



Digital Content Broker for an International Market Research Company

BUSINESS REQUIREMENTS



Content segmentation and Dynamic content orchestration



Analytics to generate further business leads



Dashboard & Detail Reports of the anonymous user access

OUR SOLUTIONS



Segmented Reporting and restricted browser to view report



End to end Content security and traceability



End User Interaction Insights

TOOLS / TECHNOLOGIES



Cloud Design – AWS, Azure, Apache Tomcat



Server Implementation: Java, MySQL, MongoDB based implementation



Software – Java, J2EE, JS Query

BUSINESS IMPACT



Revenue increased by 18-20% on top of BAU (Business as Usual)

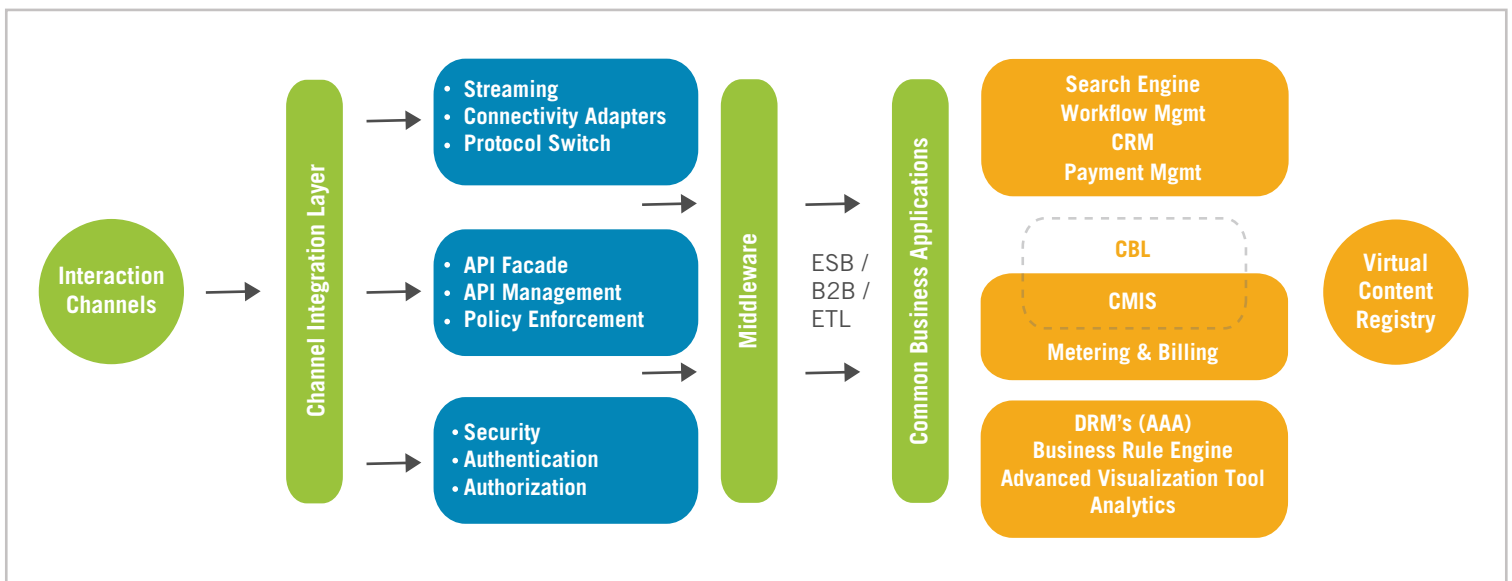


20% monetization increase through segmented content



10% more cross-sell up-sell opportunities

SOLUTION ARCHITECTURE



About Us

Happiest Minds enables **Digital Transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights through an integrated set of **disruptive technologies**: big data analytics, internet of things, mobility, cloud, security, unified communications, etc. Happiest Minds offers domain centric solutions applying skills, IPs and functional expertise in IT Services, Product Engineering, Infrastructure Management and Security. These services have applicability across industry sectors such as retail, consumer packaged goods, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, Singapore, Australia and has secured \$ 52.5 million Series-A funding. Its investors are JPMorgan Private Equity Group, Intel Capital and Ashok Soota.

For more information visit www.happiestminds.com. Write to us at business@happiestminds.com

