



consulting

CASE STUDY

TRANSFORMING HIGH-VISIBILITY WEBSITES FOR A LEADING GLOBAL PHARMACEUTICAL MANUFACTURER

Judge Consulting collaborated with a leading global pharmaceutical manufacturer to transition three high-visibility branded websites into the client's Adobe Experience Manager (AEM) platform. This engagement focused on ensuring continuous functionality while empowering the client to independently manage their digital assets post-migration.

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THE CHALLENGE:

Integrating Non-Standard Websites into AEM without Service Disruptions

The client faced the complex task of integrating three high-traffic websites into their existing AEM environment. These websites, developed outside standard AEM processes, required meticulous reconfiguration to align with the client's digital infrastructure. The priority was to ensure that users experienced no interruptions during this critical transition, as any service outages could affect access to crucial product information.

"Judge facilitated the seamless transition of the client's websites while enabling complete control over their digital presence."



THE SOLUTION:

Custom Middleware and AEM Component Migration

To address the client's needs, Judge Consulting implemented a multi-pronged solution focused on technical precision and smooth integration into the AEM platform. By combining a careful approach to website migration, a custom middleware solution, and strategic reconfiguration of website elements, Judge facilitated the seamless transition of the client's websites while enabling complete control over their digital presence. Each step was designed to preserve the user experience, reduce risks, and ensure the client's ability to manage future updates.



The solution included three key components:

AEM Website Cloning and Controlled Integration:

Judge Consulting created controlled clones of the existing websites, allowing for modifications without impacting live operations. By working in a secure, parallel environment, Judge could implement necessary changes and test compatibility before going live, minimizing the risk of unexpected disruptions.

Middleware Service Replacement Aligned with AEM:

Judge designed a new middleware solution to replace the third-party service that had previously managed data integration. This middleware was specifically developed to align with AEM, ensuring consistent data flow and smooth integration with the newly migrated websites.

Transforming Websites into AEM Components for

Long-Term Control: The websites were restructured to leverage AEM components where possible, converting dynamic content into manageable blocks. This transformation enabled the client to update content directly through AEM, reducing the need for external support and simplifying future modifications.



THE RESULT:

Empowering Client Control through AEM Integration

Judge Consulting completed the AEM integration within a tight six-week deadline, ensuring uninterrupted service and a seamless user experience. Judge provided detailed documentation and training, empowering the client's in-house team to make changes efficiently, thereby future proofing the websites for ongoing use. The websites, now fully integrated into AEM, offered a more unified and manageable platform. The middleware solution provided consistent data integration, allowing the client to efficiently manage updates. Judge Consulting's expertise in AEM and middleware replacement positioned the client to maintain control over their digital assets and continue delivering critical product information with confidence.

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