Enterprise Data Warehouse and Master Data Management for a leading Online Travel Company in India

### BUSINESS REQUIREMENT
- Create 360° view of customer
- Handle multi-structured (un/semi/structured) data

### OUR SOLUTION
- Integrated Data Strategy for 30 siloed departments
- Customer MDM
- Self Service BI, Visualization & Advanced Analytics

### BUSINESS IMPACT
- Actionable insights on customer buying and search patterns
- Enabled true customer lifetime value
- Enabled cross/up sell

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### About Us
Happiest Minds has a sharp focus on enabling Digital Transformation for customers by delivering a Smart, Secure and Connected experience through disruptive technologies: mobility, big data analytics, security, cloud computing, social computing, M2M/IoT, unified communications, etc. Enterprises are embracing these technologies to implement Omni-channel strategies, manage structured & unstructured data and make real time decisions based on actionable insights, while ensuring security for data and infrastructure. Happiest Minds also offers high degree of skills, IPs and domain expertise across a set of focused areas that include IT Services, Product Engineering Services, Infrastructure Management, Security, Testing and Consulting.

Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore and Australia. It secured a $52.5 million Series-A funding led by Canaan Partners, Intel Capital and Ashok Soota.

For more information visit [www.happiestminds.com](http://www.happiestminds.com). Write to us at [business@happiestminds.com](mailto:business@happiestminds.com)