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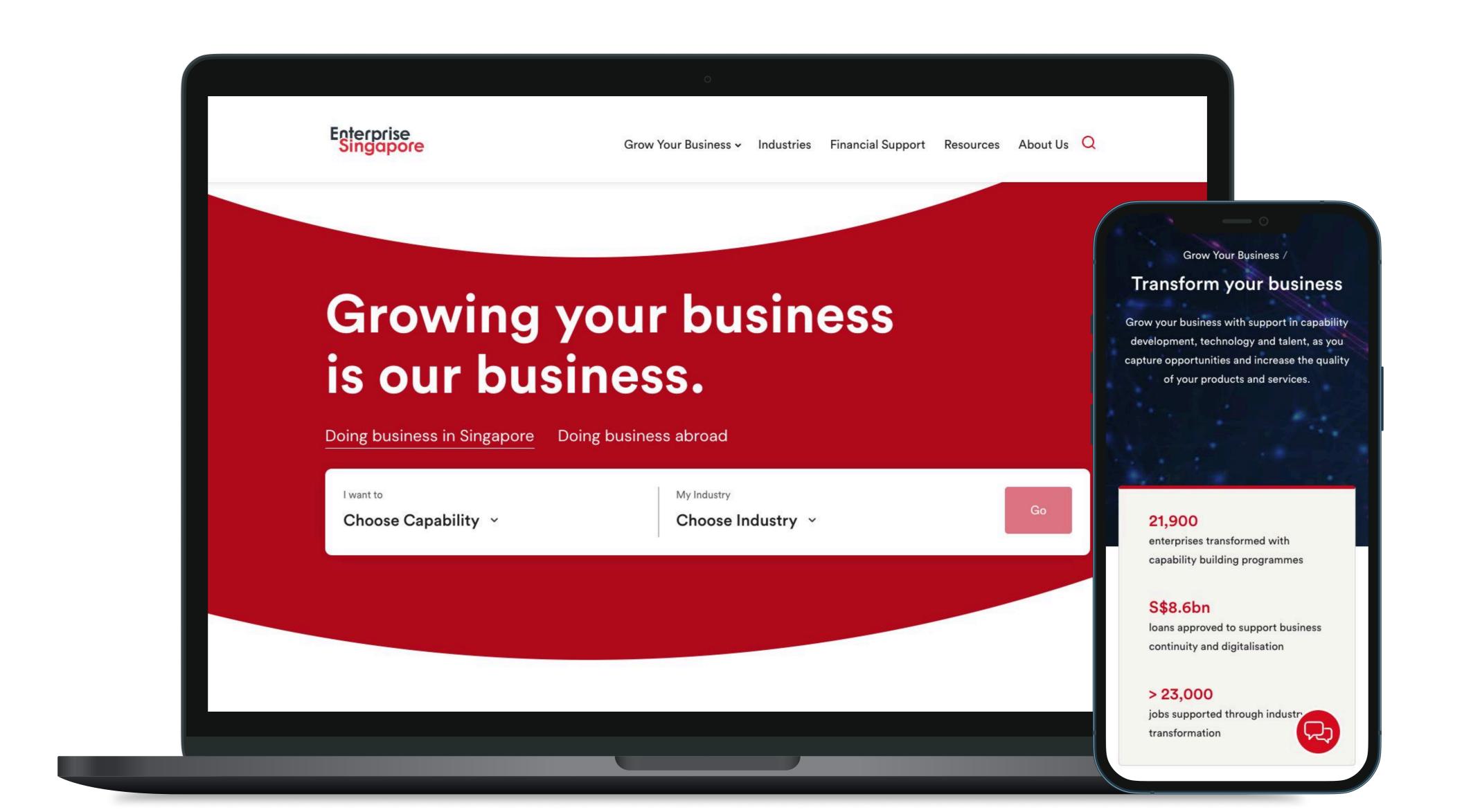
Leveraging Sitecore and Adobe Analytics for ESG to Enhance Digital Experience.

Enterprise Singapore (ESG)

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Overview

Vertis enhanced Enterprise Singapore's digital infrastructure by maintaining their site and implementing Adobe Analytics. This addressed underperforming systems, improved content management, and **elevated the user experience** for diverse stakeholders.



Enterprise Singapore

Introduction

and Context

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

ESG, a Singapore Government agency, required a robust digital solution to improve content management and support diverse stakeholders. Their system faced performance issues and relied heavily on manual interventions. Lacking in-house expertise, they found a partner to enhance their platform and deliver a sustainable, scalable solution.

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

Optimise ESG's corporate site performance. Streamline content management processes. Leverage analytics for actionable insights into user engagement.

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

Several options were evaluated, but **Sitecore XM** was chosen for its cost-efficiency and alignment with ESG's goals. Adobe Analytics was integrated to track and optimise user journeys. Vertis was selected due to their deep Sitecore expertise and proven success in similar government projects.

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

Vertis enhanced the existing Sitecore CMS and integrated Adobe Analytics to track user engagement and optimise content delivery.

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

Sitecore XM CMS: Provides robust content management, enabling easy content updates, creation of new pages, and bug fixing.

Adobe Analytics: Offers insights into user journeys and automates data collection for improved efficiency in content optimisation.

Government Cloud Infrastructure: Ensures compliance with security standards and scalability.

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

Vertis' strong Sitecore credentials, combined with their understanding of government protocols, enabled ESG to address long-standing technical challenges. Risk mitigation strategies like source code and infrastructure audits ensured smooth implementation.

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A high level of professionalism, responsiveness, and the delivery of exceptional results marked our collaboration. Vertis **fully understood the business needs** of the project and delivered timely solutions that met all project requirements. They consistently provided **cost-efficient**, **effective**, **and good-quality solutions** that surpassed our expectations.

Jimmy Yeo
Enterprise Singapore
Digital, Data and IT Strategy Officer

Implementation Process

The Vertis Approach: Tech-driven Creativity

Deep Expertise in Sitecore

Reduced licensing costs by eliminating underutilised features.

Improved integration with Adobe Analytics and Government Cloud.

focused CMS setup.

Enhanced performance with a

Reduced maintenance costs by optimising infrastructure.

Problem-Solving Approach

Delivered creative, actionable solutions to challenges, addressing gaps left by previous vendors.

Provided local, on-site expertise to expedite implementation and align with ESG's processes.

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

Vertis worked on the existing Sitecore CMS by fixing bugs, adding new pages, and updating content, then integrated Adobe Analytics for real-time tracking and reporting. They also leveraged their prior experience with Government Cloud infrastructure to ensure compliance and scalability.

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

Revamping the CMS: Identifying and fixing bugs, adding new pages, and updating content.

Implementing Adobe Analytics: Deploying dynamic tags for automated processes and enhanced data insights.

Leveraging Government Cloud: Migrating or integrating ESG's solution on the secure, scalable Government Cloud environment.

Cloud Transition: Deployed scalable, secure infrastructure.

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

Approval workflows were complex, and server access was restricted. Vertis overcame these by aligning processes with government requirements and optimising workflows.

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Use Case and Functionality

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

Sitecore CMS: Maintained and enhanced site architecture, page creation, and content updates.

Adobe Analytics: Tracked user engagement, optimised content with data-driven insights, and automated tagging.

Cloud Infrastructure: Ensuring a secure and scalable deployment environment.

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

Scalability: Government Cloud infrastructure supports dynamic scaling as ESG grows.

Performance: Optimised site performance through bug fixing, improved CMS workflows, and analytics-driven enhancements.

Security: Compliance with Singapore Government standards, ensuring robust data protection.

5 Impact and Results

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

The technology streamlined content management, freeing resources for strategic initiatives. Enhanced analytics provided deeper insights into user needs.

- 1 Faster page load times and improved uptime.
- 2 Adobe Analytics insights drove higher engagement and refined content strategies.
- 3 Reduced errors and improved logging mechanisms for better readability.



Stakeholder Feedback

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Vertis Digital consistently exceeded our expectations with their technological expertise and dedication to our project's success, making them an invaluable partner

Jimmy Yeo
Enterprise Singapore
Digital, Data and IT Strategy Officer

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Comparative Analysis

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

ESG moved from an underperforming system to a more robust and scalable environment, leveraging Sitecore and Adobe Analytics to address previously unmet needs.

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

Advantages: Enhanced analytics capabilities streamlined content management, and reliable cloud infrastructure.

Trade-offs: Initial resource investment in migrating to or optimising the new environment.

8 Challenges and Limitations

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

Prolonged approval cycles due to government protocols. Limited access to legacy systems, requiring innovative workarounds.

Q. How were these challenges addressed during the project?

Enhanced documentation and workflows facilitated smoother transitions and future upgrades.

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Lessons Learned

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

- 1 Aligning with a secure, governmentapproved cloud infrastructure is critical for public sector organisations.
- 2 Strict documentations were required for each release as it was a manual-only deployment.
- 3 Iterative development and thorough audits mitigate risks.

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Q. What would the team do differently in hindsight?

A longer handover from previous vendors could ease onboarding challenges and reduce initial delays.

- Q. What are the best practices or strategies for organisations considering this technology?
- 1 Ensure thorough knowledge of compliance requirements.
- 2 Plan for extended timelines when working with public agencies.
- 3 Employ a consultative approach for better alignment with client goals and more effective collaboration throughout the project.



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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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