



## Implementation of an Additional Sales Channel to Increase the Sales for a Leading US IT Services Company

### BUSINESS REQUIREMENTS

- To provide seamless experience to the users.
- To provide great user experience
- To tap the b2c prospects for growing their customer base.

### OUR SOLUTIONS

- State of the art portal solution facilitating enhanced engagement
- E-commerce portal with context specific processes and content
- Deeper level engagement with context specific recommendation, peer behavior analysis, contextual analysis

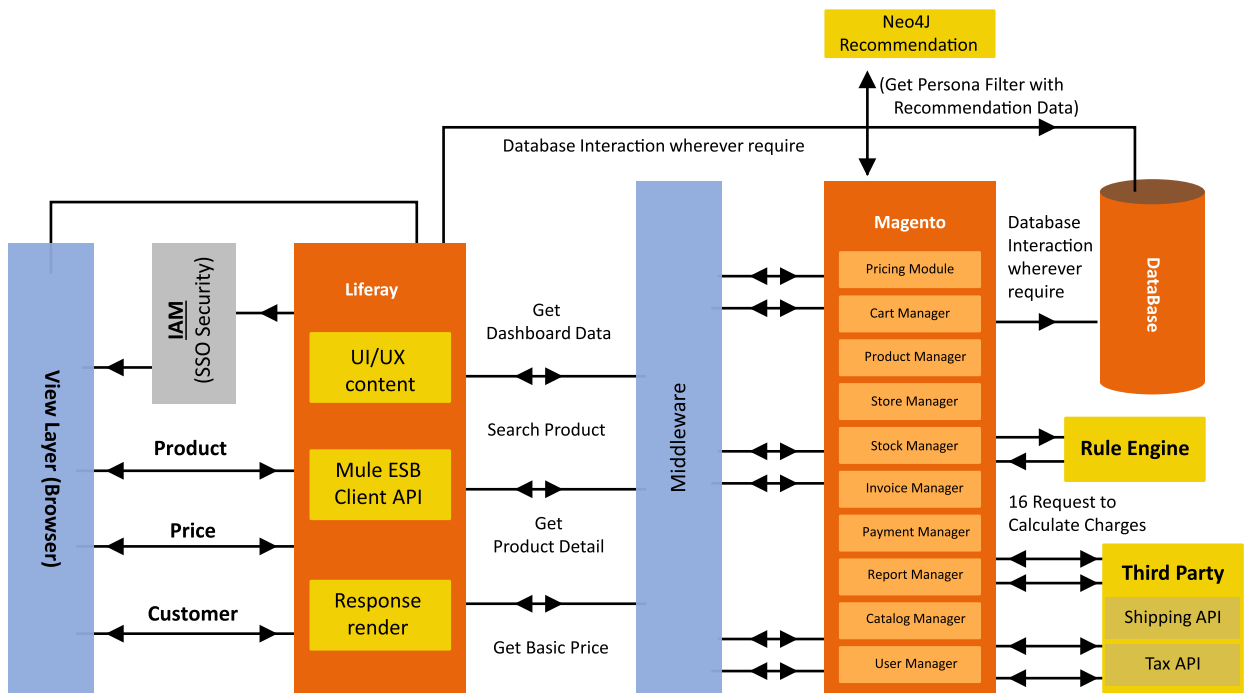
### TOOLS/ TECHNOLOGIES

- Database: Neo4J, MySQL, Talend MDM
- Ecommerce Platform: Magento
- Cloud Solution: AWS
- Portal: LifeRay Portal
- Analytics: Python

### BUSINESS IMPACT

- An additional sales channel to increase the company sales
- Greater customer engagement by introducing this to b2c community
- Efficient way of recommending the products and services to the end users
- Appealing and intuitive user experience

### Solution Overview



### 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.

