Digital has turned the world of marketing upside down. While Marketers have been quick in establishing a Digital presence, not much has been done to create an engaging customer experience across digital channels. This is mainly due to the following challenges:

- Multi-brand marketing involving frequent releases, high operation costs and varying brand and regional priorities
- Inability to integrate Digital Marketing platforms with commerce capabilities
- Inability to drive effective customer conversations using mobile and social
- Not being able to address personalization requirements
- Inability to undertake Digital marketing operations across geographies

### Integrated Digital Marketing Services

**Our approach to Digital Marketing Services**

Mindtree's Integrated Digital Marketing Services offers a differentiated way of managing end-to-end IT services by integrating various phases of the IT lifecycle seamlessly and tailoring Digital Marketing solutions specific to client needs.

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**Mindtree Digital Marketing Landscape**

- **Digital Marketing Offerings**
  - Consulting and Marketing strategy
  - Development and Delivery
  - Social Media Engagement & Integration
  - E-Commerce services, Cloud capabilities
  - Analytics

- **Products and Platforms**
  - sitecore
  - Adobe Experience Manager
  - Drupal
  - Magento
  - Acquia
  - SAP Hybris
  - Google Analytics
  - IBM

- **Services**
  - Web & Mobile Apps
  - Campaign
  - Content Management
  - Analytics
  - Conversion
  - Social
  - Plan
  - Build
  - Integration
  - Testing
  - Support / Monitoring
  - Infrastructure
  - Migration

**Integrated Services – Powered by CAPE**

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**Increase Speed to Market | Enhanced Quality | Reduced Maintenance | Overall Cost Reduction | Customer Delight**

**01 Unified Methodology**

- Target Operating Model with unified DevOps & Agile

**02 Ways of Working**

- Integrated Feature teams with common goals and objectives

**03 End-to-End Automation**

- Toolchain integration leading to end to end automation.

**04 Continuous Deployment**

- Automate deployment across environments using tools like Octopus
- Increase speed to market
- Shorten feedback loop

**05 Continuous Integration**

- Tool and workflow integration across product development and content management.
- Increase capability to respond to business requirements

**06 Integrated Testing**

- Automation of product development testing and UI testing
- Automated code review, unit, integration, functional and security test.

**07 End to End Automation**

- Enable enterprise-wide automation including process automation
- Focus on end to end service optimization
- Increase scalability & reliability

**08 Continuous monitoring**

- Monitoring to reduce support effort
- Feedback from monitoring to increase productivity

**09 Seamless Governance**

- Move from point governance to automated governance
- Integrate governance with workflow
Mindtree CAPE Accelerator
Mindtree’s CAPE is a customized plug-and-play platform that integrates the enterprise technology landscape and accelerates the automation journey. It is equipped with converged capabilities of DevOps and Agile along with technologies like Robotic Process Automation and Cognitive Computing.

Why Mindtree for Integrated Digital Marketing Services

Anchor partner to orchestrate Digital change
Proven consumer-focused digital marketing service delivery. This is in addition to deep-rooted digital platform engineering experience and strong partnership with technology providers including Adobe, Microsoft and Sitecore.

Agility & Speed to Market
Powered by Lean, Agile and other faster digital modes of IT service delivery (Robotic Process Automation and Machine Learning), we enable 20% to 30% faster rollout of new features for clients.

Higher embedded Value
End-to-end automation and integration across the entire IT project lifecycle resulting in 15% to 35% reduction in costs.

Enhanced Service Quality
Single, customized view of quality across the IT lifecycle. This not only results in reduced defect leakage into production but also enhanced service quality.

Our Success Stories

Global electronic instruments manufacturer rolls out 100+ websites in one year using Sitecore
In order to keep up with business demand, a global electronic instrument manufacturer wanted fast rollout of 100+ websites for its various business units.
Mindtree enabled the rollout using Sitecore-based next-gen Content Management System.

Business Benefit
- 100+ websites rolled out in just one year resulting in improved speed-to-market
- On-going support and maintenance resulting in high availability and performance
- High availability resulting in improved traffic and revenues

CPG firm automates operations across 80 countries using Mindtree CAPE
One of the world’s largest Consumer Packaged Goods (CPG) conglomerates wanted to integrate tools, lifecycle and processes across 65+ unique brands, 80 countries and 800+ online properties.
Mindtree enabled this integration using its proprietary Composable Automated Platform for Enterprise (CAPE) process and by adopting DevOps, Agile and Lean.

Business Benefit
- Enterprise integration across 80 countries resulting in cost reduction
- Automated, time-bound marketing operations resulting in increased conversion and revenue

ABOUT MINDTREE
Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. “Born digital,” Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit www.mindtree.com to learn more.