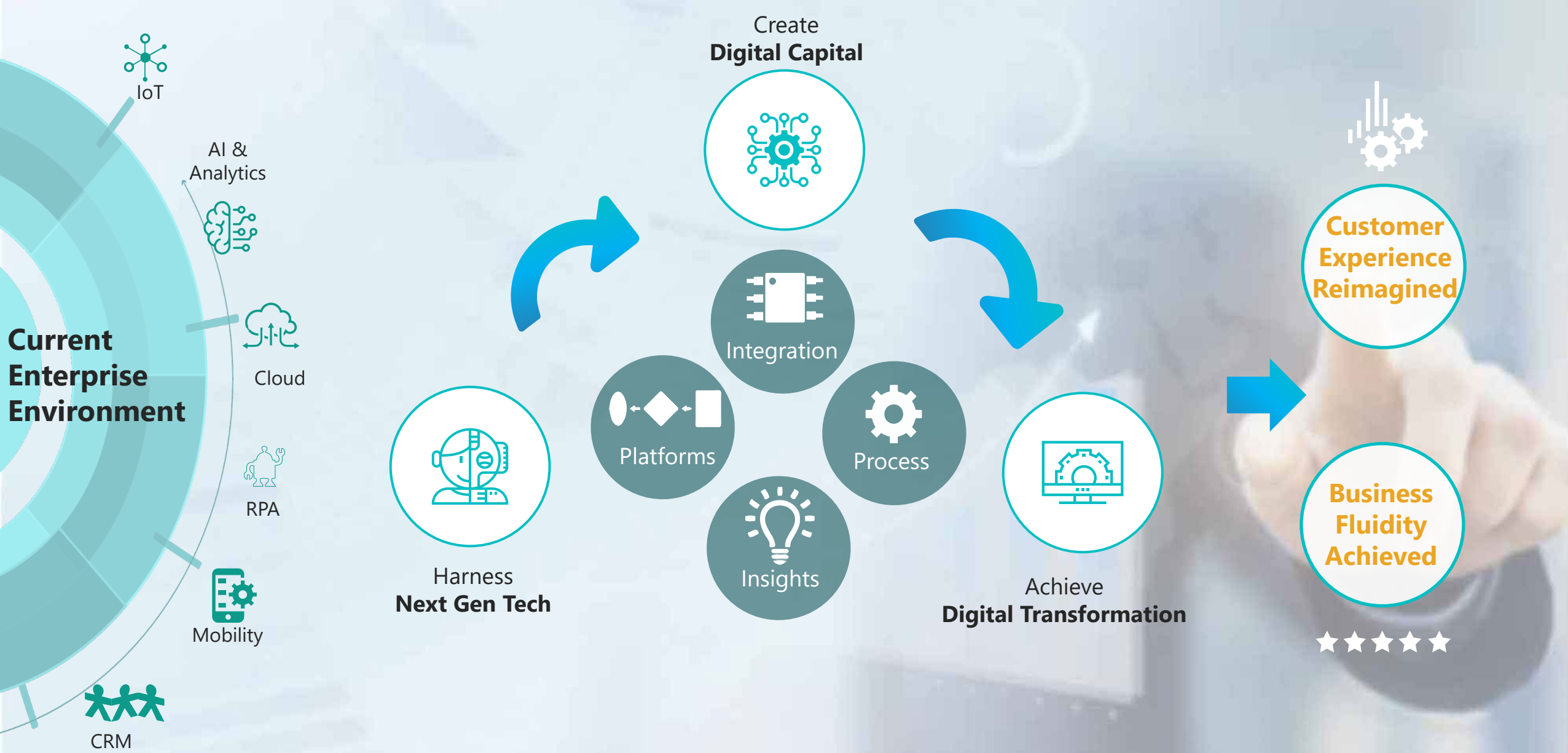


Digital Business Service

– Retail Success Stories

Digital Business Services



Value we delivered to our customers

20%

Increase in monetization

For Top 3 Market
Research Company

**Using Digital Content
Broker Solution**

5%

Increase in cross-sell

For Top US
Fashion Retailer

**Using Big Data
Analytics**

\$20m

Increase in cost savings

For Top 5 US
Home Improvement Retailer

**Using Beacon and Device
Analytics for Workforce
Optimization**

8%

**Reduction in operational
costs**

For a Leading Cinema Chain

**Using a digital self service
model for customer
engagement**

20%

**Increased revenue from
service warranty sales**

For Leading Global Commercial
Vehicle Manufacturer

**Using Customer Contract
Management**

50%

**Reduced customer
on-boarding time**

For Leading service provider of
immigration compliance &
background screening

Using Process Automation

55% +

Increased knowledge delivery

For Fortune 300 Banking and
Payment Service Provider

**Using AI Powered Digital
Assistance Solution**



**Significant reduction in time to
order**

For Fortune 500 Leading CPG
Company

**Using B2B Indirect Trade
Platform**

Personalized Product Recommendations

For a Top 5 Fashion Retail Outlet

Digital Capital Delivered

Strategy and Objectives

- Improve product recommendations system
- Identify cross-sell and up-sell opportunities
- Enable real-time campaign customization

Value Chain

- Website
- In-Store Kiosks
- Master Data

Enablers

- **Hortonworks Hadoop** – for collection and storage of unlimited data
- **Recommendation engine** – for recommendations



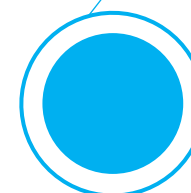
Frequently bought algorithm increased conversion by 20%.



5% increase in cross-sell and up-sell and 3-4% increase in total sales.



Achieved a revenue growth of 45% in sales through tablets.



Personalized recommendations performed 3 times better than the static placements.

In-Store Analytics and Big Data Management

For a Top 3 US Home Improvement and Appliance Retail Chain

Digital Capital Delivered



Increased revenue by \$20 million by eliminating redundant computing costs.



Reduced cycle time for implementation by up to 70%.



Enhanced associate productivity leading to increased revenue per worked hour.

Strategy and Objectives

- Enable smart inventory and pricing management
- Increase sales, cross-sell, and up-sell
- Boost employee productivity

Value Chain

- Workforce
- Pricing and Merchandising
- Enterprise Data
- Website

Enablers

- **Pricing solution** – for automating pricing and merchandising process
- **ClickASTRA** – to mine and analyze clickstream data
- **Hortonworks** – for big data management
- **Beacons** – for workforce optimization Video
- **Video Analytics** – for in-store footfall analysis

B2B Platform for Indirect Trade

For a Leading CPG Company

Digital Capital Delivered



Time to order reduced considerably.



Recommendations enhanced seller experience and increased sales.



Increased upsell opportunities by improving retailer's exposure to promotions, educational content, trending products, and recommended assortment.

Strategy and Objectives

- Enable paperless ordering system
- Reduce time-to-order without bypassing the distributor
- Provide a convenient and assertive mobile solution for small retail stores
- Increase retailer coverage and frequency of orders and reduce sales rep visits

Value Chain

- Indirect Trade
- B2B Sales Platform
- Enterprise Data

Enablers

- **B2B Indirect Trade Platform** – for digitizing the complete purchase cycle
- **User-Friendly Dashboard** – for new customer registration, orders, price, inventory and discount management
- **Hybris 6.2** – for implementing order management system



Omnichannel Business Model

For a Leading
Cinema Chain

Strategy and Objectives

- Transform the complete booking experience
- Increase basket size
- Make IT systems scalable, flexible, and predictive

Value Chain

- Master Data
- Ticket Booking
- Offers and Promotions

Enablers

- **Talend** – for modernizing master data management
- **MuleSoft** – for integrating disparate systems and channels
- **Self-service Kiosk**– for transforming ticket booking process

Digital Capital Delivered



11% more people started buying additional goodies in theatre stores.



Nearly 40% reduction in booking time enhanced overall customer experience.



All the theatres realized 8% reduction in operational costs and significant increase in basket sizes.

E-Commerce Implementation

For a Leading Multi-Retail Store Chain in India

Digital Capital Delivered



Geo location factors were kept in mind



Year on year expected growth was 20%



Ease of category management



Scalability to handle more than 70 online stores and 100,000 active customers

Strategy and Objectives

- Efficiently handle volumes due to a large number of stores
- Automate store inventory, price and promotions assortment notifications
- Make the delivery process quick and flexible

Value Chain

- Increase in their ROI
- Boost in Scalability
- Low cost of ownership
- To centrally manage their software

Enablers

- Lean system architecture
- Integration of inventory, price & promotions updates with SAP system, with the ecommerce system
- Predefined product templates and expanded assortments
- End-to-end integration of promotional messaging for online and offline

Centralized Platform for Multi Channel Framework

For a leading consumer packaged goods industry

Digital Capital Delivered



Better and connected customer experience



Significantly reduced time-to-market



Lowered overall operational cost

Strategy and Objectives

- Ensure consistency standards for better experience
- Eliminate hassle of extensive upfront planning before launching a campaign
- Speed up time-to-market

Value Chain

- CMS and PIM
- User Experience
- Role-based security

Enablers

- Pimcore- for multi-site CMS and PIM implementation
- AWS- for storage, content delivery and other functionality
- Talend- for data migration

Happiest Minds
Recognised by
Forrester as
**'Advanced
Analytics Service
Provider Provider'**



Forrester Research,
Inc., Vendor
Landscape:
Customer Analytics
Service Providers,
Q2 2017, May 16,
2017

2017
Global
Outsourcing
Provider
Top 100



IAOP

2017 **Digital
Transformation
Provider** of the
Year



Frost & Sullivan

Top **25** Case
Study: Globally
- **AI &
Analytics** for
Home
Improvement
Retailer



ISG



About Happiest Minds

Next Generation Digital Transformation, Infrastructure, Security and Product Engineering Services Company



Launched in
August 2011



Raised
Series A Funding of
\$63Mn USD



Our
Investors

J.P.Morgan



Ashok Soota

2400+ People

170+ Customers

16 Cities

8 Countries

Deloitte.
Technology Fast50

FORRESTER®
Advanced Analytics

2017 **IAOP**
The Global Outsourcing 100

India's Best Companies
To Work For 2016
THE ECONOMIC TIMES

NASSCOM
Tech Series 2017
Big Data & Customer
Analytics

***ISG**
Top 25 Case Study:
Large N. American Home
Improvement Retailer



Happiest People · Happiest Customers

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