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

**Middleware**
- API Facade
- API Management
- Policy Enforcement
- Security
- Authentication
- Authorization

**Common Business Applications**
- ESB / B2B / ETL

**Search Engine**
- Workflow Mgmt
- CRM Payment Mgmt

**CMIS**
- Metering & Billing

**CBL**
- DRM’s (AAA)
- Business Rule Engine
- Advanced Visualization Tool
- Analytics

**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, 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, education, e-commerce, banking, insurance, hi-tech, engineering B&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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