

# Product Engineering Services



#### About Happiest Minds Technologies:

Happiest Minds, the Mindful IT Company, applies agile methodologies to enable **digital transformation** for enterprises and technology providers by delivering seamless customer experience, business efficiency and actionable insights. We leverage a spectrum of disruptive technologies such as: Big Data Analytics, AI & Cognitive Computing, Internet of Things, Cloud, Security, SDN-NFV, RPA, Blockchain, etc. Positioned as "Born Digital . Born Agile", our capabilities spans across product engineering, digital business solutions, infrastructure management and security services. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

Headquartered in Bangalore, India; Happiest Minds has operations in USA, UK, The Netherlands, Australia and Middle East.

To know more about our offerings, Please write to us at [business@happiestminds.com](mailto:business@happiestminds.com)

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## Product Engineering Services at a Glance

Recent technological advancements have changed the way enterprises do business. Happiest Minds can not only help organizations stay afloat, but also ensure that they gain a competitive edge by leveraging new technologies to drive innovation, manage scalability and explore new markets. With a singular focus on Social, Mobile, Analytics and Cloud (SMAC) technologies, Happiest Minds can help companies accelerate business transformation through a smart, secure and connected experience across enterprise platforms, consumer solutions, data center technologies, and the internet of everything.

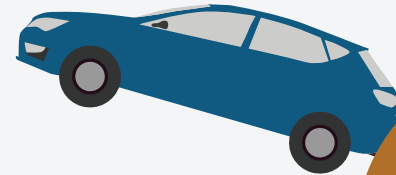
Today, businesses strive to make their mark in a hyper-connected world, where decisions taken in one corner of the globe affect people/operations across geographies. Organizations, thus, look for technology partners who have the **engineering R&D expertise** to give them the thrust they need to achieve business goals.

We at Happiest Minds understand that it's no longer just about developing products faster and reducing time-to-market, but about rethinking old ways and transforming for the better.

We co-create with our clients to reduce risks and operational costs. The changing business landscape makes it imperative for business to be future-ready -be agile, leverage varied platforms, gear up for gamification and embrace disruptive technologies. Happiest Minds, with the skill and experience to help companies navigate this maze, is committed to making this transition smooth and successful.



Advanced healthcare solutions with automated e kiosks to help the elderly!



World's most popular collaboration and productivity application making your life easier!



Impacting end users at every stage of the circle of life



Delivering State of the art telematics solutions for a leading automobile company!



World's Largest E Education company making assignments fun for kids and students!



Worldwide leader in Sports delivering all the excitement of sporting in your mobile!



- Next Gen IT services company launched in 2011
- 1700+ Employees | 100 Customers | 8 Countries | Canaan & Intel Capital Funded
- More than twenty percent of Happiest Minds customers are from the G500 list of top 500 R&D spenders globally.
- Fastest Growing IT and Engineering R&D services company with disruptive technology DNA

Infocom – IT Gem of INDIA

INC. – Most Innovative Mid-Sized Company

Deloitte APAC 500 - 13<sup>th</sup> fastest growing company

Gartner – Vendor to watch on “The Internet of Things”

Happiest Minds Technologies has been ranked #2 by Deloitte Technology Fast 50 for India - 2014

Zinnov GSPR2014 – Youngest and Fastest Growing R&D services provider in the “Niche & Emerging” category

# Enterprise Platforms



Enterprises considering new IT initiatives are often faced with the 'build vs. buy' decision, made even more complex by the need for adding new models such as Cloud or SaaS. Happiest Minds, with enterprise platforms designed to help them reduce time-to-market and improve scalability and maintainability of solutions, makes the choice easier for them.

Our in-depth knowledge and expertise in [software product development](#) has helped us build advanced competencies in designing enterprise platforms. We specialize in offering solution-defined consulting and end-to-end solution development including social integration, customized visualization, data aggregation and API enablement including big data, analytics, developer platforms and SDK.

## Case Study

The client is one of world's leading education conglomerates and offers publishing and assessment services to schools, corporations and individuals.

### Challenge

Re-architecting the platform to improve the legacy learning management system

### Solution

Happiest minds decoupled and layered the architecture, automated unit testing with 90% coverage, documented the system, and put a migration mechanism in place that ensured seamless data transfer between various learning management systems

### Benefits

Improved product quality and performance, leading to worldwide acceptance due to its mobility, agility and ease of deployment



# Consumer Solutions



Happiest Mind leverages **Omni-channel** technologies to develop end-to-end consumer solutions that enable businesses to gain a competitive advantage by providing an integrated software platform spanning all business processes — from assembly line to shop floor, from established markets to emerging territories. We offer cutting edge big data and analytics solutions. Our m-commerce apps integrate existing e-commerce platforms through API enablement, data aggregation and presentation elements. Our contextual and customized solutions provide organizations with an end-to-end software platform that supports all routes to market, all sales and delivery models, in all geographies, and on all mobile platforms.

## Case Study

A world's leading multimedia sports entertainment company. It provides comprehensive sports coverage across different sports around the world.

### Challenge

Client was looking for a technology partner who would engage to have complete understanding of their product lines and build a complete mobile application on multiple mobile platforms delivering the same experiences cross channels.

### Solution

Happiest Minds spend considerable time understanding the business and Built a mobile app using a tried and tested proprietary Platform with cross platform capability (Android, iOS, BlackBerry, Windows Phone, Nokia QT and Mobile Web).

### Benefits

Happiest Minds also took up total ownership for quality of the deliverables and developed a framework that drastically reduced Time to Market.

# Data Centre Technologies



Operating in a highly competitive market and faced with ever-evolving demands of the trade, an increasing number of enterprises around the globe are looking for next-gen data centers to drive profitability, process efficiency and business continuity. Happiest Minds' offerings ensure improved operations through hosting and facility management services and ascertain seamless migration and consolidation for optimizing the high-performance data center architecture required to meet business expansion strategies.

In addition to offering a broad range of services that enable holistic product development, we also assist our customers with SDN and SDS enablement and [SDDC application development](#). Our value proposition includes creating a programmable network cloud orchestration platform using open stack ODL and network monitoring SDN applications.

## Case Study

The client, a leading telecom expense management company, was building a dashboard app to measure customer quality index and other KPIs to optimize customer support.

### Challenge

Automating the feature-rich user interface

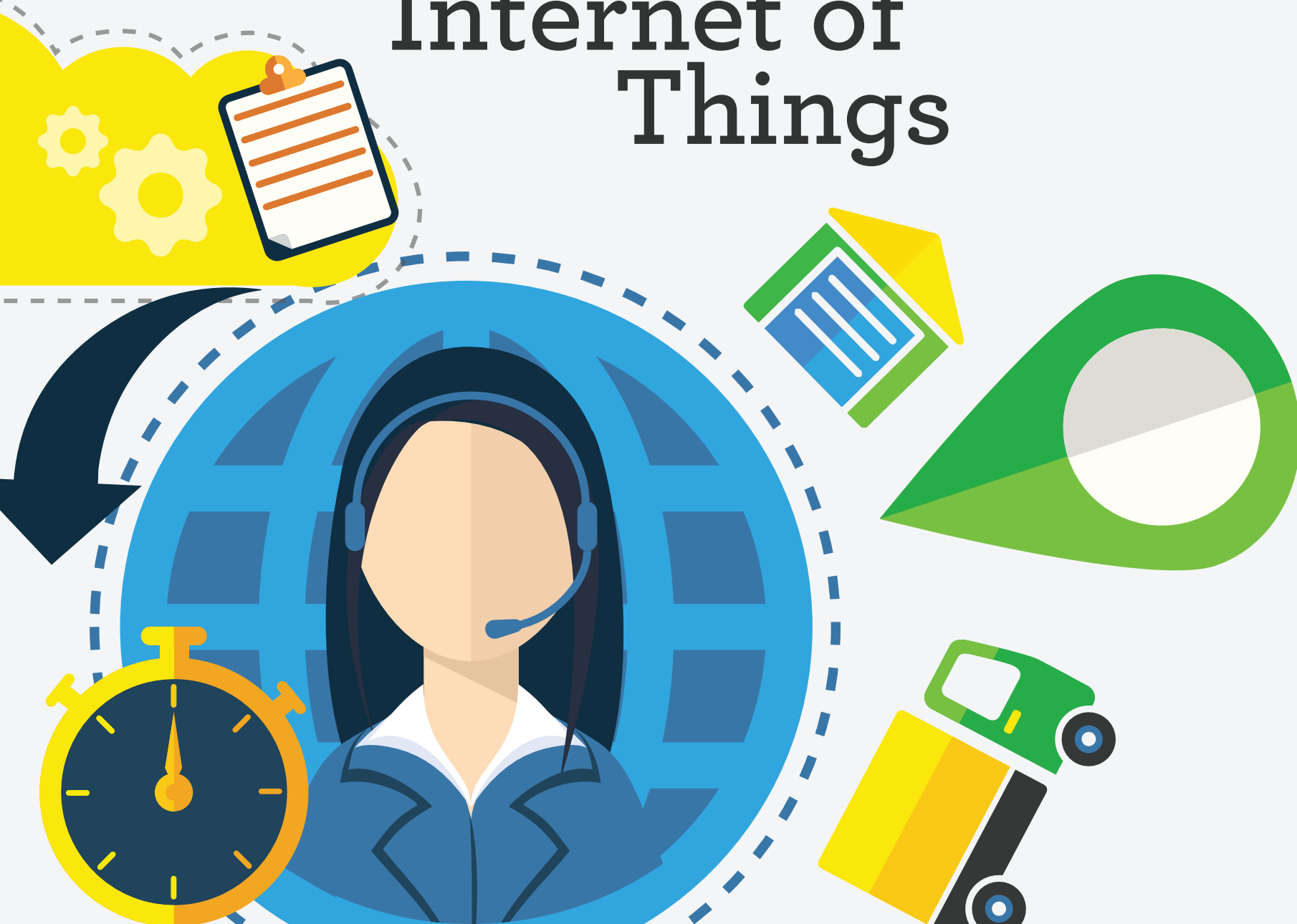
### Solution

Happiest Minds leveraged its testing framework to enhance the IP and combat automation challenges, using thin footprint clients to filter data

### Benefits

Established ROI for the automation and saved 84% testing effort per sprint

# Internet of Things



The [internet of things](#), if leveraged properly, can open a world of opportunities and revolutionize the ways businesses operate. All organizations would need to do to gain access to actionable data at lightning speeds, streamline processes, understand customer needs, and optimize supply chains and improve vendor management is connect the various business machines in use.

We at Happiest Minds offer insights to help enterprises reap the benefits of M2M technology. We work in tandem with product and platform companies to enhance products in the IoT ecosystem and drive a smart, secure and connected advantage for enterprises. Our M2M services range from designing hardware devices, cloud enablement, mobility enablement, engineering and real-time analytics, and consulting to creating end-to-end solutions to ensure smooth business operations.

## Case Study

The client, one of the world's largest semiconductor companies, builds processors for general purpose, server class, network and mobile-class.

### Challenge

Developing a telematics device and back-end cloud based management platform for launching a vehicle accessories and services solution

### Solution

Happiest Minds developed the cloud management platform and analytics solutions, offered consultation services for hardware designing, and took full responsibility for system testing.

### Benefits

Created an agile, differentiated offering

# Big Data and Analytics Solutions

Happiest Minds Analytics acts as a trusted advisor to the world's leading enterprises. Having driven strategic initiatives for numerous clients in BFSI, Healthcare, e-learning, e-commerce, Retail and Consumer Electronics industries we are uniquely positioned as authority in **Big Data analytics** services. In our Analytics journey we have helped our clients with creating Enterprise Data Hub, Social media platforms and customer, Marketing , Risk , Operation and Digital Analytics.



## Key Highlights

- ★ Scientifically driven Innovative Analytics solutions to critical Business Problem
- ★ End to end implementation of Robust, scalable Data platform supporting massive Real time activities
- ★ Well knitted advance visualization including a Multiplatform Approach



# Software Testing Services

The Testing Practice enhances the practices of the Happiest Minds Delivery Teams in the areas of Quality assurance like specification definition, production of test artifacts, test execution, defect management and coordination efforts with internal and external stakeholders. We provide the Happiest Minds delivery teams with people, resources and tools for all phases and aspects of their quality and conformance activities

## Key Highlights

- ★ Test Automation Frameworks
- ★ Performance Testing
- ★ Security Testing
- ★ Templates and Standardization of processes
- ★ Relevant Tools and Methodologies
- ★ API Test Automation



# Hardware and Embedded Practice



Embedded product design requires trained talent, latest tools and equipment, and support services such as industrial design, mechanical design, thermal engineering, compliance certifications etc. For most of the companies who want to develop embedded products, it is expensive to get all these elements under one roof. The rapid changes in technology and the shrinking time to market make the investment in tools, people and infrastructure unattractive. Happiest Minds Technologies offers a wide range of Embedded Design Services that can transform an idea into a complete product. This includes devising of System Architecture, Board and Firmware Design, Application Software Development, Mechanical Design, Prototyping, Validation, Regulatory Certification and Pilot Production.



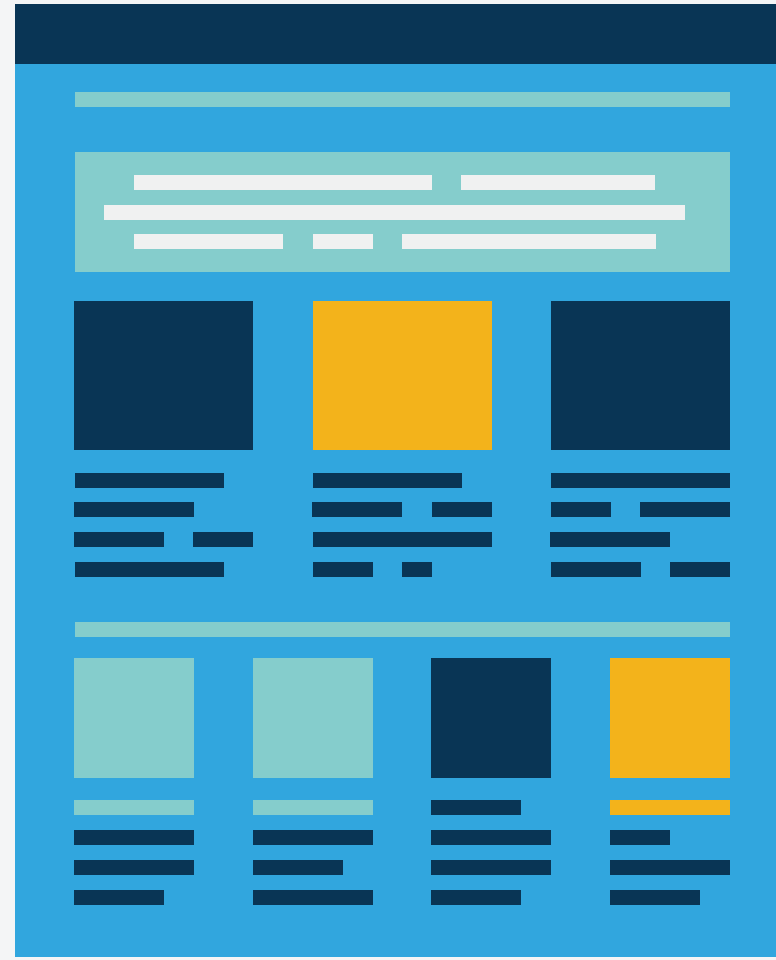
## Key Highlights

- ★ Focus areas are Cloud, Mobility, Software Applications, Middleware and Protocol Stacks, Firmware, BSP and Device drivers, HW Platforms and Systems
- ★ Ecosystem player with active association with IIS, Microsoft, CEA, ARM, Intel and TI among others
- ★ Numerous tools leveraged across all design phases, i.e. RTL, FPGA, PCB, Firmware and Mechanical Design among others
- ★ Full Fledged Hardware lab with Thermal Chambers, OBD Simulators and RF chambers

# Open Source and Microsoft Technologies



With a vision to provide world class integrated, scalable and effective solutions to our customers leveraging Microsoft and Open Source technologies , Happiest Minds has built focused practices which leverage state of the art technologies and processes. From consulting services, design and architecture, Engineering services, application development, and a solution and accelerator driven approach, we leverage new world business enablers such as Social, Cloud, Mobility and Analytics to ensure our customers can take their products faster to market and with lower costs. Happiest Minds Open Source and Microsoft Technologies offers services across all 4 of the key domains such as Enterprises, Consumer, Data Centre Technologies and IoT.



## Key Highlights

- ★ API strategy
- ★ Mobile Back end Services
- ★ Platform Reengineering
- ★ Cloud Integrated and Ready
- ★ Innovation Driven
- ★ Focus on Mobility with Analytics and Big Data