

Adobe Experience Manager (*Edge Delivery Service and Cloud*)

Migration Case Studies

Scaled seamlessly during high-traffic endurance event registrations

An endurance events and marathon organizer

⚠️ Business Problem

Major marathon registrations caused severe traffic spikes, leading to site crashes and lost revenue.

Slow campaign launches and rigid content structures delayed critical event announcements.

💡 Solution Overview

Led a pilot-first migration of the flagship site to Adobe Experience Manager Edge Delivery Services.

Established a modern, edge-native architecture optimized for speed, simplicity, and global scale.

Implemented document-based authoring and reusable blocks for faster campaign execution.

Key Business Benefits

Scale becomes a non-event during massive registration spikes with edge delivery and AWS

Performance and Velocity gains through document-based authoring, accelerating campaign launches

Scalable Foundation established for migrating additional regional and event-specific web properties

Transformed event digital experiences with edge-native scale

Global meetings & events platform

⚠ Business Problem

Complex event content and personalization requirements strained existing legacy platforms, resulting in slow performance.

Creating engaging, highly customized digital experiences for diverse global audiences was resource-intensive and hard to scale.

💡 Solution Overview

Led pilot-first migration of a flagship marketing site to AEM Edge Delivery Services for early value validation.

Established edge-native architecture with document-based authoring and reusable blocks for consistent UX.

Implemented comprehensive enablement including content governance, workflows, and translation configuration.

Key Business Benefits

Performance & Velocity: Edge-native delivery enables significantly faster page loads and improved Core Web Vitals

Operational Efficiency: Document-based authoring simplifies creation and reduces CMS complexity

Time-to-Value: Pilot-first strategy validated architecture rapidly on a live site

Migrate Content at Scale - Faster and Smarter with Automated Import Scripts

Sped-up program discovery and content delivery with edge-native architecture

A digital learning and content delivery platform

⚠️ Business Problem

Slow content publishing cycles delayed the rollout of new educational programs and seasonal campaigns.

Educators and content creators faced limited authoring flexibility, relying heavily on technical teams for updates.

💡 Solution Overview

Migrated from AEMaaCS to Edge Delivery Services (EDS) to establish a modern, edge-native architecture.

Implemented document-based authoring using Microsoft Word/Google Docs to simplify content creation.

Enabled reusable blocks and sections to ensure a consistent UX across the learning platform.

Key Business Benefits

Weeks to hours publishing velocity for new educational programs and seasonal campaigns

Simplified authoring via Microsoft Word/Google Docs, reducing IT dependency by 50 - 70%

20 - 40% lower implementation cost through a lightweight frontend and streamlined architecture

Accelerated inspirational journeys for destination events

A destination wedding and event planning service

Business Problem

Heavy, image-rich inspirational content loaded slowly on mobile devices, leading to high bounce rates.

Poor site performance directly negatively impacted lead capture and premium experience storytelling.

Solution Overview

Migrated to Adobe Experience Manager Edge Delivery Services for a faster, edge-native architecture.

Implemented visual optimization techniques to deliver premium imagery without compromising speed.

Integrated planning tools and streamlined the lead capture process for high-intent visitors.

Key Business Benefits

Performance uplift across core web vitals, particularly on mobile devices

+10 - 25% conversion improvement for lead capture and planning tool engagement

Faster content velocity, enabling rapid updates to inspirational galleries and packages

Scaled multi-property content and handle seasonal surges effortlessly

A global theme park and attractions operator

⚠️ Business Problem

Seasonal traffic surges strained existing infrastructure, risking downtime during peak booking windows.

Managing content across multiple global properties was fragmented, leading to slow updates and inconsistent brand experiences.

💡 Solution Overview

Migrated the multi-property portfolio to Adobe Experience Manager Edge Delivery Services.

Leveraged Multi-Site Manager (MSM) to centralize governance while empowering regional teams.

Implemented edge-native delivery to ensure fast, resilient performance during massive traffic spikes.

Key Business Benefits

Seamless scaling becomes a non-event during peak seasonal traffic surges

Weeks to hours for regional content updates and global campaign rollouts

Performance discipline established through best-practice frontend and edge design

Drove regional campaigns with localized edge delivery

A regional leisure and entertainment operator (LATAM market)

Business Problem

Fragmented regional sites created severe localization challenges and inconsistent brand experiences across LATAM markets.

Limited authoring capabilities delayed regional campaign launches and hindered local team autonomy.

Solution Overview

Migrated the regional digital estate to Adobe Experience Manager Edge Delivery Services.

Implemented a robust localization framework tailored for LATAM-specific features and multi-country nuances.

Empowered regional marketers with flexible, document-based authoring tools to streamline updates.

Key Business Benefits

Weeks to hours content turnaround driving regional velocity for campaign launches

High localization efficiency across multiple LATAM markets using unified templates

20 - 40% lower implementation cost through lightweight frontend and centralized architecture

Expedited tournament marketing and seamless schedule updates

A large-scale sports complex and event hosting operator

Business Problem

Event-driven traffic spikes strained existing systems during major tournaments and sports events.

Frequent and real-time schedule updates were slow to publish, frustrating users and organizers.

Solution Overview

Migrated event marketing sites to Adobe Experience Manager Edge Delivery Services (EDS).

Implemented specialized tournament marketing tools integrated seamlessly with schedule data.

Leveraged edge-native delivery to ensure high performance and stability during peak event traffic.

Key Business Benefits

Seamless scaling during major event-driven traffic spikes without performance degradation

Faster updates for schedules and tournament information, shifting from days to real-time

10 - 30% improved organic traffic through edge-optimized architecture and clean markup

Streamlined partner enablement with consistent brand experiences

A partner hotel and hospitality network

⚠️ Business Problem

Partner properties struggled with fragmented content management systems, leading to inconsistent brand experiences.

Launch and update cycles for new partners were delayed by complex technical dependencies and manual reviews.

💡 Solution Overview

Migrated the platform to Adobe Experience Manager Edge Delivery Services for lightning-fast global performance.

Implemented standardized partner templates and document-based authoring to simplify content creation.

Established unified brand governance and streamlined deployment workflows across the network.

Key Business Benefits

Weeks to hours content turnaround and enhanced partner velocity for property launches

Brand governance and strict brand consistency controls established across the network

Scalable foundation leveraging CDN-first architecture to handle high-traffic spikes seamlessly

Accelerated campaign launches and impact storytelling

A youth leadership and development program provider

Business Problem

Slow publishing of impact storytelling content hampered awareness campaigns and donor engagement efforts.

Complex application workflow challenges created friction for prospective youth participants and program educators.

Solution Overview

Migrated to Adobe Experience Manager Edge Delivery Services for lightning-fast performance and clean markup.

Implemented document-based authoring to empower teams to publish impact stories and awareness campaigns rapidly.

Streamlined application workflows and simplified architecture to reduce friction for all user types.

Key Business Benefits

Faster campaign launches reducing content publishing turnaround from weeks to hours

Improved awareness and 10 - 30% increase in organic traffic via fast, accessible pages

Reduced complexity for content authors and applicants through streamlined workflows

Accelerated expedition bookings with ultra-fast trip pages

A large outdoor expedition company

Business Problem

Seasonal traffic surges slowed itinerary pages and spiked bounce rates, suppressing bookings.

Marketing relied on dev teams to update trips, delaying time-sensitive content and promotions.

Solution Overview

Migrated the marketing estate from on-prem to AEM as a Cloud Service with Edge Delivery Services.

Introduced modular content fragments for itineraries and integrated the booking engine via APIs.

Implemented Git-based workflows and automatic image optimization to improve mobile performance.

Key Business Benefits

+10 - 25% conversion uplift with up to 30% lower bounce rates (faster pages, CDN-first delivery)

Weeks to hours content turnaround; 50 - 70% less dev dependency

Seamless campaign/event scaling via edge delivery + CDN

Turned high-intent travel researches into purchases with performance - led pages

A premium guided travel experiences provider

⚠️ Business Problem

Rich, image-heavy package pages loaded slowly on mobile, impacting add-to-cart and call volume.

Duplicative authoring across regions made updates error-prone and delayed seasonal launches.

💡 Solution Overview

Migrated from on-prem AEM to AEMaaS with content fragments and localization, backed by Dynamic Media for images.

Adopted Edge Delivery Services and clean markup to reduce load times and improve CWV.

Centralized assets and templates to maintain brand consistency across markets.

Key Business Benefits

+10 - 25% conversion uplift through faster pages and edge rendering

10 - 30% increase in organic traffic via clean markup and faster load times

Weeks to hours publishing velocity for regional launches

Launched luxury property microsites in days, not weeks

A luxury residential real estate developer

Business Problem

Each new property launch required bespoke microsite builds and manual asset handling.

Approval cycles and brand checks slowed go-live dates, risking missed demand windows.

Solution Overview

Migrated from on-prem AEM to AEMaaS and standardized a reusable AEMaaS component library and centralized DAM for all creative.

Enabled business teams to assemble microsites with governance workflows and approvals.

Leveraged CDN-first delivery and image renditions for premium visuals without performance loss.

Key Business Benefits

Weeks to hours turnaround for property launches; 50 - 70% less dev dependency

Days vs weeks release cycles via Git-based workflows

20 - 40% lower implementation cost through standardized components

Scaled lifestyle community marketing w/out release bottlenecks

A branded lifestyle community developer

Business Problem

Multiple community sites ran on fragmented stacks that could not handle media-driven spikes.

Non-technical marketers struggled to update events and amenities content across properties.

Solution Overview

Moved from on-prem AEM onto AEMaaS with Multi-Site Manager and role-based authoring.

Adopted Edge Delivery + CDN distribution.

Introduced structured content and brand governance to ensure consistency.

Key Business Benefits

Scale becomes a non-event with edge delivery + CDN

Weeks to hours content updates by business teams

20 - 40% lower implementation and maintenance cost vs prior bespoke builds

Accelerated course sign-ups with an SEO-first publishing

A corporate training and professional education provider

Business Problem

Course and webinar pages were slow to publish and dependent on engineering queues.

Search visibility for new programs lagged, limiting top-of-funnel demand.

Solution Overview

Migrated to AEMaaS with Edge Delivery authoring via Microsoft Word/Google Docs.

Integrated LMS for schedules and enrollment and implemented clean semantic markup.

Set up content governance and analytics for continuous optimization.

Key Business Benefits

10 - 30% increase in organic traffic from cleaner markup and faster loads

Weeks to hours publishing velocity for new programs

20 - 40% lower implementation cost through lightweight frontend + cloud operations

Scaled educational programs with fast, self-serve publishing

An educational program platform for immersive learning

⚠ Business Problem

Seasonal registration spikes overloaded legacy systems, slowing down program discovery and frustrating educators.

Content teams faced bottlenecks when launching seasonal campaigns, relying heavily on IT for routine updates.

💡 Solution Overview

Migrated to AEM as a Cloud Service to build a resilient foundation for high-traffic registration periods.

Empowered marketing teams with self-serve authoring capabilities and dynamic campaign tools.

Leveraged Adobe Analytics to optimize program discovery and group registration funnels.

Key Business Benefits

Weeks to hours publishing velocity for seasonal campaigns and new programs

10 - 30% increase in organic traffic via improved technical SEO and discoverability

Reduced IT dependency with business-led authoring and lightweight operations

Accelerated regional cruise campaigns with compliant, localized content

A regional cruise line business (French market)

Business Problem

Managing multilingual content across fragmented systems caused delays in market-specific campaign execution.

Ensuring regional compliance and localization accuracy was a manual, error-prone process.

Solution Overview

Migrated from on-premise infrastructure to AEM as a Cloud Service.

Implemented a robust localization framework using Multi-Site Manager (MSM) for the French market.

Integrated content workflows to ensure regulatory compliance across regional promotions.

Key Business Benefits

Improved regional compliance through standardized content governance and approval workflows

Faster campaign execution with optimized, market-specific content delivery

Streamlined multilingual workflows reducing manual effort in translation management

Our Digital Experience Offerings

Inspire, design, and activate the customer lifecycle



CUSTOMER ACQUISITION

Harness customer insights and data to anticipate their needs—even before they do.

Analytics / Profile / Governance
Segmentation / Collaboration /
Activation

CUSTOMER ENGAGEMENT

Engaging, intuitive interactions enhance customer engagement, boost conversions, and showcase your brand's value

Experience Creation / Asset
Management / Omnichannel
Delivery / Workflows



INTELLIGENT COMMERCE

Deliver secure, data-driven, omnichannel transaction experiences with the optimal platforms and ecosystems.

Orchestration / Channels /
Decisioning / Optimization /
Merchandising / Marketing



DATA SERVICES

Seamlessly integrate data from various sources into a unified platform and transform raw data into actionable insights

Data Lakes / Big Data/ Customer
Data Platform / Data Visualization /
Data Collection

Artificial Intelligence & Machine Learning

Governance & Privacy

Infrastructure and Cloud Services

Operations and support

Why partner with Myridius



Speed to Modern Adobe Experience Manager

Many companies on legacy AEM 6.x are nearing an inevitable migration window. We bring **20+ proven migrations to cloud**, delivering 50% faster time-to-market with an 8–12 week path to live using our **rapid development approach**.



Deep Adobe Experience Manager Expertise

Complete mastery of Sites, Edge Delivery Services (EDS), and Assets/DAM. We specialize in complex **multi-brand, multi-language** rollouts that achieve 100 Lighthouse performance scores.



AI-Enabled Delivery

Leveraging proprietary **AI copilots and automated QA** generators to revolutionize the dev lifecycle. Driving higher velocity, superior quality, and 30% lower Total Cost of Ownership (TCO).



Tier 1 Proof & Motion

Trusted by industry giants. We are **co-sell ready** with solution engineering support, rapid assessments, and dedicated hypercare.

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