



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)

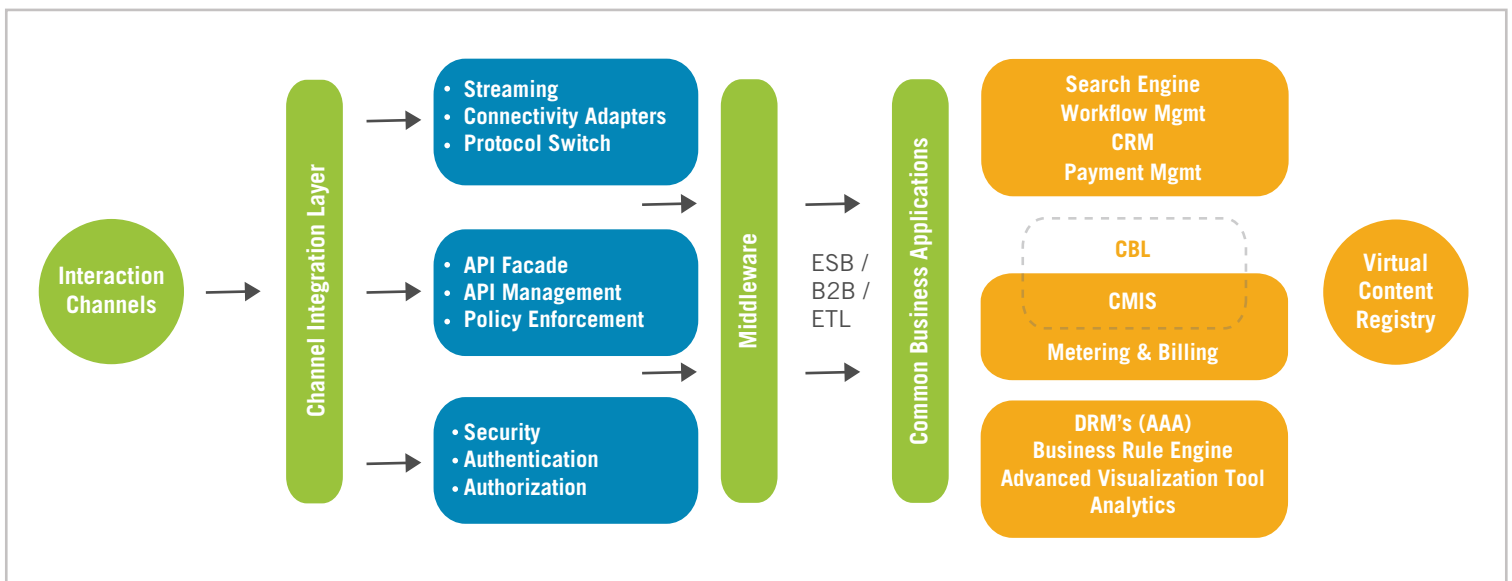


20% monetization increase through segmented content



10% more cross-sell up-sell opportunities

SOLUTION ARCHITECTURE



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.

For more information visit www.happiestminds.com. Write to us at business@happiestminds.com

