

DATA SHEET

ACCELERATE YOUR DIGITAL STRATEGY WITH VIRTUSA LAUNCHPAD

Improve time-to-market by ~40%

“Service firms’ greatest opportunity is to add additional functionality with vertical-specific modules and/or frameworks. This is especially true in highly regulated industries (e.g. healthcare, financial services). However, very few service firms have actually done this: we found a few examples like Virtusa”

- Forrester, May 2014

Are you facing challenges that prevent you from delivering compelling digital experiences for your online audiences?

- Delayed website launches – as long as 4-6 months resulting in delayed time-to-market & ROI
- Inability to find the right implementation partner to own end-to-end launch
- Need to enable content delivery to multiple devices (mobiles, tablets, browsers etc.,)
- Need to address globalization & personalization requirements to deliver an engaging online experience
- Lack of scalable and reusable OOTB components
- Lack of scalable architecture to support future enhancements
- No integration support to enterprise system landscape
- Too much time spent on initial set up and configurations

Augmenting digital presence of an enterprise

In today’s digital era, organizations are looking for a digital platform to support their customers’ journey. The platform needs to provide current and refreshing online experiences to engage audiences, increase demand and build lasting brand loyalty. Along with the demand for a highly scalable, adaptable and customizable platform, enterprises are looking for faster time to market. Only a flexible and agile digital platform allows expanding their reach within their digital audiences faster driving their overall business growth.

An organization’s digital and web based platform has to provide a seamless experience across all customer touch points, keeping it highly responsive and relevant. While these challenges are common to all organizations, the way a site is organized and customer channel management and delivery is strategized can be made unique. Even market leading products like Adobe Experience Manager (AEM) display gaps in what they offer and need enhancements to be able to deliver an optimized and personalized web experience. Companies are partnering with world class service providers for building end-to-end digital enterprise solutions in the least possible time.

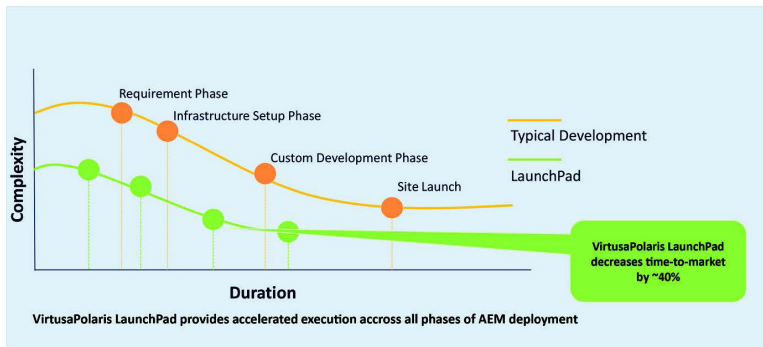
Therefore, the need of the hour is creating quick and efficient best-of-breed customer-centric digital and web based platforms reducing go-to-market time for an enterprise.

LaunchPad from Virtusa

Virtusa has developed an AEM based packaged offering for rapid site launch. The ‘LaunchPad’ offering bundles all the necessary elements for successful site launches, including a catalog of readymade components for customizing the web experience. LaunchPad can fast track new site deployment by at least 20%, and is completely compatible with all AEM versions.

LaunchPad is a reusable framework and that makes it simple to roll out future enhancements as it seamlessly integrates with enterprise systems that are built on AEM.

LaunchPad is designed to reduce effort in all phases of site deployment



LaunchPad features

Covers a comprehensive list of more than 50 components suitable for a website launch

Client Additional Custom Components & Styles	
More than 50 Custom Components	
Social Login	Facebook Feed
Social Follow	Twitter Feed
MSM	Mail Configuration
Resource Resolver	Minify & GZip
Tagging Taxonomy	Scaffolding
i18n	SiteCatalyst
3-Break Point Responsive Design Using Twitter Bootstrap	
Pre-built AEM App	Maven Build & Deploy
Java Bundle with JUnit	App & Clientlib Structure
Content Migration Engine (XML to AEM)	
Comprehensive Author Guide	Complete Developer Guide
Vertical Demo Sites	
Adobe AEM Platform [All versions]	

- 2-Col Grid
- Advanced Search
- Article
- Breadcrumb
- Carousel
- Category
- Chart
- Comments
- Composer
- Contact Us
- Event Agenda
- Event Info
- Event List
- Event Preview
- Facebook Feed
- Featured
- Free-HTML
- Free-JavaScript
- Gallery
- Geolocation Map
- Header
- Hello World Base
- Hero
- iFrame
- Image
- Latest
- Long Article
- Map
- Most Commented
- Most Viewed
- Navigation
- News
- Responsive Image
- RTE
- Search
- Section Navigation
- Short Article
- Simple Search
- Site Navigation
- Social Follow
- Social Login
- Subheader
- Table
- Tag Cloud
- Twitter Feed
- Video
- Weather
- YouTube

Virtusa LaunchPad offering delivers...

- Full site launch in as little as 6 to 8 weeks and improved time-to-market of ~40%
- End-to-end support from application setup and configuration to site launch
- More than 50 pre-defined plug-and-play components
- Minimal development effort for accelerated deployment
- Customizable templates
- Quick content migration support to launch a newly branded site
- Responsive design to support multichannel delivery
- Compatible with all versions of AEM
- Business enablement and significant ROI

LaunchPad can be used for

- External websites
- Intranet
- WCM platform selection and Proof-of-Concept
- Microsites

Business benefits

- Faster time to market. Website is launched in a short span of 6-8 weeks.
- Lowered cost of ownership. Enhancements only require an incremental effort due to the underlying scalable architecture and design.
- Enhanced user experience. LaunchPad based websites have a consistent look and feel across devices: PC, mobile, tablet.
- Reduced maintenance costs. With a LaunchPad implementation, customers can get the best of Virtusa's proven solutions as the foundation for a new site.
- Improved brand equity. Plug and Play components have been designed keeping in mind the important parameters of brand recall and digital presence.

For information on how Virtusa can help solve your business problems, write to: salesinquiries@virtusa.com

Virtusa Corporation (NASDAQ GS: VRTU) is a global provider of information technology (IT) consulting and outsourcing services that accelerate outcomes for businesses in banking, insurance, healthcare, telecommunications, technology, and media & entertainment. Virtusa's outsourcing solutions enable businesses to improve operational efficiency and reduce IT costs. Virtusa's digitaltransformation solutions empower clients to accelerate revenue growth and reimagine the customer experience.



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