

DELIVERING TECHNOLOGY SERVICES FOR THE e-COMMERCE WORLD



happiest minds
The Mindful IT Company
Born **Digital** . Born **Agile**



The thriving e-commerce industry has fundamentally changed the way people shop around the world and willingly or not, most businesses have adapted to appease their customers and keep the virtual cash registers ringing.

Did you know the e-commerce industry in the UK alone is expected to reach over 200 billion euros with a 14.6% growth this year?

In 2019, the average online shopper will spend 3,620 euros.

Despite such spectacular numbers, the e-commerce industry is still plagued with some rudimentary problems:

A survey from Barclaycard found that the average British online shopper abandons baskets worth £29.37 every month (2018). This can be attributed to multiple reasons such as a clunky UX of the app or website, lack of relevant filters, having to fill out the same information twice or the agony of defunct promo codes.

The e-commerce players that will thrive in today's market are the ones who can use disruptive technologies to facilitate a frictionless customer experience online.

We are at an inflection point where consumer behavior and points of interaction are changing the way businesses need to engage and conduct their operations. The disruption in existing industry value chains and economics is creating many opportunities and risks for stakeholders. As connected mobile and other internet enabled devices proliferate our lives, their potential to transform the customer experience ("anywhere, anytime") is the next big opportunity. It is imperative for businesses to understand their customers better and leverage emerging technologies to provide enriching experiences that are highly personalized.

Happiest Minds' End-to-End Consumer platform offerings help e-commerce players exploit new age digital technologies to build customer loyalty, enter new markets, enable smooth and secure payments and gain critical insight into their end customers by leveraging state of the art solutions that are tailored to their needs.

We work with e-tailers and Retail ISVs in building next generation solutions around:

- 1 e-commerce, m-commerce and connected commerce solutions
- 2 Context aware-personalized advertisements delivery
- 3 Augmented/Virtual Reality to create differentiated shopping experiences
- 4 Aiding customer convenience through next-gen payments and one click purchases
- 5 Securing applications, platforms and infrastructure
- 6 Analytics, social marketing and gamification
- 7 Platforms for advertisements and marketing spanning programmatic ads, ad fraud detection, ad delivery and

Backed by a strong portfolio of solutions around augmented reality, mobile commerce, and loyalty management, Happiest Minds has helped our customers in creating omnichannel cross-platform applications that work seamlessly across desktops, laptops, mobile devices, Smart TVs and wearables while delivering highly contextual and personalized customer experiences.



HAPPIEST MINDS CONSUMER PLATFORM SERVICE OFFERINGS

Our technology offerings extend across these segments -



**Solution definition
Consulting**



Design Services



**Plugin
Developments**



**Data Aggregation and
Presentation**

– product information, prices,
comparisons, reviews



**Mobile and Web
Solutions**



**Security and Risk
Management**



**Aggregation and
Feeds**



API enablement



CMS



**Big Data and
Analytics**



**Automated Dev Ops
and Testing**

OUR SOLUTIONS

Happiest Minds' solutions are proprietary and built with scalability, security and agility in mind so you can focus more on growing your core business, delivering increased value to your end consumers and creating operational efficiencies. Our solutions are being used by some of the largest retailers and e-commerce companies in the world.

Indoor Positioning and Tracking Solution



Cutting edge positioning platform which uses beacons and various sensors to position an asset or a user in an indoor space allowing retailers to deliver targeted content to users within a store or a mall.

Enterprise Gamification Solution



A gamification Platform for B2E environment allowing enterprises to foster a competitive environment for day to day tasks.

Anomaly Detection Solution



Analytics platform to detect anomalies and predict fraud and incorrect pricing. Outages with a plug and play architecture allow for plugging-in new algorithms.

Chatbot and Vertical AI



An AI platform which marries contextual information with key business and enterprise knowledge to provide the unique ability to extract and render content through an AI chat interface.

SUCCESS STORIES

We have worked with well-established brands as well as growing start-ups from all over the world to use the power of disruptive technologies to solve business problems and facilitate customer delight. Provided below are a few examples:

1 A 3D virtual room design solution for furniture retailers for a leading ISV in Netherlands

2 B2B Marketplace development for a Digital Startup in the US

3 Next Generation payment and Enterprise Security solutions for a leading manufacturer of Wearable bands in Canada

4 Digital Transformation for a leading US Retailer of luxury watches – spanning CRM, eCommerce, Data Warehouse, in store operations and loyalty programs

5 Creation of a scalable platform for data collection from social media sites in real time using NLP for sentiment analysis using keywords for an ISV in Canada that provides data as a service

6 Fraud Detection in Advertisements for a leading Adtech company

7 Data Platform for a leading media and entertainment company

8 GDPR assessment platform for a startup in the UK

Talk to Us

If you are looking to leverage disruptive technologies like AI, Blockchain and AR-VR to create highly personalized and engaging customer experiences online, please reach out to us and we would love to show you in greater detail some of the exciting use cases we've developed and their applicability.

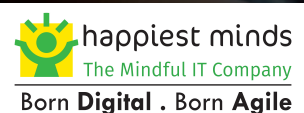
For more information, please reach out to:

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About Happiest Minds

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, AI & cognitive computing, Internet of Things, mobility, cloud, security, unified communications, SDN-NFV, RPA, 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, 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 the US, UK, The Netherlands, Australia and Middle East.



www.happiestminds.com

