



Centralized Platform Amplifies Operational Excellence

For a fastest-growing company in the consumer packaged goods industry

The client is one of the fastest-growing companies in the consumer packaged goods industry. Today the company offers a broad range of fruit spreads, ice cream toppings, syrups, peanut butters, and more, including low sugar and sugar free varieties. The client has strong roots that have allowed it to grow and prosper over the last 100 years. The company's products can be found in homes and restaurants throughout the world.



Established
in 1897



Millions
Customers



\$8 Billion
Annual Sale

Behind the Scenes

The client was using multiple websites on proprietary technologies to manage its huge range of food products containing large inventory, product information, and related content. Various digital agencies were involved in managing these multiple websites.

Why Was Transformation Necessary for Higher Growth and Better Experience?

1 Strategy and Objectives

The client wanted to eliminate the dependency of its digital marketing team on external agencies to roll out new content and even make smaller changes in the existing content. It also wanted to optimize the operational efficiency of the product and legal teams to maintain and update the product data on their various brand websites.

- Ensure consistency standards for better experience
- Eliminate hassle of extensive upfront planning before launching a campaign
- Speed up time-to-market

2 Value Chain

In the existing system, it was very expensive to create some vital functionalities, such as approval workflow, role-based secure access, and content localization. Poor user experience while updating or creating a new product was also hampering the productivity. The client needed a solution not only improves experience but also provides:

- **CMS and PIM**
- **User Experience**
- **Role-based security**

3 Enablers

Pimcore, an open source web content management solution, was recommended to fulfill both their CMS and PIM needs in a single solution. We built a consolidated system for centralized management of all website content and products information. A powerful RESTful API was created to integrate with external ERP.

- **Pimcore- for multi-site CMS and PIM implementation**
- **AWS- for storage, content delivery and other functionality**
- **Talend- for data migration**

4 Digital Capital Delivered

The implemented solution has transformed the way the clients was publishing and managing the content. The centralization on the Pimcore platform has made the multiple websites' manageability and maintenance almost effortless. It now gives better control on workflow and approval process to create an excellent customer experience.



**Better and connected
customer experience**



**Significantly reduced
time-to-market**



**Lowered overall
operational cost**

ABOUT US

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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