Adobe Velocity Suite

Turning Your Operational Challenges Into Innovation Opportunities

MARCH 2025

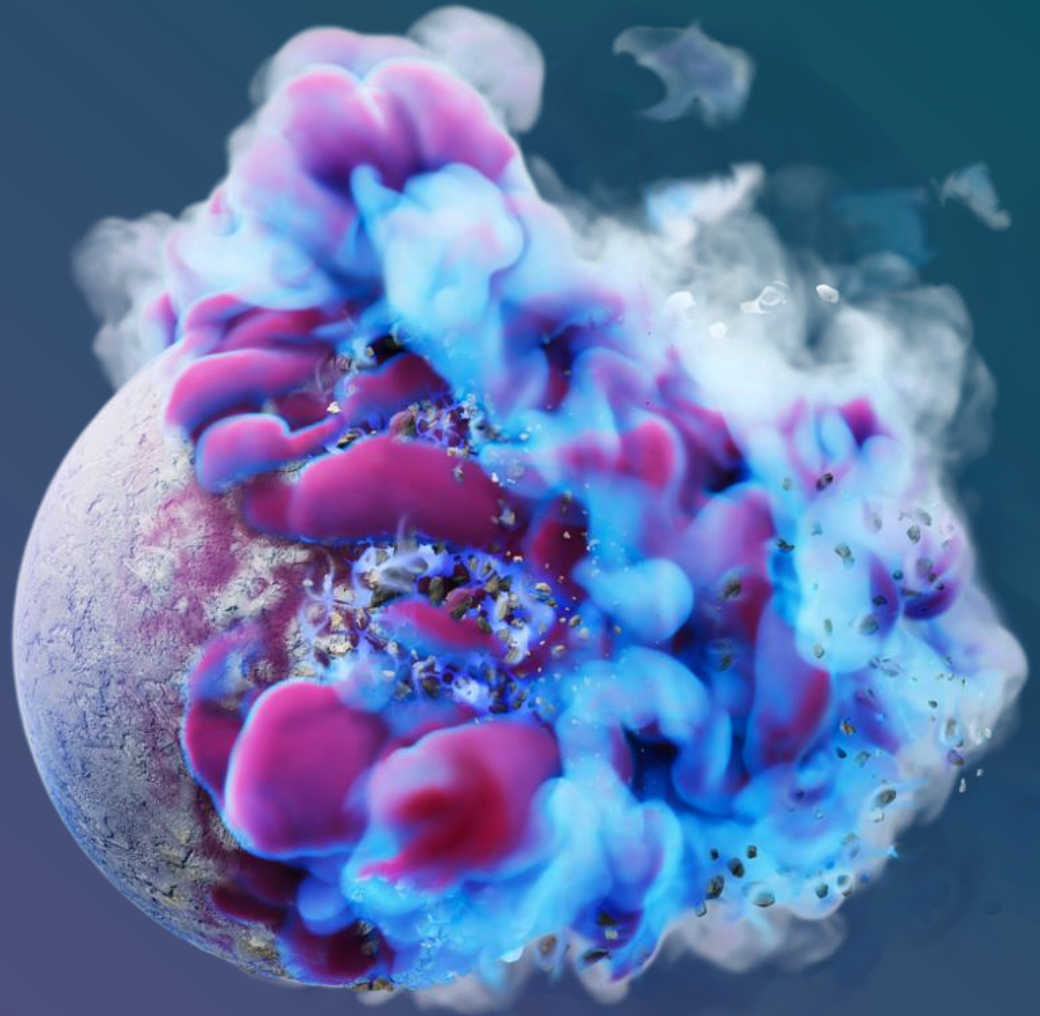Adobe | Deloitte. Digital

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Why Velocity Suite

Operational challenges.

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Innovation opportunities.

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What is Velocity Suite

Leverage

ADOBE VELOCITY SUITE.

To Supercharge Your Adobe Platforms

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Accelerating Operations with Velocity Suite

We've meticulously designed the Velocity Suite to supercharge marketing operations. It's a powerful ensemble of tools and accelerators powered by AI that streamline daily tasks, offer effortless reporting/monitoring , boost SEO, automate content migration & set stage for on-prem to cloud upgrades for faster ROI.

Reporting

Monitoring

User Experience

Organic Search
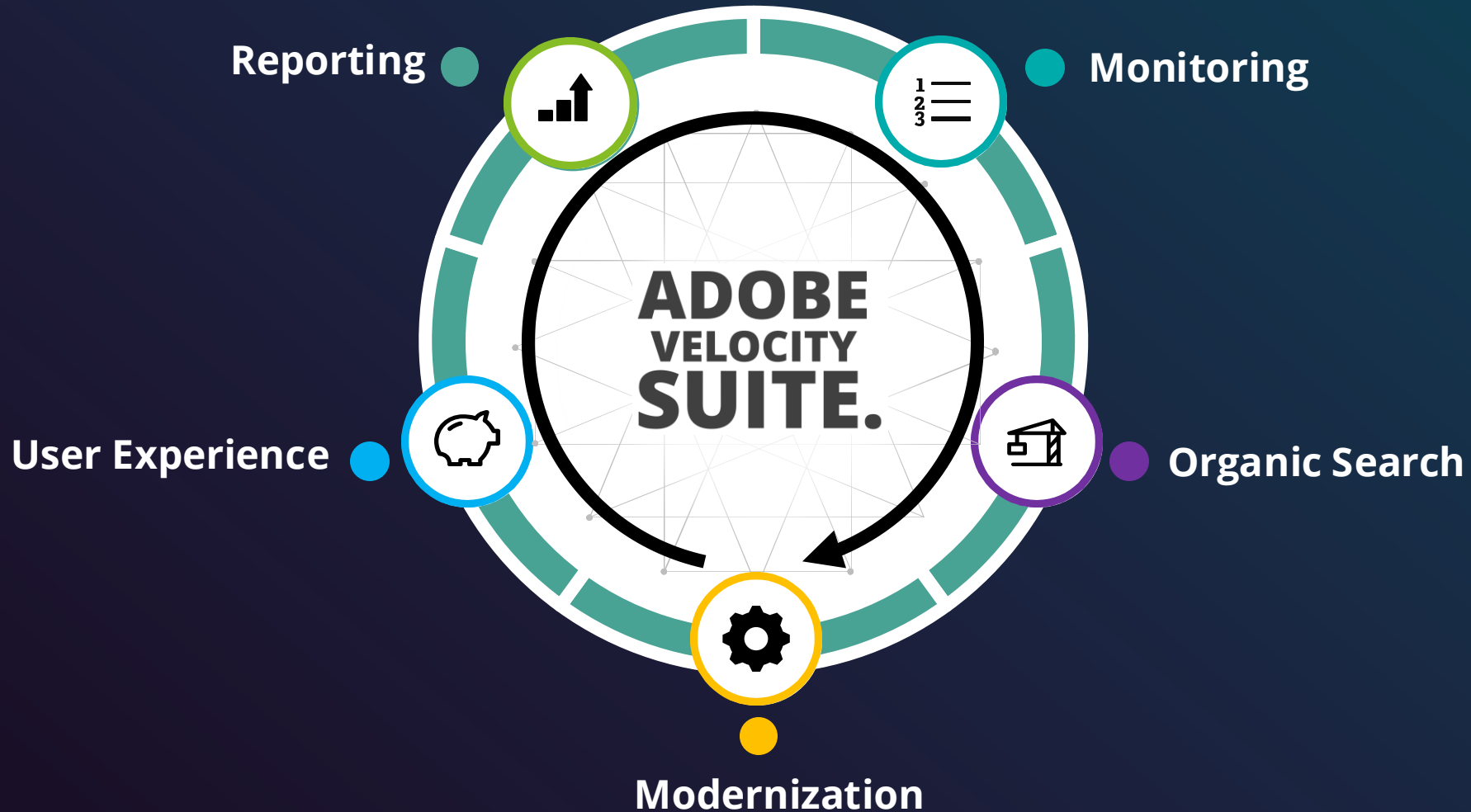
Modernization

Velocity Suite - Building Blocks

Adobe Velocity Suite – Building Blocks

We bring a strong perspective and key accelerators to improve quality and velocity of our business and platform operations.

AEM MODERNIZATION

AEM Modernization aims to optimize performance, and ensure scalability by reducing component count, **centralizing components**, *and providing best practices wrt to upgrades.*

INTELLIGEN

GEN AI-based *platform that analyzes web pages on source systems, identifies logical sections , creates required components and enables bulk migration from legacy CMS to AEM.*

AEP DASHBOARD

The AEP dashboard is a 1 stop solution to keep a tab on the entire AEP processes from ingestion till activation.

Leverages **GEN AI** *to identify critical incomplete customer profiles and provide suggestions to fix them.*

SEO OPTIMIZER

This self-service tool generates a report on the site vitals, broken links, keyword trends, and performance of a public- facing website. It also offers **GEN AI based** *top recommendations for quick SEO wins.*

CORE WEB VITALS

A self-service tool that generates a comprehensive site vitals report for web applications, providing **GEN AI** *generated top low hanging recommendations for improving site performance.*

AEM DASHBOARD

The AEM Dashboard is a complete solution for monitoring & reporting key performance indicators and essential information related to AEM- built web properties, providing **GEN AI** *powered insights for enhancements and optimizations.*

KEY BENEFITS

Up to **20%** increase in organic traffic and SEO scores

Up to **25%** reduction in content migration efforts

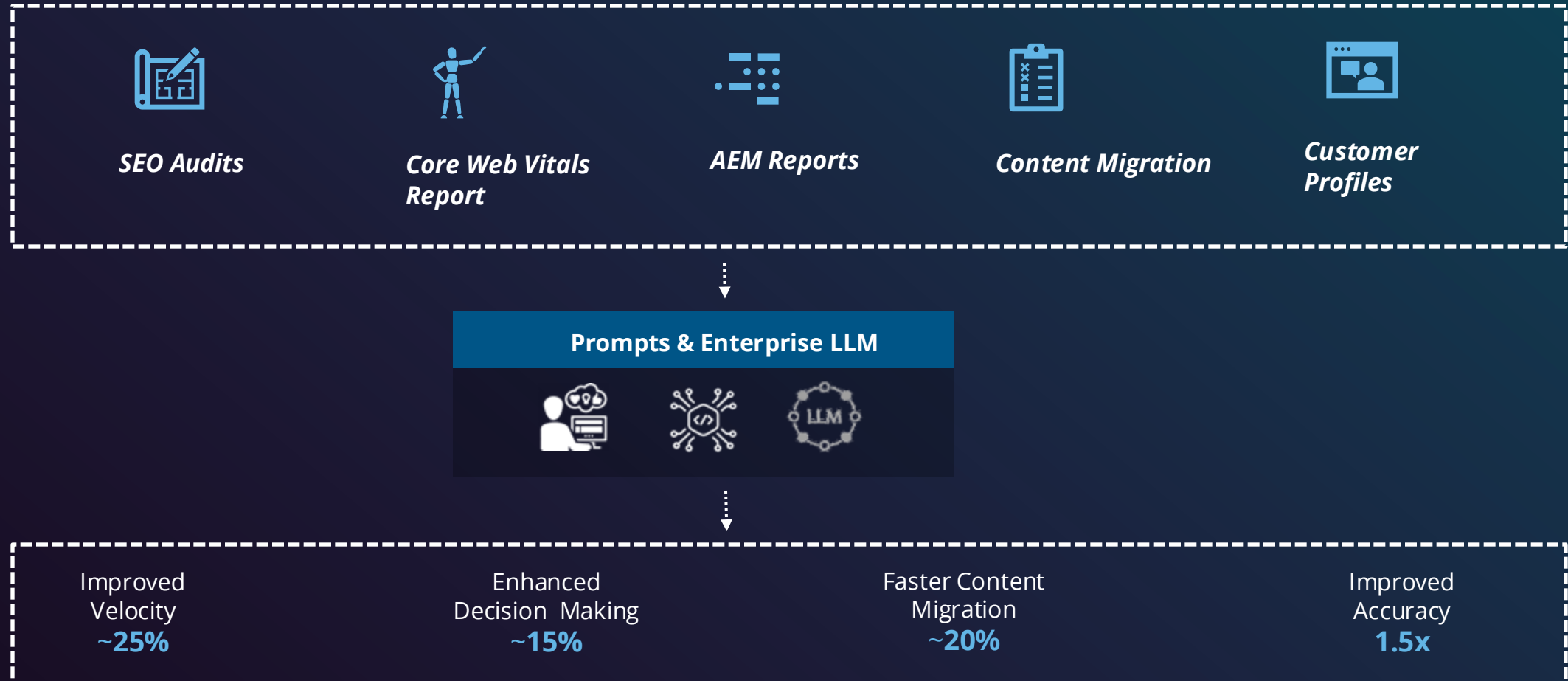Up to **30%** improvement in core web vitals across devices & channels

Up to **5%** decrease in Customer Churn Rate

Up to **30%** efficiency gains in AEM monitoring & reporting efforts

What's New

We have scrubbed Velocity suite accelerators with GEN AI to expedite the efficiency on the outcomes

HOW WE'RE ACCELERATING OPERATIONS WITH GENAI POWERED PLATFORM:

SEO Audits | Core Web Vitals Report | AEM Reports | Content Migration | Customer Profiles

Prompts & Enterprise LLM

Improved Velocity	Enhanced Decision Making	Faster Content Migration	Improved Accuracy
~25%	~15%	~20%	1.5x

Impact & Case Studies

Usage Metrics

Adopted across

15

Projects

Key Client Adoptions

Leading global provider of cloud computing and virtualization.

Major agricultural company specializing in seed and crop protection

Key player in life sciences and applied chemical markets

High-end department store chain known for luxury goods and fashion

Efficiency Hours

2000+
Manual Hours Saved till date

10K+
Potential Manual Hour Savings Identified

Top Business KPIs

20%
Increase in SEO Scores

30%
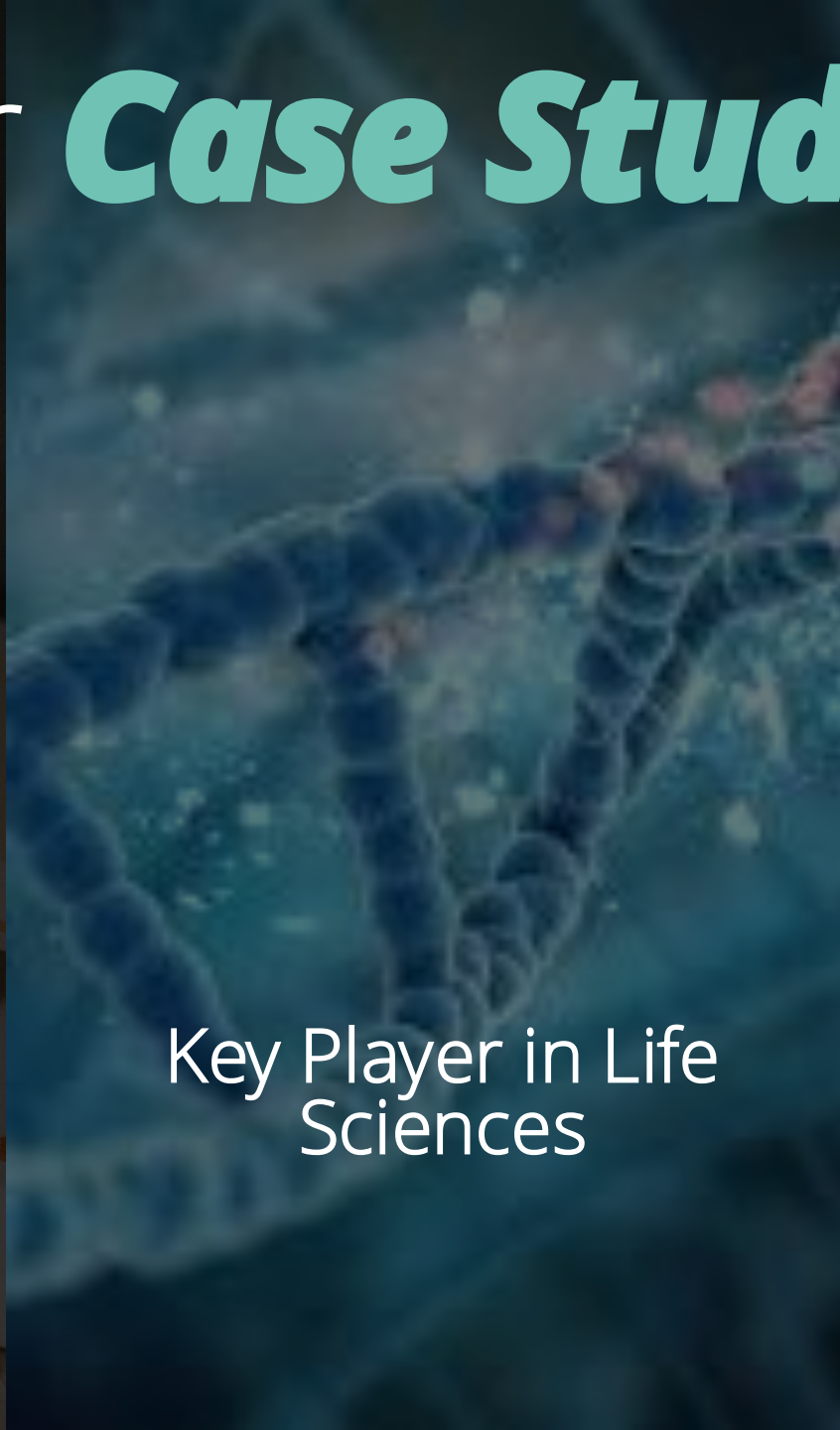Improvement in Core Web Vitals
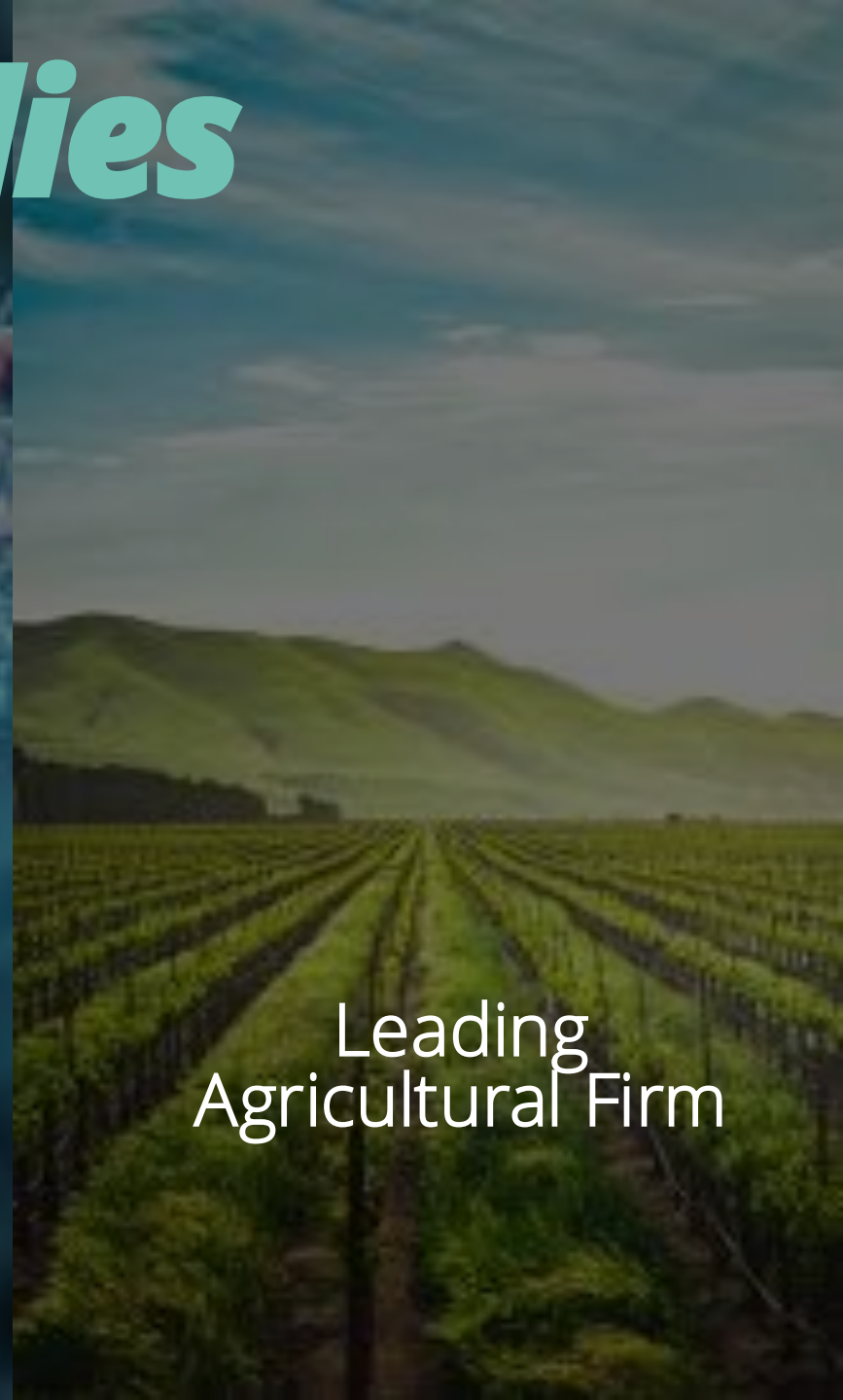
25%
Reduction in Content Migration Efforts

Our **Case Studies**

Leading Retail for Fashion

Key Player in Life Sciences

Leading Agricultural Firm

Leading Fashion Retail

How do you **improve conversion rates** when your **organic search rankings are lagging?**

VELOCITY SUITE CAPABILITIES

SEO OPTIMIZER

CORE WEB VITALS

OUTCOMES

20% improvement in load speeds

10% decreased bounce rate

15% increase in home page engagement

8% increase in average time per page

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Key Player in Life Sciences

How do you **enhance AEM Reporting capabilities** and **fine tune overall AEM app performance ?**

REAL TIME REPORTING

AEM DASHBOARD

OUTCOMES

25% decrease in AEM reporting efforts

20% Increase in AEM App Performance

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Leading Agricultural Firm

How do you **seamlessly modernize existing legacy ecosystem to a new cloud ecosystem** while **in the middle of a large marketing transformation journey?**

VELOCITY SUITE CAPABILITIES

- INTELLI**GEN** + AEM Modernization
- GEN**AI**
- AUTOMATED COMPONENT OPTIMIZATION

OUTCOMES

25% | average reduction in migration efforts

↓ | Decreased labor costs

>< | Minimized risk of errors and data loss

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Future Roadmap

AI Agents are intelligent systems that natively integrate into Marketing Operations workflows to perform specific tasks with limited human intervention

The best initial use cases for AI Agents are those that occur frequently and do not require extensive creative or strategic thinking

The best initial use cases for AI Agents meet the following criteria:

1. Are Recurring & Continuous

AI Agents will provide the most value when used to support use cases that are frequently recurring

Strong Fit

Content Tagging

After the creation of each new asset, AI Agents can automatically create content tags

Poor Fit

Marketing Plan

Market plans are established periodically and do not require frequent updates

2. Do Not Require Creative Expertise

AI Agents can best support use cases that do not require human inputs on subjective, creative decisions

Strong Fit

Transcreation

Transcreation does not require significant human input on subjective creative decisions

Poor Fit

Video Gen & Modification

Highly creative process that requires human input to make subjective decisions and review customer-facing outputs

3. Do Not Require Advanced Strategic Thinking

AI Agents can best support use cases that do not require complex strategic reasoning

Strong Fit

Reporting & Dashboarding

AI Agents can support reporting and dashboarding by conducting simple analytics and modeling

Poor Fit

Media Planning

Requires advanced analytical reasoning and has significant financial ramifications
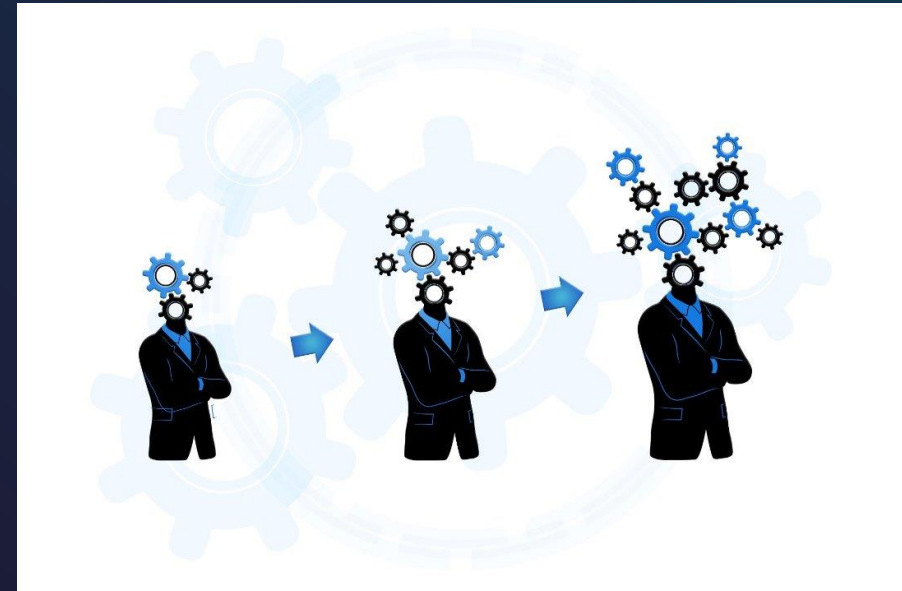
Our POV on Adobe Analytics Reporting Agent – Art of Possible

Introducing our innovation in the Agentic AI landscape. This innovative solution can deliver real-time insights and automated reporting, empowering data-driven decision-making and enhancing efficiency for an IT Manager.

Integrating Agentic AI with Adobe Analytics Platform:

❑ *IT Manager can get real-time insights and automated reporting capabilities with visual charts and trend capabilities*

❑ *Enabling data-driven decision-making and enhancing the overall efficiency and effectiveness of the analytics reporting process.*

❑ *Can improve the overall productivity by up to 15%*

Agentic AI + Adobe Analytics Reporting - Video

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Any Questions– Contact Below Team

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Thank You