formatting
and Delivery Options**

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TRAVEL AND MOBILITY SOLUTIONS LEADER

Unifying Content Management With AEM as a Cloud Service

Challenge + Opportunity

The company needed unified access to siloed marketing assets, seamless integration with content creation tools, and global content consumption that wouldn't impact its existing AEM instances.

Solution Highlights

We conducted a semi-automated migration to AEM as a Cloud Service, reorganized content assets and metadata, and provided change management services for legacy assets.

Key Benefits

We improved workflows, access, and permissions and defined asset versioning, lifecycle, and archival management. Improved metadata and taxonomy allows for asset search and re-use.

7 TB

Data processed

3.5 TB

Data ingested after
duplicate cleanup



Faster, more scalable
asset ingestion

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LARGE ELECTRIC VEHICLE CHARGING NETWORK

Charging Ahead With Customer Experience-Driven Commers

Challenge + Opportunity

The company needed help designing, building, and supporting its first ecommerce site to sell its L2 home chargers, previously sold on Amazon, directly to electric vehicle owners.

Solution Highlights

We recommended Adobe Commerce as the best solution to meet the company's technical and marketing goals and subsequently launched the new site on Adobe Commerce Cloud for B2B and B2C customers.

Key Benefits

Through a custom user experience and design, the site provides a superior experience over Amazon and is integrated with fulfillment and payment vendors. It also provides the user with installation options.



**Site is integrated
with Salesforce**



ADA Compliant



**Phase 2 functions
enabled**

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GLOBAL AUTO FINANCE PROVIDER

Creating Reliable Customer Self-Service With Adobe

Challenge + Opportunity

The company wanted to provide a self-service experience across multiple channels to improve customer satisfaction, build loyalty, reduce call center volume, and lower costs.

Solution Highlights

We helped design and build the self-service MyAccount for the company using Adobe Experience Manager and a mobile application using Microsoft Xamarin and Adobe Analytics.

Key Benefits

The innovative experience increased net promotor scores by 90% and reduced call center volume by 47% in key areas such as billing and statements, make a payment, and forgotten password.

112%

**Increase in digital
auto pay registration**



**Won 3 digital
marketing awards**



**Drove \$112K in loans
and leases**

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TOP MULTINATIONAL AUTOMAKER

Creating a Centralized Resource Hub for Cohesive Branding

Challenge + Opportunity

The automotive company’s brand asset-downloading programs were hosted across multiple platforms. The OEM needed a unified and cohesive tool for its internal and external users to easily access and download these branding assets and resources.

Solution Highlights

We built a new brand hub on Adobe Experience Manager that centralized all the company’s brand resource tools, including logos, event collateral, color palette, and more. The site also consolidates brand messaging for the company’s business team.

Key Benefits

50%

Increase in unique
visitors

42%

More page views
per visit



Easier access to
resources and tools



Consistency across
U.S. brands

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TOP 10 GLOBAL AUTOMAKER

A Virtual Auto Showroom for European Markets

Challenge + Opportunity

Our client needed an ecommerce experience in Europe to allow customers to source dealer inventory through its websites.

Solution Highlights

We worked with teams in Europe to build a light version of the experience for its specialty vehicles and launched a full, working experience on Adobe Experience Manager ahead of schedule.

Key Benefits

The site generated more than 1,700 site visits and drove 20 leads in the first three days. The user-friendly site showcases up-to-date inventory and enhances the user experience.

20

Lead within the first
three days



User-friendly website



Enhanced user
experience

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GLOBAL INSUTRIAL MACHINERY MANUFACTURER

Improved Rental Business to Serve Market Beyond New Product Sales

Challenge + Opportunity

Re-platforming the company's rental site onto Adobe Experience Manager was critical to the brand and dealer network for maintaining market relevance and increasing marketing lead generation.

Solution Highlights

We designed a new customer experience for the main site, along with 80 dealer sites. We migrated content, built an intuitive user experience, and integrated third-party software applications.

Key Benefits

The new rental site allows dealers to curate and author content for their respective sites while accelerating the brand's digital expansion.



**Designed CX for 80+
dealer sites**



**Helped achieve rental
business goals**

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TOP 10 GLOBAL AUTOMAKER

An Improved Dealer Experience

Challenge + Opportunity

The company asked us to evaluate new platforms to improve engagement with its global automotive dealers. This led to a redesign/re-platform of the company's dealer portal from SharePoint to Adobe.

Solution Highlights

We leveraged Apache Solr for improved search so dealers can easily obtain information and Adobe Experience Manager to support the overall experience. An initial two-year timeline to migrate content was completed in less than three months.

Key Benefits

The dealer community now has faster and more efficient access to documents and critical information and a portal that serves as the starting point and home page for all dealers.



**Improved email
communication with
Adobe Campaign**



**Personalization &
insights with Adobe
Target & Analytics**



**Leverages a multi-
cloud application
platform**

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GLOBAL INDUSTRIAL MACHINERY MANUFACTURER

Unifying Sites to Streamline the User Experience

Challenge + Opportunity

Our client had struggled for a few years to develop a “logged in” experience for its flagship site. Most of the company’s sites used different platforms and stored data separately, which created a disconnected user experience that was difficult to use and manage.

Solution Highlights

We stepped in, pulled together a full project plan, and, utilizing Adobe Experience Manager, delivered the experience in less than eight months. The logged in experience stores credentials between sites for a unified experience for visitors. It also allows customers to stay logged in when navigating between all company sites and manage their site preferences from one central hub.

Key Benefits



Users to stay logged
in when navigating
all sites



First step in unifying
all sites



A more personalized
user experience

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TOP U.S. RESIDENTIAL FIRE SAFETY PROVIDER

Increasing Conversions With an Adobe Commerce Upgrade

Challenge + Opportunity

The company wanted to upgrade to the latest version of Adobe Commerce for its updated functionality, including enhanced security and a mobile-responsive user interface.

Solution Highlights

We used our software upgrade factory model to update the website's configuration and build the new site, making the move to the latest instance cost-effective.

Key Benefits

The upgrade led to significant increases in mobile and website conversions, which paved the way for updating additional sites and future digital marketing work.

637%

Increased mobile
conversions

89.8%

Increase in website
conversions

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GLOBAL PACKAGING SOLUTIONS MANUFACTURER

Streamlining Content Workflows for a Better Customer Experience

Challenge + Opportunity

Our client wanted to better support its customers' product customization requests and provide its graphics team with an easier way to view, update, and maintain content.

Solution Highlights

We used Adobe Workfront and Workfront Fusion to automate workflows and track requests, and used AEM to centralize, display, update, and maintain the graphics data.

Key Benefits

New requests automatically trigger workflows, making it easier to respond to customers quickly. The graphics team can easily access graphics data and the status of requests in one place.



Automated workflows



Cloud-native DAM



**Better customer
support**

Let Perficient help you on your digital transformation journey.

Perficient is the leading global digital consultancy. Our team of strategists, designers, technologists and engineers help the world's largest enterprises and biggest brands boldly advance their business and drive real results through the power of technology. We shatter boundaries, obsess over outcomes, and forge the future for our customers.



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