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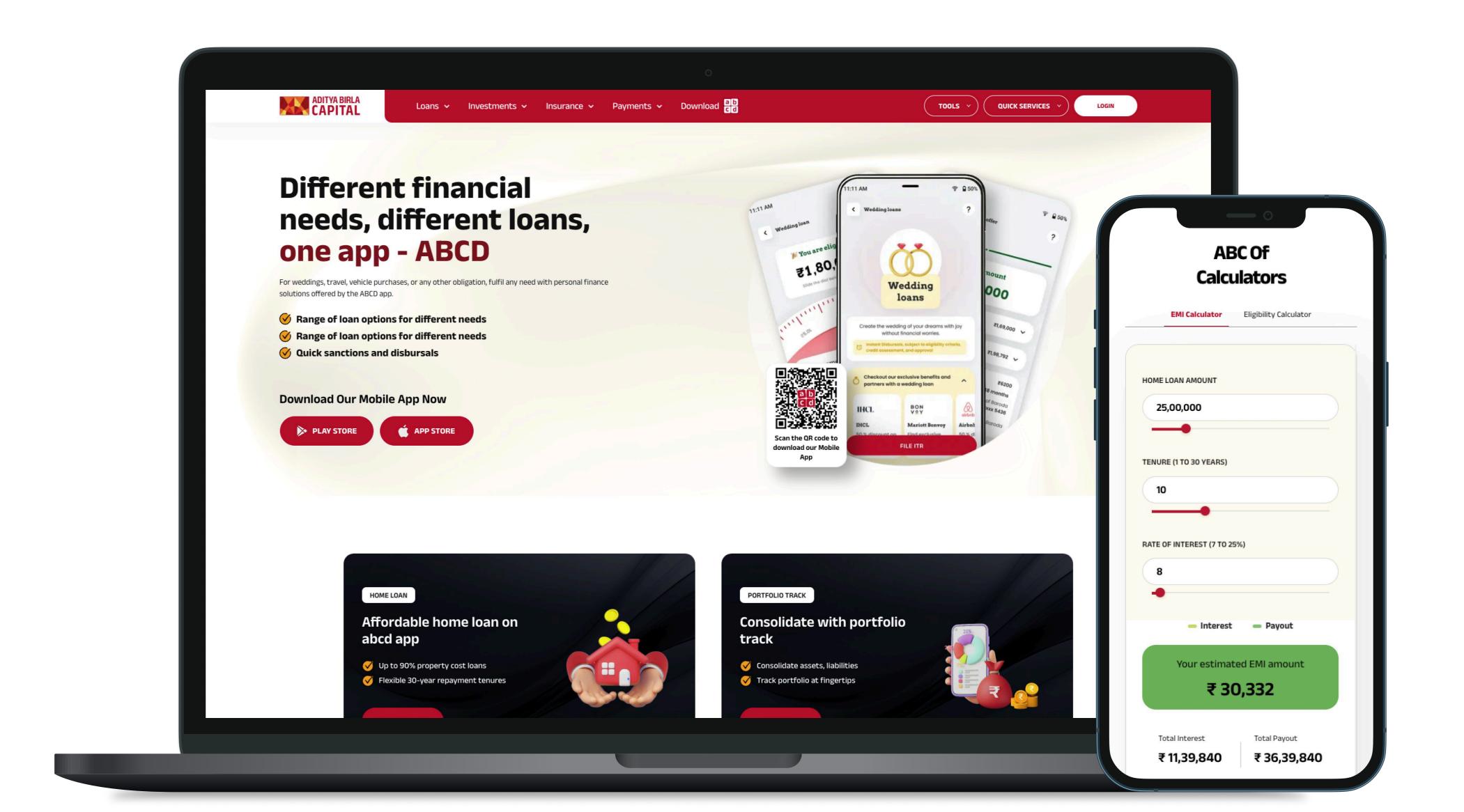
Vertis' Innovative Solution Elevates ABCL India's Digital Brand Presence.

Aditya Birla Capital Limited (ABCL)

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Overview

Vertis partnered with Aditya Birla Capital Limited (ABCL) to modernise its digital presence and develop the ABCD app, a direct-to-consumer platform that integrates financial services and supports its goal of **doubling its customer base in three years**.





Introduction

and Context

Q. What were the key challenges or needs that prompted the adoption of this web development technology or solution?

ABCL faced challenges in modernising its digital presence amid a **rapidly changing financial landscape**. With plans to nearly double its customer base in three years, ABCL struggled with outdated infrastructure, limited content management agility, missed conversion opportunities, and inefficient resource allocation.

Initially focused on resolving performance issues with its 'ABC of Money' blog, Vertis quickly showcased its expertise by enhancing site stability and user experience. Impressed, ABCL expanded the scope to a full digital transformation across business units, including a strategic cloud migration and launching the ABCD platform, unifying 22 financial products under one ecosystem.

This collaboration highlighted Vertis' ability to deliver scalable, future-ready solutions aligned with ABCL's vision for growth and engagement.

Q. What was the primary goal or project for which the technology was utilised?

Vertis was commissioned to overhaul ABCL's digital infrastructure, which included performance optimisation of existing portals and the launch of new platforms designed to boost large-scale customer engagement, such as the ABCD (Aditya Birla Capital Digital) app, integrating 22 financial products under one cohesive ecosystem.

Q. What problems were identified?

Vertis identified and resolved deviations from best practices, including: Sitecore architecture, solution, and performance review; Solr indexing and architecture; Items and information architecture; Configuration management; Presentation layer architecture; Identification of problematic source code.

Q. What alternatives were considered before selecting this technology, and why was it chosen?

ABCL considered various options, including retaining on-premises systems or migrating to other CMS platforms. Ultimately, Vertis recommended and implemented Sitecore's cloud-based solutions for their robust content management, scalability, and seamless integration with marketing and analytics tools.

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Technology
Overview

Q. What is the name and purpose of the web development technology in the case study?

Sitecore's Managed Cloud and Headless Delivery were key to ABCL's digital transformation, offering scalability, zero-downtime deployments, and advanced content management. These tools helped modernise ABCL's infrastructure, enhance customer engagement through real-time personalisation, and ensure future-ready solutions.

Q. What made us, as Sitecore specialists, the best choice for this project?

Vertis' expertise in Sitecore solutions drove ABCL's transformation, resolving performance bottlenecks and implementing a flexible architecture that supported multiple lines of business (LoB). Their deep understanding of Sitecore ensured seamless integration, regulatory compliance, and an agile, scalable setup.

Q. What are the main features or capabilities of this technology?

Scalable Cloud Infrastructure: Enabled zero downtime deployments with dynamic resource scaling for traffic fluctuations.

Content Management: Utilised Sitecore for robust content management.

Marketing & Analytics: Integrated tools to drive customer engagement and insights.

Security Standards: Implemented security protocols aligned with financial industry standards.



Vertis' expertise in digital solutions has been crucial in not only resolving immediate technical challenges but also in **spearheading our strategic initiatives** like the ABCD platform, setting us on a path to double our customer base.

Jai Prakash Verma
ABC Digital
Head of Engineering

Q. What resources were required for the implementation?

Timeline

The cloud migration took three months, followed by additional time for platform launches. The ABCD platform was completed in six months, including content migration and population.

Expertise

Cross-functional digital capabilities including cloud infrastructure, performance optimisation, and Sitecore integration.

Team Composition

1 Tech Director | 2 Solution Architects | 2 Project Managers | 1 Lead Developer | 6 Developers | 2 QA Specialists | 1 QA Lead

Project Management Process

Planning: Detailed initial planning included requirements gathering, scope definition, and stakeholder alignment.

Execution: Sprint-based methodologies ensured iterative development and early delivery of value.

Monitoring: Regular reviews and checkpoints ensured alignment with business goals.

Risk Mitigation Strategies

Sitecore PaaS Transition: A Sitecore PaaS setup enhanced reliability and scalability.

24/7 Monitoring: Proactive monitoring enabled quick issue identification and resolution.

Quarterly Disaster Recovery and Vulnerability Assessment and Penetration Testing:
Regular scans and assessments safeguarded the platform against vulnerabilities.

Zero-Downtime Deployments: Minimised operational disruptions during updates. **Platform Upgrades:** Ensured the technology stack remained current and robust.

Government Regulatory Compliance

RBI Compliance: Ensured adherence to India's financial policies for regulatory compliance. **Logical Architecture Separation:** Allowed independent scaling and secure shared operations. **Enhanced Security:** Provided granular control for secure, independent business unit operations.

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Implementation Process

The Vertis Approach: Tech-driven Creativity

Headless Delivery Approach

Adopted a headless delivery model for the ABCD platform, extending content reach to non-website and non-digital channels.

Innovative Gamification Design

Added innovative gamification features within the Sitecore Headless App, built on React with Static Site Generation, to boost user engagement and financial literacy.

Personalisation and Tracking

Leveraged a custom Google Analytics data layer and Sitecore Personalize to track user interactions and optimise conversion rates, aligning closely with business objectives.

Q. How was the technology integrated into the project or organisation's workflow?

Vertis first enhanced ABCL's financial literacy blog, followed by a full-scale cloud migration of ABCL's on-premise sites. This foundation supported the launch of platforms like Udyog Plus and ABCD, driving customer acquisition and engagement.

Q. What were the major steps or milestones in the implementation process?

Immediate Performance Optimisation: Improved site performance, reducing page load times from 13.94 seconds to 1.88 seconds within five days.

Strategic Cloud Migration: Completed over three months, enabling zero downtime deployments and dynamic resource scaling.

Launch of Platforms: Introduced the Udyog Plus portal for MSMEs and the flagship ABCD platform (integrating 22 financial products).

Q. Were there any significant challenges during implementation? If so, how were they resolved?

Stakeholder Management:

Managed through consistent communication and collaboration.

Technology Adoption: Overcame by adopting headless architecture.

Change Management: Addressed through stakeholder engagement and training sessions. New features were introduced midway and incorporated into agile sprints.



Project Phases:

1. Performance Issues Fix for 'ABC of Money' Blog

Optimised the performance of the 'ABC of Money' blog to enhance user experience and improve site speed.

Established CI-CD pipeline for Dev & UAT.

2. Managed Cloud Upgrade & Migration

Scalable resources: Dynamically adjusted based on traffic.

Zero Downtime: Seamless updates with deployment slots.

24/7 Monitoring: Proactive issue detection.

Lean Solution: Streamlined infrastructure for efficiency.

Optimised Architecture: Future-ready multi-tenant setup.

3. Employer Brand Experience Portal

Created an intuitive interface highlighting ABCL's culture and career opportunities.

Integrated interactive tools like job applications, testimonials, and FAQs.

Added analytics to track and improve engagement.

4. MSME Venture (ABFL)

Custom-built modules for loan applications and approvals.

Financial literacy tools for MSME customers.

Real-time status tracking through backend integration.

5. Sitecore AMS (Application Management Services)

Migrated Life Insurance, ABFL, and ABHFL sites to managed cloud.

Enabled CDN and optimised blog detail page and backups.

Developed Personal Loan microsite and integrated Metaverse component.

Implemented SEO schema changes and image conversion to WebP.

6. ABCD Revamp

Redesigned UI/UX with Sitecore Personalize.

Developed interactive modules to improve customer navigation and lead generation.

Integrated advanced analytics for data-driven decisions.

7. Sitecore Personalize

Advanced analytics and real-time personalisation.

Full-stack A/B Testing.

Connected Customer Experience.

4 Use Case and Functionality

Q. What specific web development tasks or objectives were addressed using this technology?

Frontend redesign for user-facing portals and blogs; Backend development for cloud-based platforms; Database management for performance scaling and secure data handling; API integration across multiple financial products and services (lending, insurance, investments).

Q. How does the technology support scalability, performance, and security?

Scalability: Implemented dynamic resource scaling in a cloud environment.

Performance: Achieved zero downtime and improved load times significantly.

Security: Strengthened environment with enterprise-grade protocols for the financial sector.

Q. Were there any unique or innovative ways the technology was used in this case?

Vertis leveraged Sitecore's capabilities to create scalable, user-centric experiences. The ABCD and Udyog Plus portals showcased the **innovative use of Sitecore** by integrating diverse financial services into a unified ecosystem:

ABCD Platform: A digital hub unifying financial services such as onboarding, education, investment planning, and post-purchase support, providing a seamless experience for consumers.

Udyog Plus Portal: Developed in just 30 days using Sitecore's OOTB templating and component architecture, this platform empowered MSMEs with rapid deployment and tailored solutions.

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Impact and Results

Q. What were the measurable outcomes or benefits achieved after implementing the technology?

The platform's success was measured by the number of products handled, the volume of transactions, and the improved user experience. Suppliers reported increased efficiency, and users praised the platform for its accessibility.

Improved CX & Perception

Traffic grew by 3x over the past 3 years.

Site Performance

Server optimisations improved customer experience with interactive pages loading in 2–4 seconds. Backend JavaScript and client processes handle the remaining load, while server response time averages under 2 seconds, allowing immediate page rendering.

Content Delivery Servers

No request queuing on Content Delivery Servers; response time averages < 2 secs. Solr indexing and server load distribution have significantly improved throughput.

Analytics Pro

Fixed and recovered their Sitecore analytics data over the past 1 year.

Projected Growth

ABCD platform is poised to assist ABCL in doubling its customer base, targeting 30 million new users within three years.

Performance Gains

Customer satisfaction scores on the 'ABC of Money' blog shifted from negative to positive in under a week.

Improved Digital Ecosystem

Enhanced operational efficiency and brand perception.

Q. What metrics or KPIs were used to evaluate its effectiveness, and what were the results?

Customer Acquisition: Projected the addition of 30 million new users to ABCD.

Engagement: Improved load times to > 2 seconds and improved user satisfaction scores.

Customer Satisfaction: Significantly increased satisfaction scores.

Stakeholder Feedback Q. Was additional training or onboarding required for the development team?

Continuous Training: Regular in-house training sessions on the latest Sitecore features, updates, and industry best practices.

Certified Expertise: Sitecore-certified developers and architects, ensuring proficiency and alignment with the evolving ecosystem.

Mentorship by Experts: Guided by ex-Sitecore Product Architects, fostering innovation and problem-solving.

Knowledge-Sharing Culture: Internal workshops and collaborative sessions promoted idea exchange and well-rounded development.

Q. What feedback did end-users provide about the web solution developed using this technology?

Faster Development Cycles: Quicker feature rollouts and iterative improvements.

Improved Customer Experience: Intuitive, personalised, and engaging user journeys with higher satisfaction.

Optimised Technology Stack: Reduced dependency on specialised skills, improving cost and resource efficiency.

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The transformational impact of Vertis' solution has been profound, not just in terms of technological upgrades but also in aligning our digital strategy with our **ambitious growth objectives**.

Jai Prakash Verma

ABC Digital

Head of Engineering

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Comparative Analysis

Q. How does the cost of using this technology compare to its benefits?

Transitioned from on-premise systems to a scalable, cloud-based environment, enabling greater agility, reduced operational overhead, and the ability to launch new services rapidly with minimal downtime.

Q. What advantages or trade-offs were observed when using this technology?

Advantages: Zero downtime deployments, dynamic resource scaling, comprehensive analytics, and rapid new service launches.

Trade-offs: Requires organisational alignment and upfront investment in cloud-based infrastructure.

Q. How does the cost of using this technology compare to its benefits?

While the upfront investment was higher, the scalability and infrastructure of the solutions allowed for smooth deployments for future digital services.

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Challenges and Limitations

Q. What were the primary limitations or constraints encountered with the technology?

Organisational Alignment: Ensuring crossdepartment collaboration for the cloud migration required significant effort and coordination.

Resource Scaling: Managing traffic spikes necessitated additional resources and precise scaling mechanisms.

Legacy Integration: Compatibility issues with existing systems required custom solutions for seamless functionality.

Skill Gaps: Team members needed additional training to manage cloud-specific technologies effectively.

Q. How were these challenges addressed during the project?

Facilitated alignment through workshops, stakeholder engagements, and a central governance model; Implemented auto-scaling and real-time monitoring to handle traffic surges dynamically; Used middleware and APIs to bridge legacy systems with the cloud platform; Conducted targeted training sessions to upskill internal teams.

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Lessons Learned

Q. What were the key takeaways or lessons learned from using this technology in the project?

Cloud Migration & Performance Optimisation: Strategic planning can lead to rapid user satisfaction gains.

Platform Integration: Combining multiple financial services enhances customer engagement and brand perception.

Stakeholder Management: Crucial for managing multi-business stakeholders effectively.

Marketing & Campaign Launches: Rapid adoption facilitated by reusable architecture.

Q. What would the team do differently in hindsight?

Set the detailed base framework for HTML and design development phase; Plan for content population phase which would need content production as well.

Q. What are the best practices or strategies for organisations considering this technology?

Thoroughly assess existing infrastructure before cloud migration.

Focus on immediate performance wins while establishing a long-term digital transformation roadmap.



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About Vertis

Vertis is a digital agency on a mission to constantly innovate and create exceptional digital solutions, elevating clients' brands and the experiences they deliver through the power of technology-driven creativity.

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