Building Brand Strategy with MuleSoft and ISTIKA

Challenge

After initiating a B2B Commerce Strategy, our client asked themselves -

'How can we ensure our partners always have immediate access to the correct digital assets for their own portals to ensure a quality of brand and message to present to the consumer?'

We collaborated with our customer to provide a high quality user experience, allowing them to access assets which are stored in their Content Hub (CH) to ensure they are using the most currently available version thereby ensuring brand quality and consistency.

Strategy and Solution

Customer had already architected the Content Hub to allow it to manage content but also wanted to compliment it with services from AWS for storage and optimisation services.

Utilising the MuleSoft Anypoint Platform, NJC Labs rapidly built out a suite of APIs to synchronise on an hourly basis, the assets between the CH and Amazon's S3 Service. Only approved assets were synchronised, and after optimisation via AWS a new public URL was generated which was then synchronised back to the CH.

A separate process was also implemented, again fronted by developer friendly APIs, to take any assets that had expired or had their usage restricted, and delete the corresponding AWS files and meta data in the CH to remove the public URL.

NJC LABS

Not Just Connecting

NJC For...

B2B COMMERCE
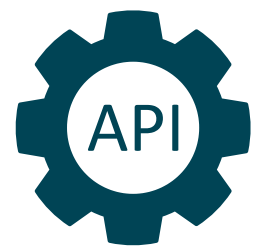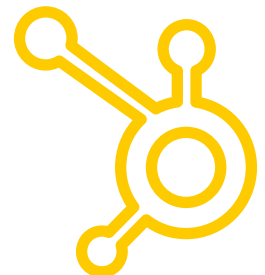
Solution tool – ISTIKA

- Our own Integration Lifecycle Automation and API-Ops framework.

- Developed in our Innovation Lab, this tool is a key component of our ability to deliver enhanced outcomes on the project.

- Delivered on this project 50% faster than competitors.

- Delivered on this project 50% cheaper than competitors.

50%
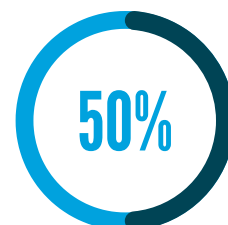
Transformation

- Thanks to the smooth collaboration between us and customer, working across three continents with distributed teams, the Content Hub (CH) is able to provide up to date content tailored for the customer

- By the go-live date, over 80,000 digital assets were successfully synchronised without a single error and this is continually being added to as new content is created.

80,000 DIGITAL ASSETS

- In addition, NJC Labs designed the APIs for re-use which has enabled customer to utilise the APIs from this initiative in subsequent projects, therefore massively reducing the time needed to deliver on those in future.

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B2B COMMERCE

Outcomes

We collaborated closely with customer and a leading Salesforce consulting partner, as a distributed team across the globe resulting in realising customer's initiative to centralise assets and provide a better user experience.

- 80,000 assets synchronised for go-live with zero errors

- 6 reusable APIs created which are already being utilised in other initiatives

- A project delivered with a 50% cost saving and 50% time saving over the nearest competitor proposal.