



## happiest people - happiest customers

Change and volatility have become the only constant in the world of business today. Some key questions that global enterprises are seeking answers to, as they juggle business priorities are:

How do I **SCALE MY BUSINESS** and provide **ANYTIME, ANYWHERE** access without being constrained by my ability to invest **CAPEX** in IT?

How do I make effective business decisions by using **ACTIONABLE INSIGHTS**?

How do I **DRIVE BUSINESS VALUE FROM CONSUMER TECHNOLOGIES** that are pervading the enterprise world?

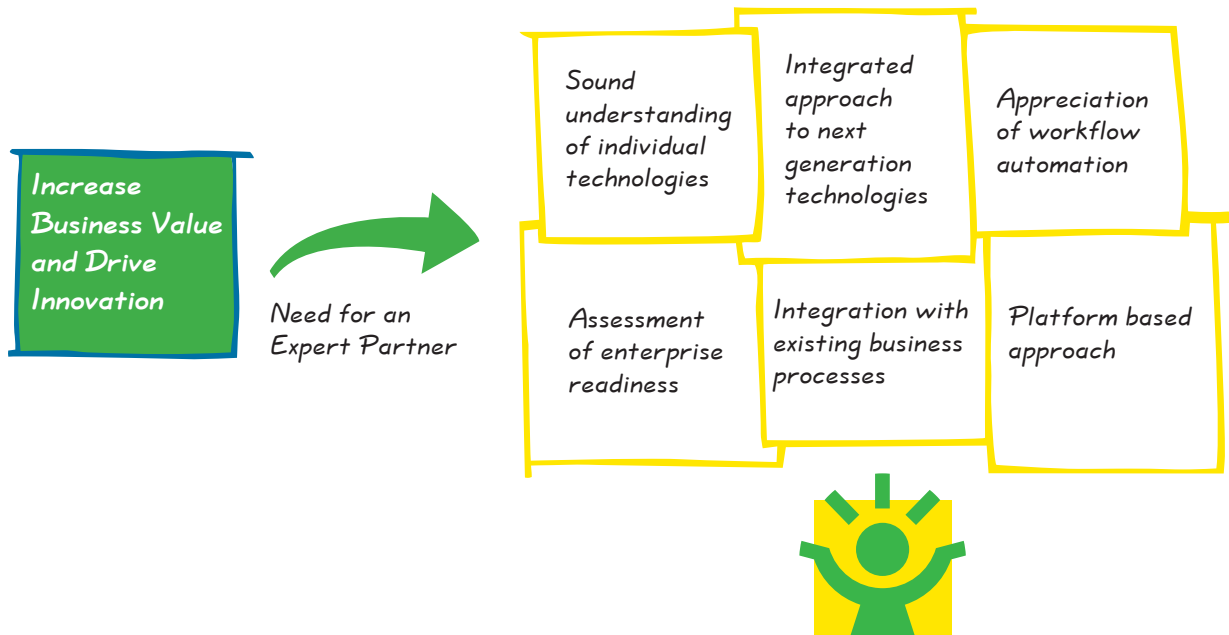
How do I **SECURELY ENGAGE WITH MY BUSINESS ECOSYSTEM AND DRIVE COMMERCE** by leveraging multiple touch points?

The consumerization of IT, the demand for actionable insights and the emergence of cloud based business models will play decisive roles in helping businesses find answers to these critical questions.

Happiest Minds is a next generation IT Services company delivering transformational solutions for enterprises by leveraging disruptive technologies.

# THE HAPPIEST ROUTE TO TRANSFORMATION

The opportunity to derive disproportionate business value lies in harnessing the potential of disruptive technologies in an integrated fashion rather than in isolation.



This is why Happiest Minds was founded by a team of IT industry leaders and practitioners to offer a unique blend of solutions and services based on the core technology pillars of **cloud, mobility, social computing, analytics & unified communications**.

	CLOUD	MOBILITY	SOCIAL COMPUTING	ANALYTICS	UNIFIED COMMUNICATIONS
BUSINESS VALUE	<ul style="list-style-type: none"> <li>Business Agility</li> <li>Optimized Costs</li> <li>Newer Business Models</li> </ul>	<ul style="list-style-type: none"> <li>Responsiveness &amp; Flexibility</li> <li>Workforce Productivity</li> <li>New Customer Channels</li> </ul>	<ul style="list-style-type: none"> <li>Ecosystem Collaboration</li> <li>Customer Insights</li> <li>Loyalty &amp; Advocacy</li> </ul>	<ul style="list-style-type: none"> <li>Predictive, Actionable Intelligence</li> <li>Multi-channel Visibility</li> <li>Insightful Decision-making</li> </ul>	<ul style="list-style-type: none"> <li>Reduce sales and customer service cycles</li> <li>Shorten time to market</li> <li>Easy adaptability to market changes</li> </ul>
DECISION DRIVERS	<ul style="list-style-type: none"> <li>Security</li> <li>Standardization &amp; Integration</li> </ul>	<ul style="list-style-type: none"> <li>Diversity of Platform</li> <li>Management of Devices &amp; Security</li> </ul>	<ul style="list-style-type: none"> <li>Business Processes Integration</li> <li>Integration with Enterprise Systems</li> </ul>	<ul style="list-style-type: none"> <li>Data Quality &amp; Governance</li> <li>Domain Specific Models</li> </ul>	<ul style="list-style-type: none"> <li>Cohesive communication system</li> <li>Globally dispersed mobile workforces</li> </ul>

# HAPPIEST MINDS' SERVICE OFFERINGS

Happiest Minds provides end-to-end services ranging from Advisory to Security Services.



Our services are categorized broadly into IT Services, Software **Product Engineering** and Infrastructure Management & Security:

## IT SERVICES

Provides advisory, design & architecture, custom-app development, package implementation, testing and on-going support services to IT initiatives. The business drivers for these applications are: increasing market share, enhancing customer engagement, improving agility and efficiency of internal operations, reducing cost, driving differentiation and standardizing business processes.

## SOFTWARE PRODUCT ENGINEERING SERVICES

Assists software product companies in building robust products and services that integrate mobile, cloud and

social technologies. We help clients understand the impact of new technologies and incorporate these technologies into their product roadmap. Our focus on technology depth, innovation and solution accelerators allows us to deliver time-to-market, growth and cost benefits to our clients.

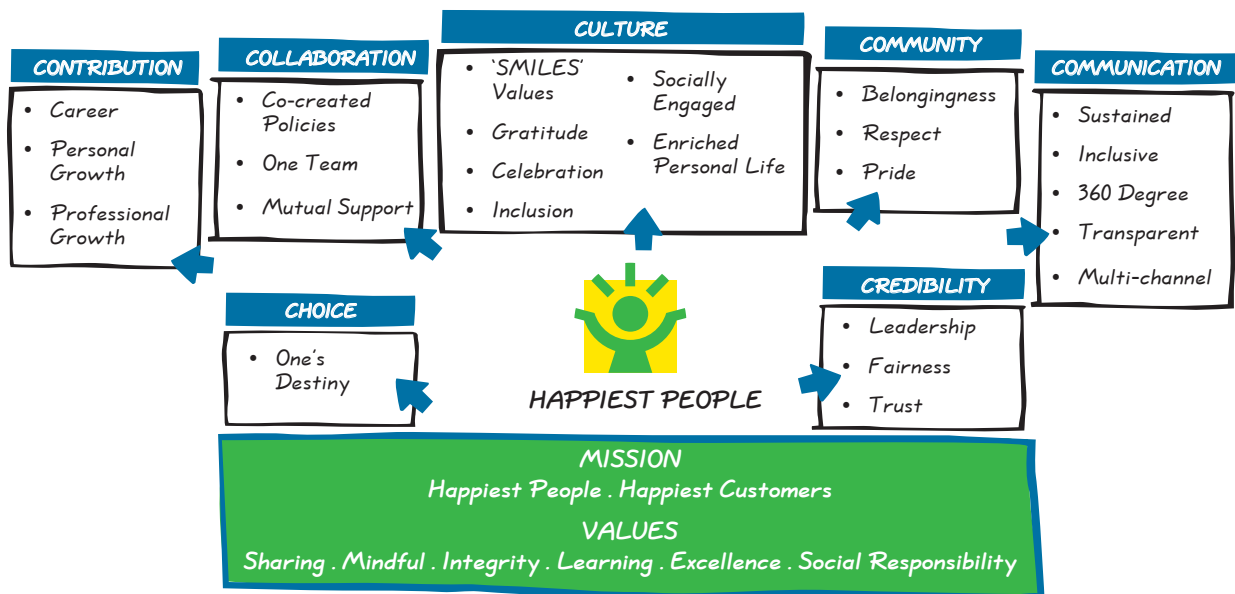
## INFRASTRUCTURE MANAGEMENT AND SECURITY SERVICES

Provides advisory, transformation, managed & hosted services and secure intelligence solutions to clients. Our unique 10+ productized solution platforms for smart infrastructure and security solutions provides quick to deploy, mature service delivery over Global SOC/NOC. This improves efficiency and serviceability, reduces cost and drives innovation.

## THE HAPPINESS FRAMEWORK – POWERED BY PEOPLE

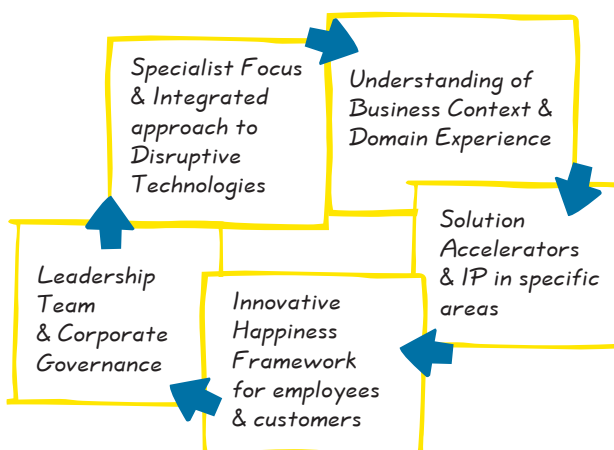
Our philosophy is simple – happy employees make happy customers. Our mission is a constant reminder of the fact that we are in the business of making our customers happy through happy employees. People are an integral part of our business and their happiness is of utmost importance. Our systems, policies and practices are crafted to foster an open culture, enabling our people discover their potential and participate in shaping their own work life experience. This is how we make a difference.

Though happiness is a very personal emotion, we believe that it is the organization's responsibility to create enabling conditions for a person to be happy.



## WHY HAPPIEST MINDS?

In sum, Happiest Minds' value proposition is built on:



Want to create disproportionate business value?  
 Want to capitalize on disruptive technologies?  
 Want to engineer happiness?



Reach us at [www.happiestminds.com](http://www.happiestminds.com)

**Business Contact:**  
**[business@happiestminds.com](mailto:business@happiestminds.com)**