

ADOBE XCELERATOR (AX)

# RAPIDLY ASSEMBLING POWERFUL CUSTOMER EXPERIENCES

*Turn preconfigured components and tools into sites that drive trust and loyalty*



Creating an effective online experience typically takes time and talent—both of which can be in short supply in today's environment. Move too slowly to create those experiences, and your customers may move on to your competition. The good news? You can rapidly create winning experiences that foster customer loyalty—without having to start at square one.

## Site simplicity

Deloitte Digital's Adobe Xccelerator (AX) enables you to fast-track the creation of customer experiences that can drive trust and loyalty, without compromising on code quality or design. AX leverages Deloitte Digital prebuilt components, templates, layouts, features, and integrations for Adobe Experience Manager—for out-of-the-box sites, brand-customized experiences, or more complex use cases.

Not only does AX support rapid implementation of Adobe Experience Manager plus flexibility for multiple brands or design-heavy sites, it can also help position you for the next step on your path with Adobe solutions and cloud services.

## Potential benefits of Adobe Xccelerator

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Provides a **production-ready** platform that can increase speed to market and reduce cost for initial implementation, allowing you to test and learn sooner

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Developed and maintained by an experienced team focused on **solution consistency** and **evolution**, based on the emerging requirements of users

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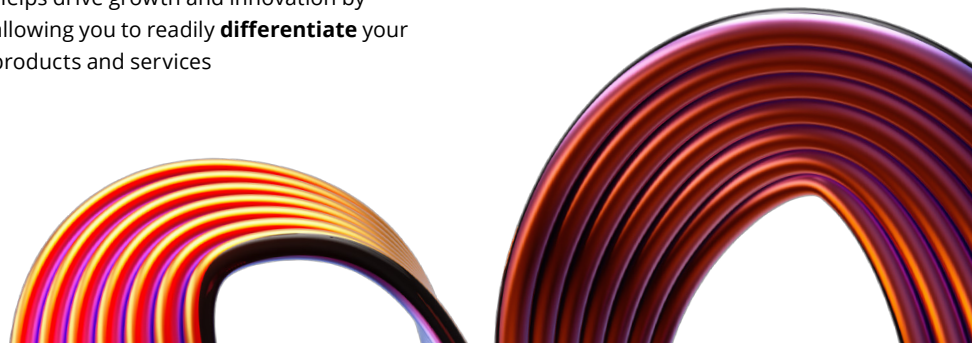
Helps drive growth and innovation by allowing you to readily **differentiate** your products and services

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Includes a suite of **reusable** templates, components and the most commonly required backend features and integrations, based on leading practices

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Supports a **range of applications**—from rapid “white site” development to deployment of common components across a multi-site/multi-tenant environment to a baseline platform for “as a service” needs



# Adobe Xccelerator (AX) demo

*Experience the solution in action*

To help you quickly and cost-effectively create loyalty-driving customer experiences, Deloitte Digital's Adobe Xccelerator provides a full range of digital assets, features, and functionality. It is also embedded with Deloitte Digital's industry-specific insights and experience in commerce transformation, marketing strategy, and business innovation.

## The solution includes:

- Prebuilt layouts, components & templates
  - 5 layouts, 30 functional component blocks to create user journeys, 10 templates for common pages
- Guidance for creating experience
  - Functional specifications, how-to guides to help content authors, built-in demo components
- Design accelerator kit
  - Deloitte's open-source Sketch library, a repository of predefined components and styles, basic elements to help design teams move faster

## Other features include:

- Support for Adobe Experience Manager as a cloud service
- AX rapid forms, for deploying common digital forms
- WeChat integration, for access to a new marketing channel
- Enhanced automation testing to help ensure quality

**Learn how your organization can quickly create powerful customer experiences with Deloitte Digital's Adobe Xccelerator. Contact us to get the conversation started.**

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**Stefano Ingrassia**  
*Specialist Lead | AEM Expert*  
Deloitte Digital  
dingrassia@deloitte.it

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**Tom Jefferies**  
*Director*  
Deloitte Digital  
thjefferies@deloitte.it

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