

Content Monetization for A Niche Vendor-Agnostic Management Advisory Firm

BUSINESS REQUIREMENTS



To enable platform for content monetization



To provide advanced end user analytics to suggest newer dimension of business



To present the end-user social / public activity feature for reports



Eliminate the difficulties in providing 24x7 support

OUR SOLUTIONS



Built a SaaS platform for disruptive content monetization, micro segmentation and content aggregation & brokering over secured multichannel delivery



Advanced end User Web Analytics dashboards



Easy Customer onboarding & social collaboration



Cloud Integration Framework to manage content moved on cloud

TOOLS / TECHNOLOGIES



Cloud Design
AWS, IBM Bluemix, Azure, Apache Tomcat



Server Implementation
Java, MySQL, MongoDB based implementation, Deep Learning AI Model



Software
Java, J2EE, JS Query, R, Node.JS

BUSINESS IMPACT



Increased business Growth with improved Product functionalities & Customer reach

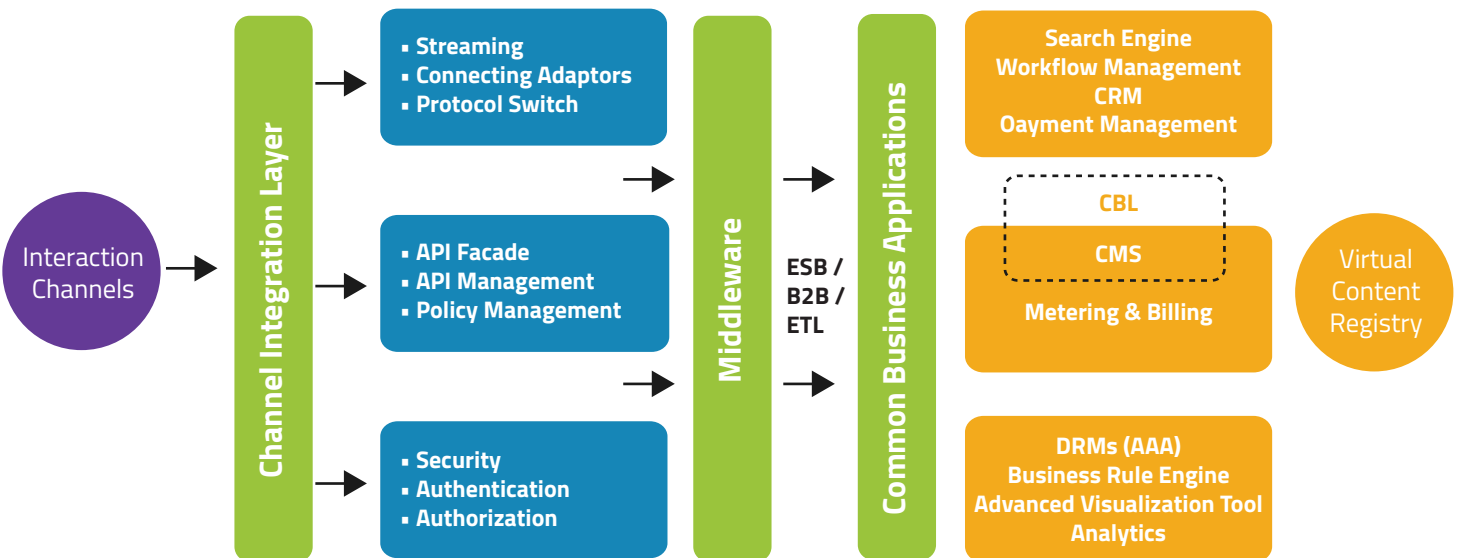


20% Aided Sell
Monetization of Core Content & Direct Sales up by **15-20%**



10% more cross-sell up-sell opportunities

SOLUTION OVERVIEW



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.