

Transforming Digital Experience Velocity

How AI-First Development Delivered 50-60% Faster Time-to-Market for a Global Entertainment, Travel & Hospitality Leader

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A global entertainment, media, travel and hospitality powerhouse faced a critical challenge: legacy digital properties accumulated over the years were creating technical debt, slowing innovation, and struggling to handle millions of users during peak events. Traditional development approaches would take months to modernize their digital ecosystem—time they couldn't afford in a competitive market, making a repeatable migration framework essential.

Overview of Project

By pioneering an AI-first development methodology combining Adobe Edge Delivery Services with intelligent development acceleration, Myridius helped the client achieve what typically takes months in a matter of weeks with generative AI workflows, reducing component development effort by 50-60% and cutting defect resolution time by 70-80%— all while improving quality, consistency, and scalability through AI-accelerated development and automated component scaffolding.



50-60%

Reduction in component development effort



70-80%

Cut in defect resolution time

1. The Business Challenge

Speed, Scale & Technical Debt

During the early analysis of the client's requirements, our team was able to understand three core challenges where the business was struggling & it needed a **web modernization strategy** to address them.

The Stakes

For an **entertainment, travel and hospitality giant** serving millions of global visitors, digital properties aren't just websites—they're **revenue engines**. Event-driven campaigns, product launches, and seasonal peaks drive massive traffic surges that directly impact customer engagement and sales conversions.

However, their legacy infrastructure was becoming a liability and slowing down enterprise modernization during high-traffic cycles demanding more **digital ecosystem modernization**.

Critical Pain Points

1

Technical Debt Paralysis

Years of accumulated complexity made even minor updates risky and time-consuming

2

Performance Degradation

Page load times suffered during high-traffic events, directly impacting user experience & conversion rates

3

Scalability

CeilingTraffic spikes caused system slowdowns despite significant infrastructure investment

4

Development Bottleneck

New features took days per component, limiting marketing agility, reuse & parallel development

5

Accessibility Gaps

Meeting modern compliance standards required extensive rework across legacy code

Business Impact

Due to these critical challenges, the business was impacted

1

Slower time-to-market for campaigns and promotions

2

User experience deterioration during critical revenue moments

3

Increasing maintenance costs consuming innovation budget

4

Competitive disadvantage in an experience driven market

These issues led to **slow time-to-market, higher operational risk, rising maintenance costs** and a widening competitive gap. This accelerated the need for digital ecosystem modernization and a scalable migration strategy.

2. The Strategic Response

Modernization Meets AI-First Innovation

The Vision

Rather than a conventional "lift and shift" migration, Myridius structured a **legacy-to-EDS** migration leveraging an **edge-first architecture** and **prompt-driven engineering**. As it combines modern edge-first architecture with an AI-augmented development methodology, supported by automated validation workflows and AI-assisted component development, which led to an **accelerated innovation engine**.

The Architecture

Adobe Edge Delivery Services (EDS) Foundation

Edge-first, block-based architecture for maximum performance

Intelligent caching layer (AWS CloudFront, S3 preloading)

Enterprise-grade security (AWS Secrets Manager integration)

Serverless middleware (AWS Lambda, API Gateway)

Multi-environment deployment (Latest, Stage, Production)

The AI-First Differentiator

1

Cursor AI Development Assistant integrated into developer workflows enabled component generation with automated documentation

2

Natural language-driven component generation by prompt-driven engineering

3

Intelligent code scaffolding aligned to organizational standards

4

Automated testing & documentation generation

5

Continuous quality enforcement & pattern consistency

This created a scalable migration strategy enabling teams to **build faster** with fewer dependencies.

3. How AI-First Delivered Business Outcomes Velocity Transformation- From Days to Hours

TRADITIONAL APPROACH

Creating a single reusable component (e.g., a promotional teaser with CTA) required:

Manual HTML/CSS/JavaScript development

Accessibility compliance verification

Responsive design testing

Unit test creation

Documentation writing

Code review iterations

Timeline

2-3 Days Per Component

VS

AI-FIRST APPROACH

Using natural language prompts, developers specified requirements:

"Create an EDS block named Teaser with title, CTA button, following accessibility guidelines, responsive design, and unit tests." Cursor generated production-ready code in minutes, enabling teams to maintain standardized templates across all components:

`teaser.js` with DOM rendering and interaction logic

`teaser.css` with responsive, brand-compliant styling

`teaser.test.js` with comprehensive unit tests

Inline documentation and comments

Timeline

Hours from concept to deployment-ready driven by AI-enabled front-end development

Business Impact

1

50-60%

reduction in component development effort

2

DAYS → HOURS

Ability to respond to campaign requirements in hours

3

PARALLEL

development across teams without consistency concerns

4. Quality at Scale Consistency Without Compromise

The Challenge

Multiple teams, repositories, and websites required absolute consistency in code patterns, accessibility compliance, and architectural standards—typically enforced through extensive code reviews and documentation.

The AI-First Solution

Cursor was trained with organizational standards, coding conventions & EDS best practices. Every generated component automatically adhered to the following elements, designed for multi-site migration

- 1 Security best practices
- 2 Testing frameworks
- 3 Responsive design patterns
- 4 Enterprise coding standards
- 5 WCAG accessibility guidelines

Business Impact

Our intelligent development workflows and digital platform transformation helped the business drive the following benefits

- 1 70-80% reduction in defect resolution effort
- 2 FEWER regression issues in production
- 3 ACCELERATED QA cycles with standardized EDS development templates
- 4 REDUCED code review overhead
- 5 CONSISTENT user experience across all properties

5. Middleware Acceleration

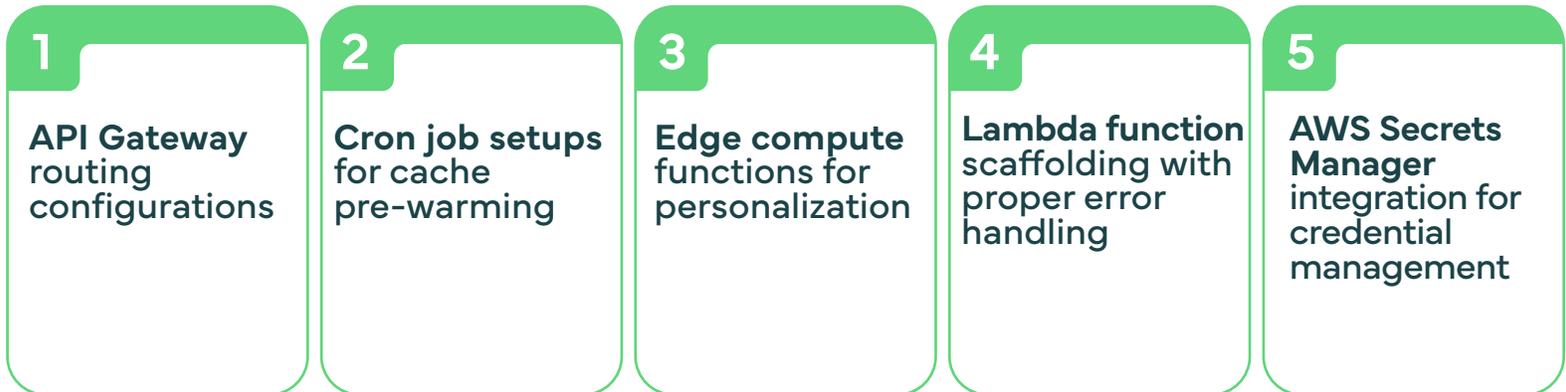
Complex Integration, Simplified

The Challenge

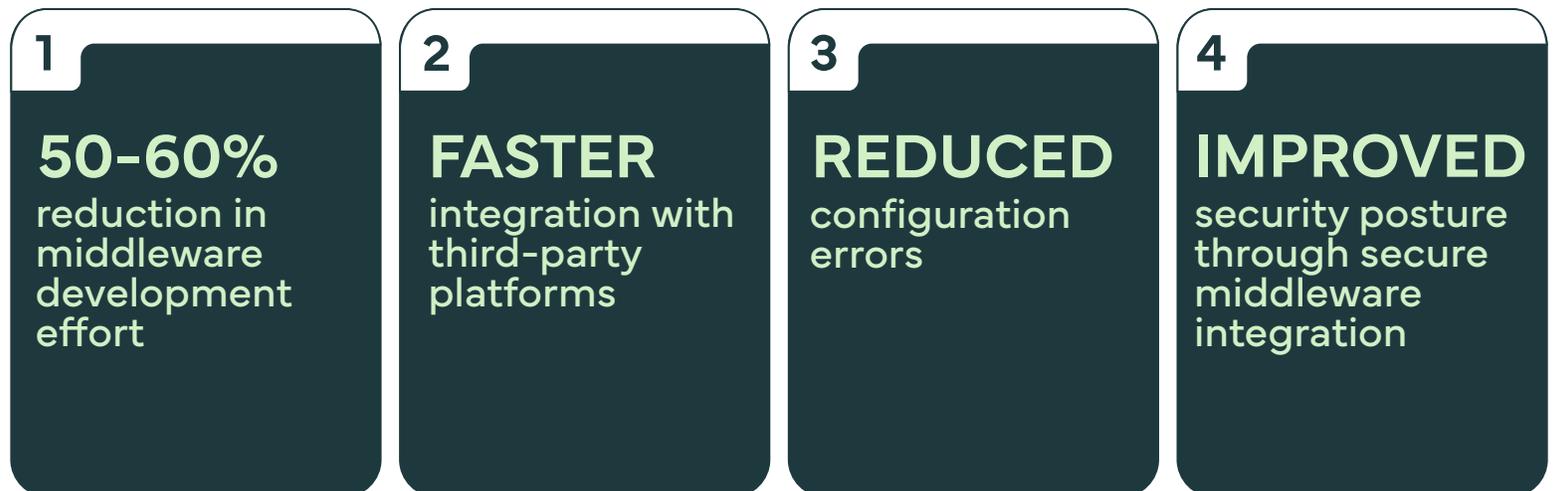
Backend business logic — AWS Lambda functions, API integrations, third-party service connections — traditionally requires significant boilerplate code, security configurations, and integration testing. However, we streamlined it using AI-powered scaffolding.

The AI-First Solution

Cursor assisted developers in generating the following elements while ensuring they aligned with a repeatable migration framework



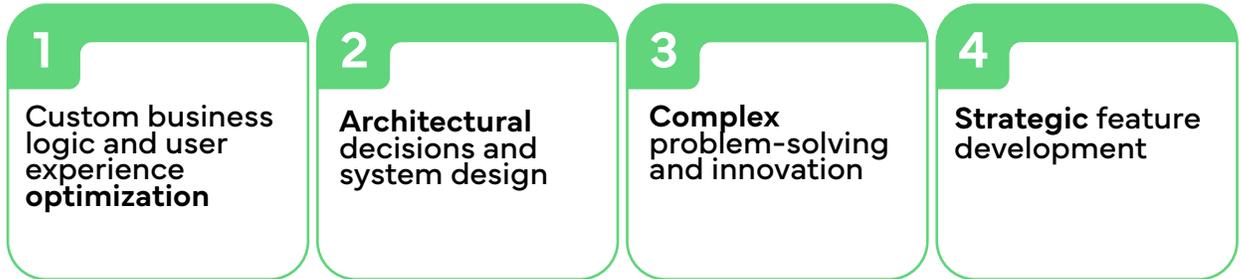
Business Impact



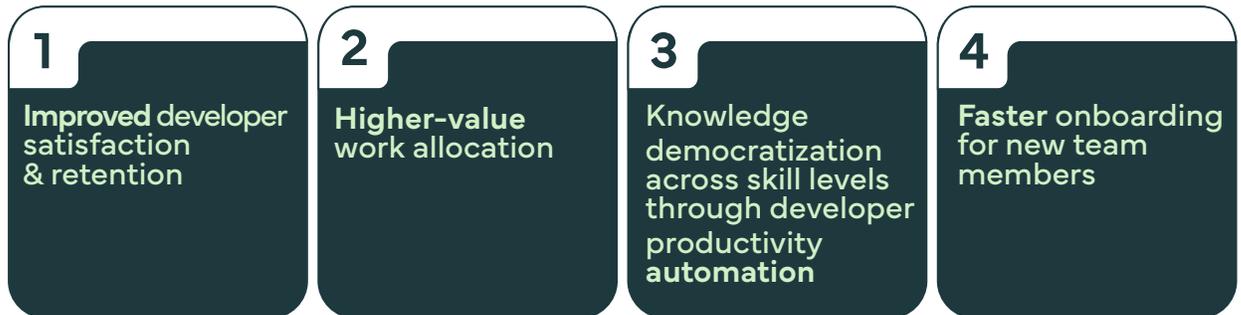
6. Developer Experience From Repetition to Innovation

The Cultural Shift

Rather than replacing developers, AI augmentation freed teams from repetitive, boilerplate work to focus on



Business Impact



The Results Measurable Business Transformation

Performance Outcomes

Lighthouse Performance Scores: Improved across all digital properties

Page Load Times: Significantly reduced, especially during peak traffic

Scalability: Seamless handling of event-driven traffic surges

Uptime: Enhanced reliability during critical business moments

Development Efficiency

50-60% faster component & middleware development

70-80% reduction in defect resolution time

Accelerated migration velocity enabling faster ROI realization as part of a legacy-to-EDS migration

Reduced overall project costs through efficiency gains

Quality & Consistency

Standardized code patterns across all repositories

Improved accessibility compliance

Reduced technical debt accumulation

Enhanced maintainability and documentation

Business Agility

Faster response to marketing campaign requirements

Ability to test and iterate features **rapidly**

Parallel development across multiple teams

Competitive advantage through speed-to-market

7. The Technology Stack

Front-End Adobe Edge Delivery Services (EDS) Block-based component architecture Semantic HTML, CSS, JavaScript		Development & Deployment GitHub (version control) Harness (CI/CD pipelines and CI/CD automation) Cursor AI (development acceleration)	
Edge Compute Akamai Edge Workers AWS CloudFront Functions AWS Lambda@Edge	Middleware & Backend AWS Lambda (serverless compute) AWS API Gateway (routing) AWS Secrets Manager (security) AWS CloudFront (CDN) AWS S3 (caching layer)	Optimization Cron Lambdas (cache pre-warming) EventBridge (automated scheduling) Multi-layer caching strategy	
Prompt-Driven Development Developers describe requirements in natural language, receiving production-ready code aligned to standards.	Intelligent Scaffolding AI generates complete component structures—logic, styling, tests, documentation—in minutes using AI-powered scaffolding while supporting reusable components for future development	Continuous Quality Enforcement Real-time linting, accessibility checks, and pattern validation during development.	

The AI-First Methodology How It Works

Automated Testing Unit tests, integration tests, and mocks generated alongside functional code.	Documentation as Code Inline comments, README files, and technical documentation auto-generated.	Human-AI Collaboration Developers validate, Vcustomize, and enhance AI-generated code, maintaining architectural control.
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Key Success Factors

Standards-First Approach	Iterative Refinement	Measurable Outcomes	Hybrid Expertise	Strategic AI Integration
Training AI with organizational standards ensured consistency without manual enforcement backed by automated validation workflows and strengthened enterprise modernization efforts.	Continuous feedback loops improved AI output quality over time.	Clear metrics tracked efficiency gains and business impact across high-traffic digital platforms supported by generative AI workflows.	Human architects guided strategy while AI accelerated execution.	AI wasn't bolted on—it was architected into the development workflow from day one.

8. Looking Forward

The Competitive Advantage



As AI-assisted development matures, the efficiency gains compound, creating widening competitive moats for organizations that embrace this methodology early.



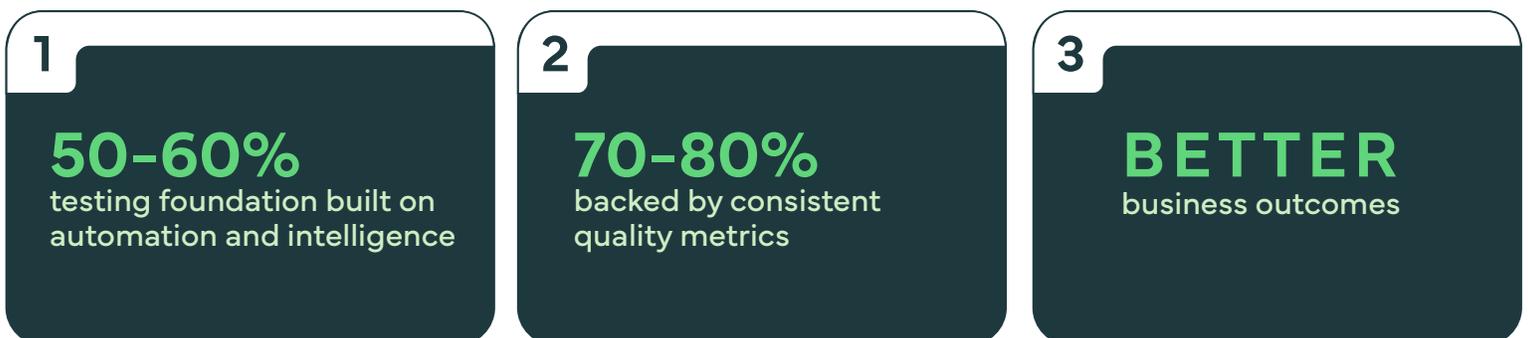
This transformation demonstrates how combining modern architecture with AI-augmented development dramatically improves delivery speed, quality, and maintainability. Cursor became a critical enabler, transforming EDS development from a manual, repetitive task into an intelligent, accelerated, and high-quality workflow.

9. Conclusion

The Future is AI-First

In an era where digital experience directly **drives business outcomes**, **velocity and quality** can no longer be trade-offs. This case study demonstrates how an AI-first development approach delivers both—**50-60% faster development**, **70-80% fewer defects**, and **measurably better business outcomes** driven by AI-powered development workflows and repeatable migration frameworks.

For organizations facing similar challenges—**legacy modernization**, **scalability demands**, **development bottlenecks**—the question isn't whether to adopt AI-augmented development, but how quickly you can integrate it into your delivery model. The future belongs to teams that combine **human strategic thinking** with **AI execution velocity**.





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About Myridius

Myridius, formerly RCG Global Services has been at the forefront of helping enterprises transform through technology. Today, we are shaping the next era of digital engineering—an AI-native era where success is defined not by scale alone, but by speed, intelligence, and measurable business outcomes. Myridius brings together deep domain expertise, modern engineering, and AI-first innovation to help organizations move beyond experimentation and achieve real impact. We partner with clients in Financial Services, Healthcare, Travel, and Manufacturing to modernize core systems, unlock data-driven insights, and create new digital business models that drive growth and resilience. Anchored in more than 50 years of industry heritage and powered by a future-focused mindset, Myridius is the partner of choice for enterprises seeking to reinvent themselves with confidence—delivering not just digital transformation, but business transformation at scale.

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