Agile, Smart and Secure E-Commerce Solutions

Product Engineering | User Engagement | Data Security | Analytics

www.happiestminds.com

The modern customer is digitally empowered, and increasingly demanding, driving brand perception via social and online conversations. Increased competition from online stores where customers compare products in-store, then purchase online - showrooming — is becoming commonplace. Building customer loyalty is, therefore, a key challenge for the retail industry, where complex supply chains, excess or insufficient inventories, and operational inefficiencies are driving down margins.

We are at a point of inflection where Consumer behavior and interaction points are changing the way business need to engage and conduct their operations. The disruption in existing industry value chains and economics is creating many opportunities and risks for stakeholders. As connected mobile and other internet enabled devices proliferate, their potential to transform the customer experience ("anywhere, anytime") is the next opportunity. It is imperative for businesses to understand their customer better and take advantage of the emerging technologies to provide seamless, personalized experiences

Happiest Minds End-to-End Consumer platform offerings help retail customers grow their markets, create customer loyalty, leverage the new age digital technologies, manage payments and gain critical insight into their end customers by leveraging state of the art solutions tailored to their needs. We work with Retailers on building the next generation solutions around:

- **e-Commerce and m-Commerce solutions**
- **Context-aware personalized advertisements delivery**
- **Loyalty beyond points and loyalty card to build emotional connects**
- **Social Marketing, Gamification and Customer Loyalty**
- **Analytics to optimize operations and understand customer needs**
- **Convenience – Next-Gen payments, better loyalty programs, one click purchases**

Backed by a strong portfolio of solutions around ugmented reality, mobile commerce, and loyalty management, Happiest Minds has helped our customers in creating Omni-Channel cross-platform applications spanning desktop/laptops, mobile, Smart TVs and Wearable devices delivering a seamless personalized customer experience.

Happiest Minds Consumer Platform Service Offerings

Our technology offerings span across the following broad segments.

- **Solution definition consulting**
- **Design Services**
- **Plugin Developments**
- **Data Aggregation and presentation – product information, prices, comparisons, reviews**
- **Mobile and Web Solutions**
- **Security and Risk Management**
- **Aggregation and Feeds**
- **API enablement**
- **CMS**
- **Big Data and Analytics**
- **Automated DevOps and Testing**

Our Solutions

Happiest Mind's solutions are proprietary and built with scalability, security and agility in mind so you can focus more on growing your business, deliver more value to your end consumers and increase operational efficiencies. Our solutions are being used by some of the largest retailers in the world and some of the most unique ones are as below.

Indoor Positioning and Tracking Solution
Cutting edge positioning platform which uses beacons and various sensors to position an asset or an user in an indoor space allowing Retailers to deliver targetted content to users within a store/mall

Enterprise Gamification Solution
A Gamification Platform for B2E environment allowing enterprises to foster a competitive environment for day to day tasks

Anamoly Detection Platform
Analytics platform to detect anamolies and predict fraud, incorrect pricing, Outages with a plug and play architecture allowing to plug-in new algorithms

Case Studies

- **A 3D virtual room design solution for furniture retailers for leading ISV, Netherlands**
- **B2B Marketplace development for a Digital Startup, USA**
- **Next Generation payment and Enterprise Security solutions for leading manufacturer of Wearable bands, Canada**
- **Front end modernization and Mobile Wallet development for a leading provider of gift card solutions in India**
- **Digital Transformation for a leading US Retailer – spanning logistics and warehouse operations, in store operations and loyalty**
- **Built a Scalable platform for data collection from social media sites in real time using NLP for sentiment analysis using keywords for ISV in Canada which provides data as a Service**
- **Loyalty Engineering and Connected Commerce Solutions for a leading provider payment solutions**
- **Mobile Apps for a leading Sports Broadcasting company**
- **Security and Risk assessment for leading online Travel company**

Happiest Minds Technologies provides a wide range of solutions, with advanced accelerators that can help your business design and build solutions for engaging your customer in a unique personalized way.

For more Info: www.happiestminds.com/industries/ecommerce

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.

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happiest minds
The Mindful IT Company
Born **Digital** . Born **Agile**

For more information:
www.happiestminds.com/industries/ecommerce