### 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** → **Middleware** → **Common Business Applications**

- **Search Engine**
- **Workflow Mgmt**
- **CRM**
- **Payment Mgmt**
- **CMIS**
- **CBL**
- **Metering & Billing**
- **DRM’s (AAA)**
- **Business Rule Engine**
- **Advanced Visualization Tool Analytics**

**Virtual Content Registry**

- **Streaming**
- **Connectivity Adapters**
- **Protocol Switch**
- **API Facade**
- **API Management**
- **Policy Enforcement**
- **Security**
- **Authentication**
- **Authorization**

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**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 like 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 aerospace.

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](http://www.happiestminds.com). Write to us at business@happiestminds.com.