

VSHIFT

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VShift Launches AEM Digital Experience Accelerator at MACH THREE Conference

New program relieves Adobe pain points and helps organizations launch engaging customer experiences faster, easier and more cost effectively

NEW YORK, June 17, 2024—As an increasing number of companies struggle to match their digital experiences to real-time opportunities, **VShift** announced the launch of the **VShift AEM Digital Experience Accelerator** at the [MACH THREE Conference](#) today in New York City. Developed for Adobe Experience Manager (AEM) users, this proprietary program helps deliver more engaging digital experiences with Adobe faster, easier and more cost effectively.

VShift, a customer engagement and digital experience agency and [MACH Alliance](#) member, has deep expertise with enterprise-scale organizations in regulated industries like financial services, insurance and healthcare. They also have a trajectory of crafting and delivering digital platforms that create competitive advantages for companies including BJC HealthCare, Freddie Mac, Prudential and First American, to name a few.

“In our experience with complex organizations, we kept hearing the same pain points—cost, time-to-market, internal friction,” said Al Collins, Founder & CEO of VShift. “We developed the VShift AEM Digital Experience Accelerator to make our clients’ experience with AEM better and help them get the most out of their Adobe investments. Our new program offers a streamlined process, an easier way of launching customer experiences, and an increased capacity to innovate at a fraction of the time and costs usually involved.”

The VShift AEM Digital Experience Accelerator expedites digital product or website development-to-launch programs within 90 days, can be customized to each organization’s needs, and helps organizations meet their business goals by providing the following benefits:

- **Faster to market**—organizations can complete projects in weeks.
- **Better customer experience**—delivers a seamless omnichannel experience.
- **Less internal friction**—by eliminating conflicts between content owners and tech teams.
- **Flexibility to change**—teams can easily swap out components or switch direction altogether.
- **Minimize vendor “lock-in”**—decreasing the need for specialized AEM-certified resources.
- **Cost effective**—maximizes AEM investments and cuts costs by supporting customer experiences (CX) with affordable composable technology.
- **Empowers content owners**—marketing and content teams become self-sufficient while staying within the security guidelines of the organization.

VShift offers organizations a complete accelerator package that includes:

- Ready-to-deploy cloud-hosted environment, orchestration and integration tools.
- Rapid design prototyping via Figma + AEM headless platform and connectors.
- Customizable prebuilt core UI component library.
- AI-enhanced starter content model, tags, automated builder/loader.
- Proprietary “universal” GraphQL-based connector.
- Web application scaffolding with baseline pages and functionality.
- Hybrid-headless visual content editor: Adobe’s Universal Editor or non-Adobe visual editor (e.g., DXC).
- Value-added composable modules and services, e.g., authentication-as-a-service, search-as-a-service.
- Guides and documentation.
- An expert team with extensive experience with AEM and composable tech.

“We spend about two to three months customizing the VShift AEM Digital Experience Accelerator to a company’s needs, and then we turn over the reins, leaving our clients with thorough reference documentation and allowing content creators and tech teams to launch engaging customer experiences faster, easier and cost effectively,” added Collins.

For more information about the VShift AEM Accelerator, visit vshift.com/ideas/vshift-introduces-the-aem-digital-experience-accelerator or visit the VShift booth at the [MACH THREE Conference](#) in New York June 17-18.

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About VShift

VShift is a customer engagement and digital experience agency. We bring together consulting, creative, marketing and technology to drive growth for organizations in regulated businesses. VShift is a member of the [MACH Alliance](#), SOC 2 certified by the AICPA, and PCI DSS compliant. Visit vshift.com and follow VShift on [LinkedIn](#) for more information.