



Streamlining for Success



CITRIX SYSTEMS, INC. | AEM DEVELOPMENT FOR CITRIX READY MARKETPLACE

BACKGROUND

Citrix Systems, Inc., an American multinational software company, knew it needed to re-platform its entire system from Partnerpedia to Adobe Experience Manager (AEM) 6.0 for its Citrix Ready Marketplace. This marketplace and portal enables partners to manage company and products/apps information. Also, it facilitates interaction with current and potential customers, including end-users requesting information or demo and download apps.

Atypical Digital was brought in to design and successfully implement system architecture, application and content architecture, data migration strategy (company, products/apps, users, and groups), digital asset management (DAM), users/groups/permissions/privileges management, and search.

CHALLENGE

The Citrix Ready team was constrained by numerous drawbacks within their existing platforms. Atypical Digital was hired to conduct a comprehensive study of the platforms to identify technical and business constraints, design a viable solution, and select the technology stack that would solve Citrix's challenges.

Issues the Atypical Digital team uncovered included:

- Multiple operation platforms, which resulted in inflexibility, since adding new features caused problems.
- No category listing capability since Partnerpedia didn't have the functionality for listing products by category.
- Malfunctioning search tools and limited ability to capture analytics data.
- Limited ability to integrate social tools.
- A contractual agreement preventing self-managing platforms in the long-term.

SERVICES PROVIDED

AEM
DEVELOPMENT
SITE ARCHITECTURE
CONTENT
ARCHITECTURE
DATA MIGRATION
STRATEGY
DIGITAL ASSET
MANAGEMENT
PERMISSIONS/
PRIVILEGES
MANAGEMENT



SOLUTION

Atypical Digital proposed changing platforms from Partnerpedia to AEM6. Other proposals included a hybrid engagement, end-to-end engagement, and team engagement solutions. AEM6's out-of-the-box features responded to both the problems and the needs. Now with AEM6, the Citrix Ready Marketplace system is managed by a single platform. This new platform is fully extensible and can integrate with any third-party tools, including analytics and social.

AEM6 tag manager, digital asset manager, and search features are the direct response to the identified problems and needs. Also, company-wide, Citrix has already implemented AEM for various systems, including the corporate website. From a long-term resources management standpoint, Citrix already has in-house resources to maintain and upgrade the system.

RESULTS

Atypical Digital worked with Citrix to meet their go-live date, even though there were several obstacles that arose during the life of the project. Despite the scope of the project increasing midway through completion, Atypical Digital took on new tasks like data migration, which was mandatory for the project to go live.

By doubling efforts and remaining focused on project completion, Atypical Digital helped deliver a more responsive and stable system. This improved platform bolsters Citrix's abilities to focus on the services and solutions that they provide to their customers. Citrix is now successfully running a streamlined platform system, over which they can exert their own management and control.