



# Digital Experience Accelerator

An Adobe Verified Partner Solution

Accelerated Value Realization with Zensar's  
Adobe Expertise

## Zensar's Adobe Credentials



7+ years of experience working on Adobe multi-solution implementation, operations & support



Specialized Adobe Experience Manager partner with subject matter expert in the team



100+ certified consultants with 200+ Adobe solutions experienced team



Experience working for 4+ industries



35+ implementations across 15+ clients



DXP Accelerator built using Adobe solutions having 50+ ready to use components and 5+ use cases

## Digital Experience Accelerator (DEXA)

Digital Experience Accelerator (DEXA) is our Adobe accredited solution that drives customer experience transformation. Its multimodal and conversational experience delivery capabilities improve brand stickiness and customer loyalty. DEXA delivers business impact by reducing customer churn, improving customer engagement, increasing customer conversion and ensuring customer retention.

What makes DEXA unique is that it enables a truly multimodal experience to end consumers. They can converse with your brand on their channel of choice and would get an experience in the mode (voice, video, text etc.) that is most suited for them. They can also interact with your brand via multiple channels simultaneously.

### Features:

- Decoupled solution built on top of Adobe Experience and Document Cloud to deliver multi-brand, multi-country, multi-site & localised experiences
- Cloud native solution built with platform-based approach for online & off-line customer journeys
- Created with a principal of 'build once by IT and use dynamically by business teams'



With its 50+ prebuilt components, predefined KPI's & Dashboards, 5 use cases and 2 innovative solutions, DEXA enables organizations to kickstart their transformation journey from day 1.

DEXA leverages out-of-the-box capabilities of Adobe Experience & Document Cloud solutions to bring out a seamless multi-solution architecture that is scalable and extendable. Using DEXA, businesses can improve go-to-market time by 35% and improve operational efficiency by 25%.

### The DEXA advantage:



#### Ready-to-Use

Plug & Play framework



#### Platform Agnostic

Multi-technology compatible



#### Built-in User Journeys

Out-of-the-box standard features



#### All Devices Enabled

100% responsive



#### Headless Architecture

API based integration



#### Future Ready

Voice, bot, AI/ML-enabled



## Why DEXA?



### Use Cases

- Omnichannel content delivery using content store
- Facet based search
- Realtime journey measurement to track & measure customer journeys
- Build & launch campaigns & microsites with minimum IT involvement



### Benefits

- Improved go-to-market time
- Cloud-native, scalable and flexible architecture
- Multimodal experience
- Improved engagement, conversion rate & reduced churn



With our in-depth experience of Adobe solutions, industry and domain expertise, Zensar is uniquely positioned to deliver experience driven transformation for our clients by leveraging our multimodal experience delivery solution – DEXA. With our extensive technology dexterity and Adobe partnership landscape, we collaborate with our clients to minimize risk, understand the complexity of digital channel & marketing technologies implementation and help in meeting regulatory compliance such as GDPR and accessibility, and much more. With the goals of our customers in mind, we provide solutions around the entire digital stack, thereby managing our client's digital assets operations, and technical support.

# zensar

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We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 130 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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