

DIGITAL CONTENT MONETIZATION (DCM) PLATFORM FOR RESEARCH FIRMS

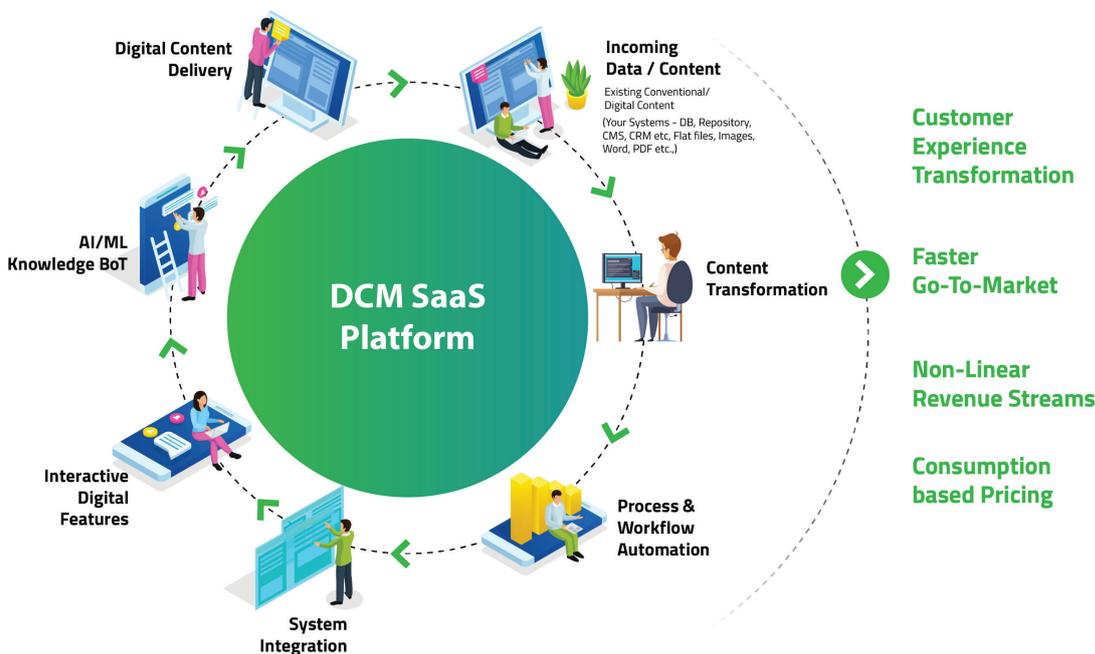


Unlock the digital power of your research content through our DCM SaaS Platform.

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.



DCM DIGITAL RESEARCH PRODUCTS



SUBSCRIPTION



REPRINTS



CONSULTING REPORTS



ASSESSMENTS

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
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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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About Happiest Minds Technologies

Happiest Minds Technologies Limited (NSE: HAPPSTMNDS), a Mindful IT Company, enables digital transformation for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: artificial intelligence, blockchain, cloud, digital process automation, internet of things, robotics/drones, security, virtual/augmented reality, etc. Positioned as 'Born Digital . Born Agile', our capabilities span digital solutions, infrastructure, product engineering and security. We deliver these services across industry sectors such as automotive, BFSI, consumer packaged goods, e-commerce, edutech, engineering R&D, hi-tech, manufacturing, retail and travel/transportation/hospitality.

A Great Place to Work-Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, Canada, Australia and Middle East.