



## CASE STUDY

# Genworth Financial AEM/Salesforce Case Study

### CHALLENGE

Genworth approached 6D to create an integration between AEM and Salesforce while extending the AEM form and validation framework to fit their business needs. When they came to 6D, Genworth had a scattered web platform across various international subsidiaries. Not only did these subsidiaries have different content, but the translation and availability of the content across the different subsidiaries and languages was inconsistent.

### SOLUTION

6D created a solution which gave authors flexibility to modify the forms, but ensured the business's compliance needs were met. The solution would first validate the data, then submit it to Salesforce via the Salesforce Web Service API.

**Content Strategy** – 6D designed a strategy for organizing the various websites and subdomains used by Genworth as well as internationalizing the various websites. This content strategy also organized the websites logically based on the core pillars of Genworth's business thus creating a logical content taxonomy and site structure.

**Localization Approach** – 6D designed and implemented a strategy using AEM's Live Copy to ensure translations of a site had consistent, translated content while supporting locale specific tweaks and differences.



### PROJECT

Create an integration between AEM and Salesforce while extending the AEM form and validation framework to fit Genworth's business needs.

### SERVICES

AEM/Salesforce integration

Content strategy

Localization approach