



How Swinburne University Boosted Their Digital Capabilities and Development Velocity by Streamlining Adobe Solutions with Hashout

CASE STUDY



“Hashout has been an invaluable partner, providing the technical expertise and support necessary to scale our digital capabilities. They’ve helped us optimize our use of Adobe solutions, deliver key projects like Open Day and implement a PWA POC within our existing tech stack—all while maintaining cost-effectiveness and high-quality results.”



Jordan Capp

Head of Digital Experience at Swinburne University



Swinburne University of Technology is an Australian dual-sector education provider based in Victoria. It offers a wide range of tertiary programs, from certificates to PhDs.

WHAT WE PROVIDED

- Evolution from limited development capacity to a scalable, high-velocity digital experience
- End-to-end AEM development and deployment
- Recommendations on optimizing and leveraging advanced features for impactful campaigns
- Extensive knowledge and ongoing support for innovative projects and everyday development projects

Industry
Higher Education

Company Size
Australia

Challenges

Stretched resources and limited AEM expertise stall digital innovation and slow critical project delivery

The journey to studying at **Swinburne University of Technology** starts at the university's website. A streamlined, easy-to-navigate user experience gives students confidence that Swinburne is the school for them.

While Swinburne's marketing team had a solid strategy and reliable integrations across their digital platforms, their in-house team lacked specific technical expertise and bandwidth. They were stretched too thin to properly scale resources and meet the demands of their projects, which impacted their ability to deliver high-quality, timely results.

Swinburne organizes their website using a centralized model, where a select group of authors manages day-to-day maintenance tasks, and a group of developers manages enhancements and new functionalities. This approach was slow, and tight timelines and complex projects added stress to a team already running at full speed.

Additionally, the team had recently transitioned to the Adobe Marketing Cloud stack, and their internal developers weren't yet comfortable or confident with the solutions and functionalities. They hired a vendor to enhance their Adobe Experience Manager (AEM), but the costs were high, and they didn't feel they were getting the necessary support or guidance to optimize its use.

Wanting to provide users with a state-of-the-art experience that could adapt quickly to keep up with the demands of marketing to a discerning audience of potential students, Swinburne's marketing team turned to Hashout.

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“The velocity wasn’t picking up, and we weren’t able to action anything we wanted, so we couldn’t make any changes that would impact our user experience.”

— Amara Lotriet,

Digital Content Manager at Swinburne University

Solution

A cost-effective, high-velocity, and scalable partnership

In the team's search for an affordable partner that could help them level up their knowledge base, Hashout rose above the rest. They are an AEM Specialized Adobe Partner, offering the perfect combination of cost-effectiveness, reliability, and deep knowledge of Adobe AEM. Hashout also has a Higher Education focus, working with other institutions such as Thomas Jefferson University in the US and ISB in India on AEM.

Demonstrating the right balance of technical capability and strategic insight, Hashout understood Swinburne's challenges and had a proven track record of delivering quality results, making them an ideal partner to help scale the university's operations. Hashout quickly integrated AEM with Swinburne's existing team member structure, systems, and internal IT practices to help the marketing team scale operations without compromising quality. Their fast response times and expert support were exactly what Swinburne needed.

Hashout provides end-to-end development, working with the team to determine possible solutions and helping the internal web development team create, test, and deploy features into production environments. They work within Swinburne's existing bi-monthly code release cadences, saving time and preventing the need for additional code deployments.

Hashout also alerts the team to new or upcoming functionalities so they can make improvements quickly and plan for the future. For example, when the team wanted to upgrade their Adobe Campaign platform, the Hashout team helped them understand the available options, like Campaign Classic V8 and Adobe Journey Optimizer. They explained the benefits for business and IT, and discussed how the platform could uncover new use cases that are critical to remaining on the cutting

edge of domestic and international markets.

After the initial use case, Hashout helped Swinburne with several projects:

- The annual Open Day campaign is a key milestone in Swinburne's Open Day digital experience. Their internal team developed the UX, and the Hashout team had the unique combination of AEM expertise and frontend skills across all frameworks and full stack development. These capabilities helped Hashout complete complex tasks and deliver a turnkey project for Swinburne to enhance the digital journey for prospective students and ensure a seamless experience across their Open Day website. These efforts led to a significant increase in engagement and conversions and demonstrated the effectiveness of a digital-first strategy for large-scale events.
- The accompanying planner app allows students to see what events and talks are available for them to attend.
- A Progressive Web App (PWA) Proof of Concept proved the ability to leverage AEM for PWA. While other vendors told Swinburne it wasn't possible, Hashout did their research and came back with a Proof of Concept to make it happen. They then developed a sample experience, opening the door to more dynamic and user-friendly digital experiences.
- PHP Support and legacy app upgrades ensure that PHP remains a secure, stable, and reliable web development platform.
- Supporting Swinburne's Adobe Campaign Standard platform by providing ongoing technical support and helping build key workflows to enable more targeted and personalized marketing campaigns.

Hashout also provides crucial support across various AEM development projects, helping Swinburne scale their in-house team and expand their capabilities.



“Hashout’s reputation for being both cost-effective and reliable while delivering high-quality results made them the best choice.”

— Jordan Capp,

Head of Digital Experience at Swinburne University

Results

Increased engagement and conversions, faster delivery times, and more productive teams

Since partnering with Hashout, Swinburne has realized more operational efficiencies and improved the quality and speed of their digital initiatives. Working with Hashout has given the Swinburne team access to the technical expertise necessary to scale their operations while avoiding bottlenecks. The team can now focus on higher-value tasks, leading to more successful projects and faster delivery times.

The enhanced digital capabilities and more effective marketing efforts directly contribute to higher engagement with students and better business outcomes. Because Hashout is an Adobe partner, they keep the Swinburne team aware of new and upcoming features and functionality, which allows them to plan for the future. The team sees Hashout as a key partner to help them continue to scale and innovate. As they explore more advanced use of Adobe tools and modern web technologies, Hashout will remain integral in supporting their growth and ensuring they remain at the forefront of digital experience management.

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“Hashout has enabled us to expand our AEM development velocity while also expanding our understanding of what we’re able to do at a platform level. I’m looking forward to increasing our velocity even more and enhancing our experience at a micro level.”

— Amara Lotriet,

Digital Content Manager at Swinburne University

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partner delivering solutions
in best-in-class technology
platforms.**

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