Case Study: Digital Content Broker

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**

- Interaction Channels
- Channel Integration Layer
  - Streaming
  - Connectivity Adapters
  - Protocol Switch
  - API Facade
  - API Management
  - Policy Enforcement
  - Security
  - Authentication
  - Authorization
- Middleware
  - ESB / B2B / ETL
- Common Business Applications
  - ESB / B2B / ETL
  - Software – Java, J2EE, JS Query
  - Business Rule Engine
  - Advanced Visualization Tool
  - Analytics
  - CMIS
  - CBL
  - Metering & Billing
  - Search Engine
  - Workflow Mgmt
  - CRM
  - Payment Mgmt
  - Streaming Connectivity Adapters
  - Protocol Switch
  - API Facade
  - API Management
  - Policy Enforcement
  - Security
  - Authentication
  - Authorization
- Virtual Content Registry

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 span 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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