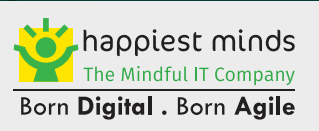# DIGITAL CONTENT MONETIZATION (DCM) PLATFORM
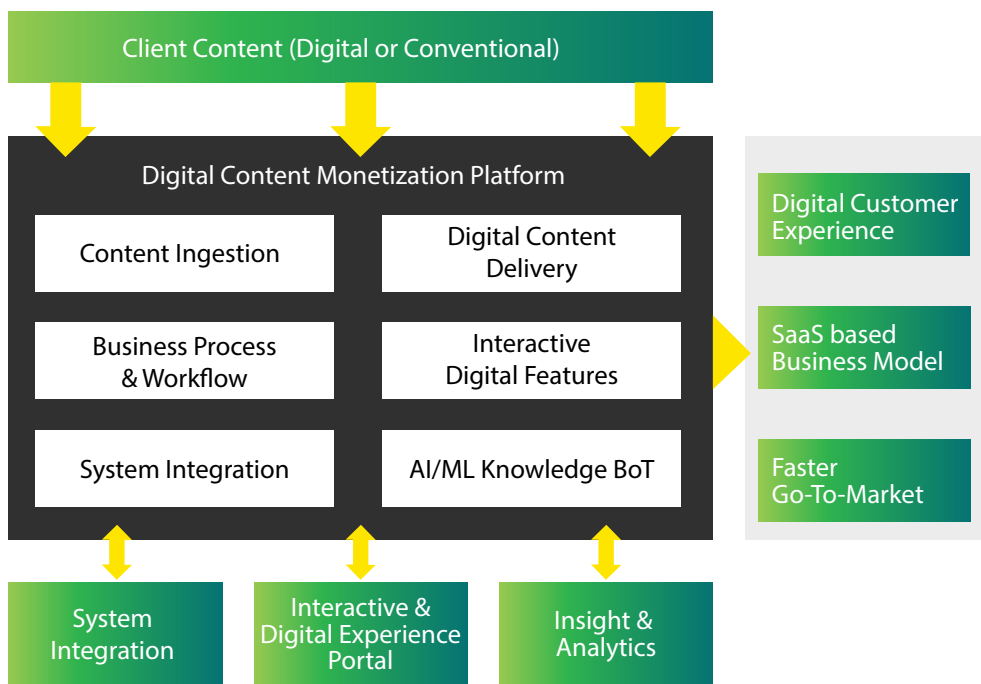
FOR RESEARCH FIRMS

Unlock the digital power of your research content through our DCM SaaS Platform.

Content is one of the most commonly consumed resources in online marketplace. Still, most organizations struggle to effectively monetize it. Inability to implement viable and scalable monetization methods not only keeps organizations from discovering growth opportunities, but can also lead to poor customer experiences.

Our platform powers your business products go digital & co-create new digital products that transforms your customer experience, brings new revenue streams both linear & non-linear which is not achievable through conventional content.

We provide Highly Engaged User Experience, Interactive Digital Features, AI Knowledge Bot, Insights & Analytics with host of other capabilities that enable you to create a new paradigm of digital engagement with your customers.

Client Content (Digital or Conventional)

Digital Content Monetization Platform

Content Ingestion	Digital Content Delivery
Business Process & Workflow	Interactive Digital Features
System Integration	AI/ML Knowledge BoT

- Digital Customer Experience
- SaaS based Business Model
- Faster Go-To-Market

- System Integration
- Interactive & Digital Experience Portal
- Insight & Analytics

DCM DIGITAL RESEARCH PRODUCTS

SUBSCRIPTION
For Education & Collaboration

REPRINTS
For Content/Brand Marketing

CONSULTING REPORTS
For Consulting, Content/Brand Marketing & Lead Generation

ASSESSMENTS
For Education, Content/Brand Marketing & Lead Generation

KEY HIGHLIGHTS

Value Impact	Customers	Revenue	Digital Offerings	Digital Features
CX Transformation, Digital Experience & Content Monetization	Leading International Research Firms	Contributed to additional 15-20% YoY growth for customers with existing & new revenue streams	Launched 10+ New digital business products in last 3 years	50+ features in the catalog with YoY several new ones added

OUR DIGITAL CAPABILITIES AND UNIQUE PROPOSITION

Ingestion & Digitization	Co-Creation & Launch of New Digital Business Products
Digital UX Portal	No HW/SW Investments or any Capex, SaaS Model, Minimal Upfront Cost, Consumption Based Model
AI/ML Knowledge Bot	Rapid Go-To-Market
Onboarding Portal	Flexible and Scalable platform
Insights and Analytics	99.95% Availability
System Integrations	New features rollouts that are both complimentary & commercial

CASE STUDY 1

One of the largest Market Research Companies in the World

Superior Customer Experience, Highly Engaged User Experience, Digital Business Growth	Increase in sales by Intelligent Monetization of Core Content, New Revenue Streams	Co-Creation of New Products, Improved Business Process, System Integrations

CASE STUDY 2

Leading business consulting firm involved in market research and analysis, growth strategy consulting across multiple industries.

Improved Customer Experience, Improved User Experience, Improved Collaboration	Increase in sales by Intelligent Monetization of Core Content	Improved Business Process, System Integrations

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