

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

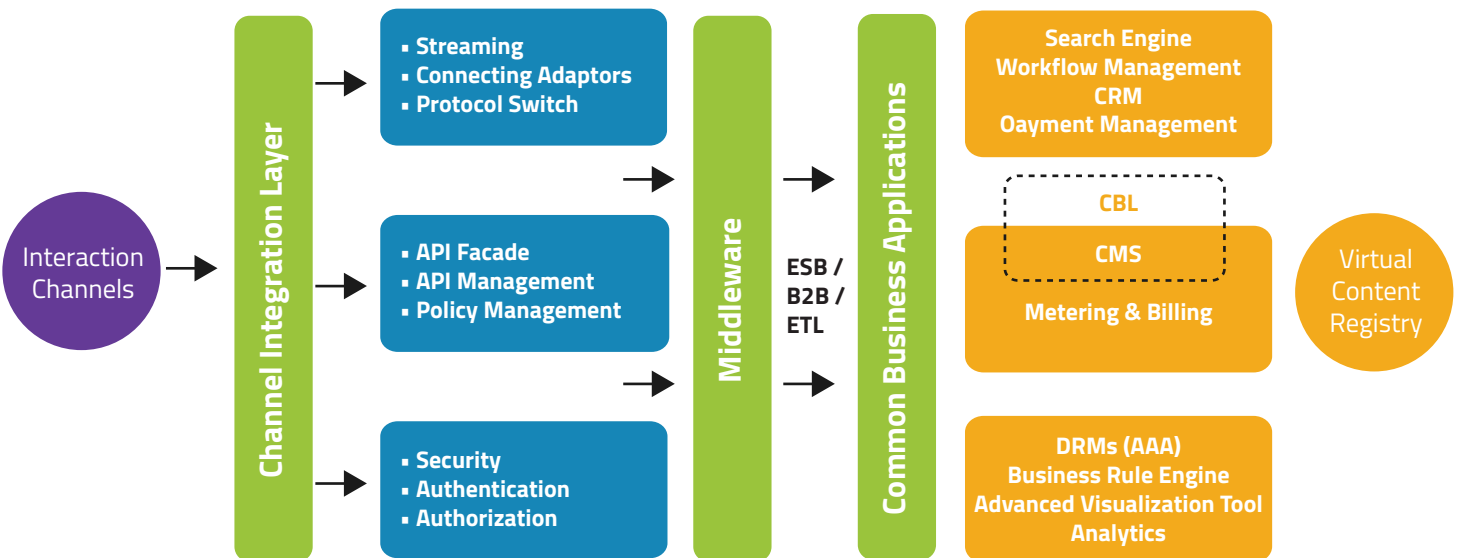


20% Aided Sell
Monetization of Core Content & Direct Sales up by **15-20%**



10% more cross-sell up-sell opportunities

SOLUTION OVERVIEW



About 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, IPs in IT Services, Product Engineering, Infrastructure Management and Security. These services have applicability across industry sectors such as retail, CPG, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality. As a Mindful IT Company, the focus is on 'Being Mindful' and 'Doing Mindful' which involves perceiving immersively, processing non-judgmentally and performing empathetically. 60 minutes in a week is committed towards inculcating a mindful approach within the organization, using a select set of tools and techniques. Headquartered in Bangalore, India, Happiest Minds has operations in the US, UK, The Netherlands, Australia, Middle East and Turkey.

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