HCL

e **Services**
eXperience is everything

LET'S TALK
APPLICATIONS

COLLABORATION,
CONTENT & SOCIAL

HCL'S INTEGRATED DIGITAL EXPERIENCE ADVISORY (IDEA™)
EXPERIENCE IS EVERYTHING

It has never mattered more.

Today web, search, email and social media have become critical tools that every business needs to get right. Yet most digital strategies are inadequate or ineffective—making businesses to struggle and deliver less than half their potential.

Some of the common challenges being faced by today's digital marketer are*:

- Only 48% feel highly confident in their digital marketing abilities

- Only 40% think their company's marketing is effective

- 68% feel pressured to show ROI on marketing spend

- 82% do not have formal training and learn on the job

- Delivering real-time exceptional experiences to their customers across all digital touch points

- Identifying the right digital marketing mix across various marketing activities like analytics, search, content management, social marketing, email, SMS etc.

- Choosing from a host of technology solutions available

- Harnessing the power of search, display and social media to generate more leads and conversions

- Assessing the maturity and effectiveness of their digital initiatives

- Controlling recurring expenditure while rolling out digital initiatives

- 66% of all marketers think companies won't succeed unless they have a sound digital marketing approach

The opportunity, then(or challenge, depending on the perspective), for an organization is to define and execute a strategy to most effectively participate in, exploit and derive ongoing value from the expanding digital universe.

To better facilitate this, many organizations are specifically defining a digital strategy as part of, or in addition to, their overall general business strategy. And the focus of that digital strategy is the "Digital Experience".

GET YOUR DIGITAL STRATEGY RIGHT WITH THE RIGHT SUPPORT

Integrated Digital Experience Advisory (iDEA™) as your trusted advisor can empower you in taking the right and informed decisions for your digital marketing initiatives. It adopts a standardized framework-driven approach for enabling an actionable strategy to build customer loyalty and improving the maturity of your digital initiatives with a continuous focus on ROI and optimization.

As part of our Strategic Consulting, we've spent more than ten years in helping brands and businesses find their right digital strategy. From carving out a best fit social strategy to finding new ways to connect with customers, creating information that got them discovered easily to building digital platforms enabling them become digital disruptors in their own right —we have done it all.

We're practitioners who share our knowledge and skills to help organizations set their digital strategy right, today.

*Excerpts from: ADOBE | DIGITAL DISTRESS: What Keeps Marketers Up at Night? - 2013

We work with you to understand your current challenges and gaps in achieving your identified goals and create solutions to address these problem areas. Throughout our journey, the emphasis is on sharing and transferring the knowledge and learning, so that we can give you an achievable and optimal execution roadmap to help realize your goals.

Our advisory utilizes a rich set of tools to make the process more objective and tangible. Because we're an independent service provider and not promoting any product, we assure you of unbiased recommendations, specifically tailored to address your needs.
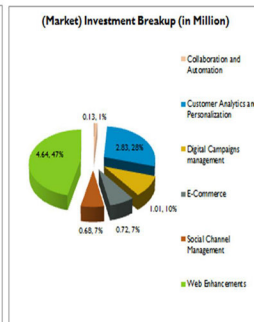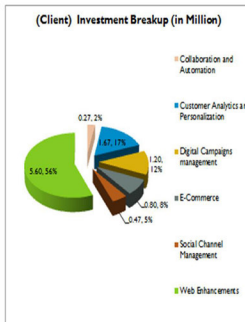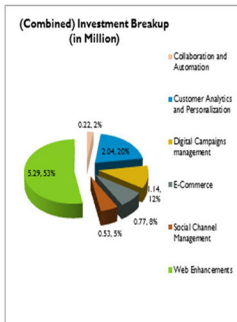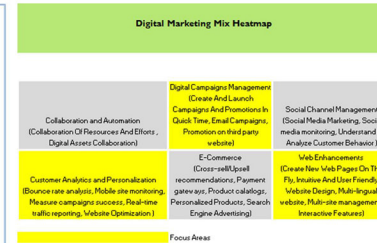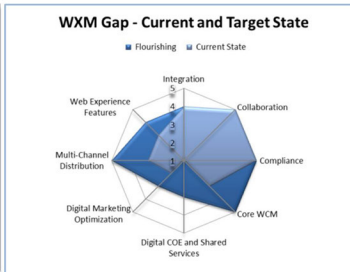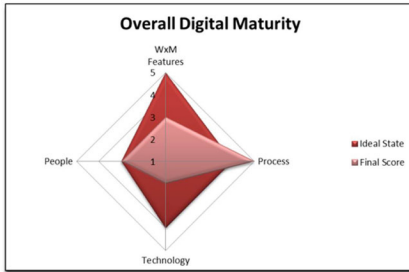
Simplifying Digital STRATEGY with HCL's iDEA!

- Business Strategy
- Technical Strategy
- Operational Strategy

The iDEA portfolio	
Business Case Advisory	Helps you create a compelling and all-encompassing business case with an implementation roadmap for your digital marketing initiatives, be it a web site refresh, a new Pay-per-Click campaign, an email marketing system, a new social media marketing strategy, or digital shared services.
Digital Maturity Assessment	Supports you in evaluating and analyzing the maturity of your digital strategy and initiatives in terms of the people, process and technology ecosystem and helps you understand what it takes to sustain and move ahead.
Web experience Product Selection	Provides you with recommendations and tools to shortlist the best fit technology for your digital marketing initiatives based a comprehensive and weighted comparison across the product features.
Online Consumer Journey Index	Enables you to assess how your web properties score when it comes to providing exceptional customer experience, engagement, retention and advocacy with streamlined recommendations for improvements.
CMO consultive and Digital Deep Dive	Helps you identify the right marketing mix and focus areas for investment to achieve your digital marketing goals.
ROI Calculator	Gives you tools to measure the quantitative and qualitative returns on your digital marketing spend and initiatives
SEO Assessment	Provides you with best practices and tools to assess the effectiveness and completeness of your SEO strategy to improve your search engine rankings
Social Media Assessment	Gives you framework and guidelines to help you strike an optimal balance between your paid/organic media programs across search, display, and social to maximize results.

iDEA™ at work – Sample screen shots:

Here is how we helped our clients:

World's leading $28B food service restaurant chain

The employee intranet for this client was not effective and was underutilized. It was becoming increasingly difficult to maintain the content and users reported problems of the system being slow, searches being irrelevant and lack of real-time collaboration mechanisms. HCL's skilled consultants leveraged the standardized framework-driven advisory approach to analyze and evaluated the challenges and gaps to identify the next steps. A migration to a better and effective collaboration tool, was proposed as part of the solution to bring together the customer's web and digital initiatives and to enable its employees to collaborate under one roof.

Benefits delivered

- 85% reduction in the content development and publishing time
- 60% reduction in operational costs to achieve high ROI
- Use and personalize the enterprise search to provide dynamic web content on publishing sites
- Enabled collaboration through social computing and collaboration features in SharePoint 2013 such as discussion forums, content sharing and feedback capture from crew members in restaurants and customer's employees in different GEOs on various policies etc

Leading FORTUNE® 500 U.S. Logistics Company

The logistics company lacked governance and accountability in its digital publishing activities, and its websites provided a poor user experience with no social strategy and had low Google rank and search-ability. HCL's developed a comprehensive Digital strategy for enhancing the user experience, managing the content, and driving Search Engine Optimization (SEO). Additionally, we provided a governance structure with product implementation advisory, and defined the IT and business roles.

Benefits delivered

- 50% improvement in business control & enhanced the user experience
- Streamlined website management and governance
- Improved the find-ability of the Websites by enhancing the SEO and Social Strategy

A global player in the entertainment industry

The entertainment player had a homegrown application to create and publish digital content which was unable to meet the growing marketing needs of the media industry. IT turnaround time was high and repeated customizations had made the application non-scalable and inflexible. HCL's next generation solution along with a detailed system design encompassed the entire business process of content management and delivery of digital products, which include Websites, mobile sites and applications, interactive media, and streaming video.

Benefits delivered

- Increased ROI & reduced operational costs
- Enabled consolidation, integration and managing digital content from different sources with the help of an interactive digital library
- Enabled asset reuse in a secure and flexible environment, minimize exposure to Intellectual Property (IP)-related legal issues
- Accelerated monetization by repurposing the content for new products and by selling and syndicating it online
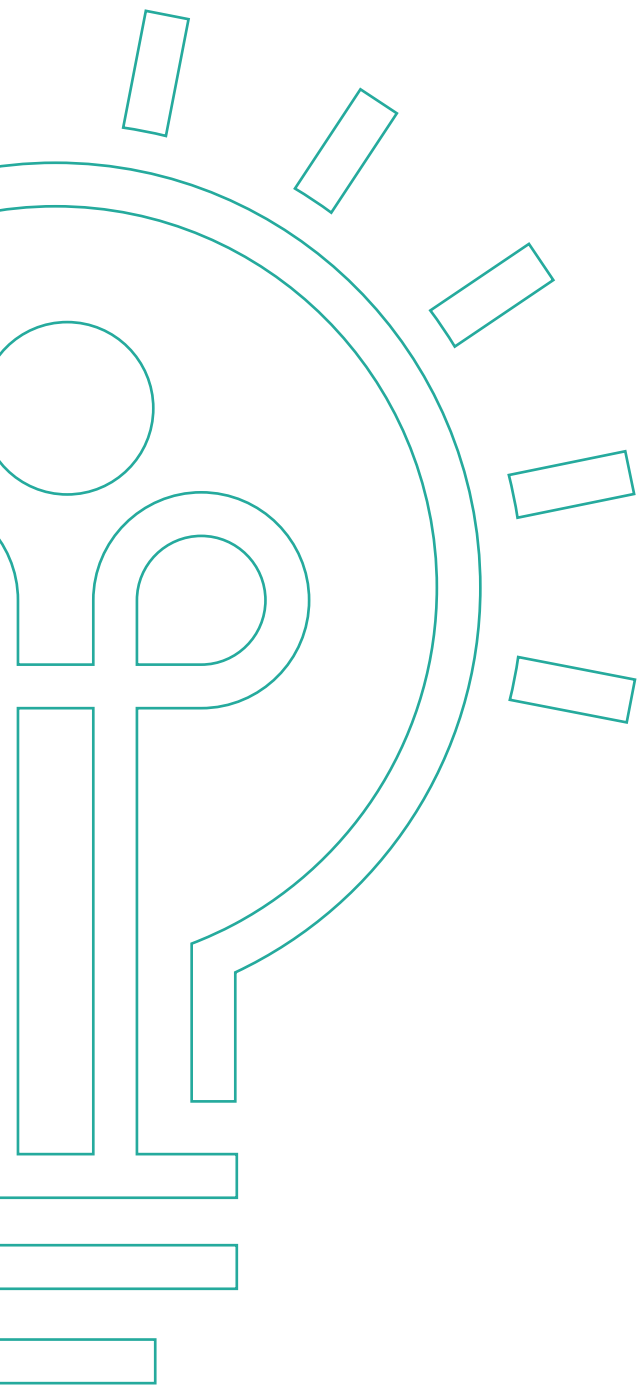
Why iDEA?

- Framework-driven standardized advisory approach accompanied with streamlined recommendations

- Objective and quick turnaround time

- Highly flexible—can be easily customized to suit both localized and enterprise level decisions

- Rich experience in engaging with leading clients across the globe and leveraging relevant market trends, top analyst recommendations and industry best practices

- Results visualization using intuitive dashboards and charts

- Skilled consultants with cross-domain experience for consultation

APPLICATION SUPPORT & MAINTENANCE

BIG DATA & BUSINESS ANALYTICS

BUSINESS ASSURANCE & TESTING

CLOUD, DIGITAL EXPERIENCE & MOBILITY

COLLABORATION, CONTENT & SOCIAL

CUSTOMER RELATIONSHIP MANAGEMENT

DIGITAL SYSTEMS INTEGRATION

E-COMMERCE & OMNI-CHANNEL

ENTERPRISE RESOURCE PLANNING

HUMAN CAPITAL MANAGEMENT

MODERN APPLICATION DEVELOPMENT

PLATFORMS & INTEGRATION

Hello there! I am an Ideapreneur. I believe that sustainable business outcomes are driven by relationships nurtured through values like trust, transparency and flexibility. I respect the contract, but believe in going beyond through collaboration, applied innovation and new generation partnership models that put your interest above everything else. Right now 95,000 Ideapreneurs are in a Relationship Beyond the Contract™ with 500 customers in 31 countries. How can I help you?

www.hcltech.com

Relationship ™
BEYOND THE CONTRACT

HCL