



Building Responsiveness



AUTODESK | AEM DEVELOPMENT

BACKGROUND

Autodesk, a global leader in design software and services, provides customers with business solutions through powerful technology. Professionals who rely on these tools are in architecture, engineering, and construction; manufacturing; and digital media, consumer, and entertainment.

The company's software and solutions help people imagine, design, and create their ideas. This is done by creating and manipulating digital prototypes when visualizing, simulating, and analyzing real-world performance early in the design process. With a worldwide reach, Autodesk faced multi-system/language challenges, and called on Atypical Digital for assistance in unifying systems to better serve its widespread audience.

CHALLENGE

As a truly global business, Autodesk must make information available across multiple systems and languages. For example, to provide information for end-users on AutoCAD—Autodesk's most popular design and engineering software—the company needed to introduce content internationally in multiple languages (requiring translation) and through multiple websites. Key challenges for rolling out 24 languages across 35 websites included:

- Providing tools for publishers, editors, and marketers worldwide
- Personalizing content based on location within the global site
- Launching globally across all site

SERVICES PROVIDED

AEM
DEVELOPMENT



SOLUTION

After a careful study of Autodesk's CQ framework for corporate content management, Atypical Digital was tasked with designing a new architecture and overseeing the implementation. Deciding on an upgrade to AEM 6.0, the teams worked with Autodesk to deliver:

- Enhanced translation interface, API, and filters
- 'Responsive everywhere' multichannel presentation and support for mobile / desktop
- Java / Javascript unit testing
- Simplified deployment processes
- Improved server stability and management .

RESULTS

Upon project completion, Autodesk realized cost savings and increased content speeds. Time to market for web content was reduced by 50%, along with a 30% reduction of overall marketing localization costs. Improvements were realized for customer service, productivity, and navigability, which is now easier when searching among 150 products. Another benefit was breaking a dependency on outside vendors for translation—now more than 30,000 translation jobs are run in-house.

By architecting this new AEM 6.0 system, Atypical Digital has delivered the framework Autodesk will need to continue as a leader in creative and visualization software and solutions. With this new system delivering time savings, improved integration, and enhanced ease-of-use, Autodesk is better positioned to equip its customers with cutting-edge technology tools for creating and visualizing into the future.