Adobe Solution Architect Case Study

TechnoRetail Inc. – Digital Transformation Initiative

Estimated Time Commitment: 1–4 hours
Turnaround Time: Ideally we'd like to get this back within 2–3 days of receiving this case study, but we understand you're busy. Let us know what works!
Format: A ~15 minute presentation (e.g., Deck, PDF, or visual document) that includes a visual representation of your recommended architecture or approach followed by at 30 minute Q&A and interview.

Background

Company Profile:

TechnoRetail Inc. is a mid-market specialty electronics and home technology retailer with $750M in annual revenue. The company operates 85 physical stores across the US and an e-commerce platform that contributes 40% of total sales. Founded in 1998, TechnoRetail has built a loyal customer base but is struggling to compete with digital-first competitors and evolving customer expectations.

Business Challenges

The CMO and her leadership team have identified critical challenges impeding their ability to compete effectively:

1. Fragmented Customer Experience
    a. Website visitors receive generic content regardless of their preferences, purchase history, or lifecycle stage
    b. In-store customers who are also online shoppers receive duplicate or contradictory communications
    c. No ability to recognize returning visitors or personalize their journey
    d. Customer service teams lack visibility into marketing interactions
2. Marketing Inefficiency & Slow Speed-to-Market
    a. Creating campaign assets takes 3-5 months due to manual processes and approval bottlenecks
    b. Content reuse is minimal; teams recreate similar assets repeatedly
    c. No standardized templates or component libraries
    d. Campaign launches require IT involvement for website changes, causing 2-3 month delays
    e. Unable to respond quickly to competitor actions or market opportunities
3. Lack of Customer Intelligence

   a. No consolidated view of customer behavior across channels
   b. Marketing leaders make decisions based on incomplete data and gut instinct
   c. Unable to identify high-value customer segments or predict churn
   d. ROI measurement is inconsistent and time-consuming
   e. Customer lifetime value is unknown
  4. Organizational Silos
   a. E-commerce, retail, and marketing teams operate independently with separate tools and goals
   b. IT is bottlenecked with marketing requests but not involved in strategic planning
   c. Data lives in multiple systems with no integration
   d. Agencies and external partners struggle to collaborate efficiently

New Initiatives Being Considered

1. Redesign and relaunch the TechnoRetail website with modern, personalized experiences.
2. Implement a new CRM and integrate it with marketing automation and ecommerce systems.
3. Build a centralized content hub for asset reuse across all channels.
4. Establish dashboards and analytics to understand customer journeys, campaign ROI, and to accelerate decision-making.
5. Improve speed-to-market while lowering costs of campaign operations.

Candidate Task

You (the Adobe Solution Architect) have been asked to present a recommended solution approach to TechnoRetail's leadership.

As part of the case study, please **prepare a 15-minute presentation** (followed by Q&A) that addresses the following:

Discovery & Alignment

- What workshops or stakeholder discussions would you run with TechnoRetail's leadership, marketing, and IT teams?
- What questions would you ask to uncover challenges, define use cases, and align on outcomes?

Current-State Assessment

- Based on the situation described, what gaps do you see in TechnoRetail's current marketing technology and processes?
- How would you frame these gaps in terms of business impact (cost, speed, revenue, customer experience)?

Future-State Vision & Architecture

- Propose a high-level architecture leveraging Adobe Experience Cloud (e.g., AEM, Adobe Journey Optimizer, Real-Time CDP, Adobe Analytics, Adobe Target), and any external platforms that might be needed.
- How would these solutions work together with CRM and ecommerce to address TechnoRetail's goals?
- Show how content, data, personalization, and customer journey management would connect.

Executive Translation

- Summarize how your recommendations align with TechnoRetail's business objectives (speed, reduced cost, improved customer insights, better marketing).
- Explain the value in business language that would resonate with executives who may not be technical.

Adoption & Execution Plan

- Outline the first 90–180 days: what steps should TechnoRetail take to begin the transformation?
- How would you ensure adoption among business and IT stakeholders?
- What governance or operating model changes might be needed?

Thought Leadership

- If you were TechnoRetail's trusted advisor, what innovations or forward-looking approaches would you recommend so they stay ahead of competitors in digital marketing?

What the Panel Will Evaluate

1. Strategic Thinking: Does the candidate connect technology capabilities to measurable business outcomes?

2. Architectural Skill: Can they propose a future-state architecture across data, content, personalization, and journey management?

3. Facilitation Ability: Do they demonstrate how they'd engage with both executive and technical stakeholders?

4. Communication: Are complex concepts translated into simple, compelling recommendations?

5. Leadership: Do they show thought leadership and the ability to be a trusted advisor for clients?