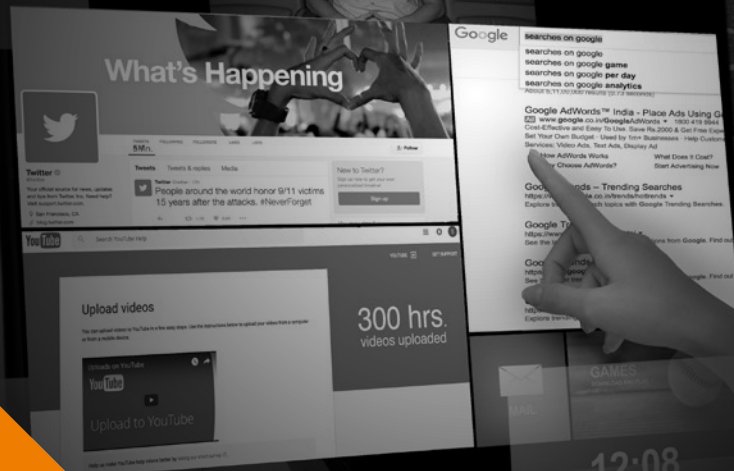


# NEW MEDIA - NOW IS THE FUTURE



New Media is the Interactive and Ubiquitous user engagement that can be made available through emerging technologies



The world of media is emerging at a rapid pace, and long-term beliefs about the sources of value in a given business model, media segment, or geography are also changing.

Many have defined New media as innovative and interactive technology to share ideas and communicate with others. It is a dynamic and is improved technology of previous medium or combined media. Common examples of New Media are Instant messaging applications, Social Media, Online gaming, Online streaming videos, Microblogging platforms etc.

Media Industry is undergoing a series of disruptions both in consumer demand as well as technology to support those ever changing demands. It is taking a shift towards digital. This rapid digital shift is being driven in part by the growing number of connected consumers, the expansion of mobile telephony, and elevated mobile broadband adoption. As it continues, it will not only expand the digital share of the media wallet, but also have a structural effect on almost all media sub-sectors, redefining business models.



Handheld devices promoting "Direct to Consumer" culture

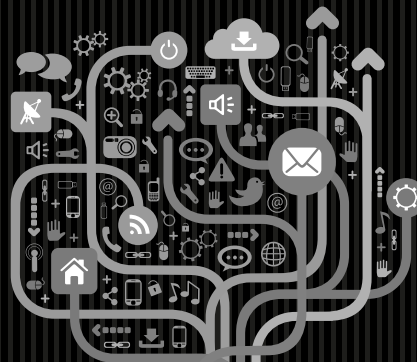


Connectivity and Accessibility has led to "Anytime, Anywhere" content consumption pattern



Partner Ecosystem has turned the entire "Supply Chain" into digital

### Technological advancements and evolving consumer demands giving rise to "New Media"



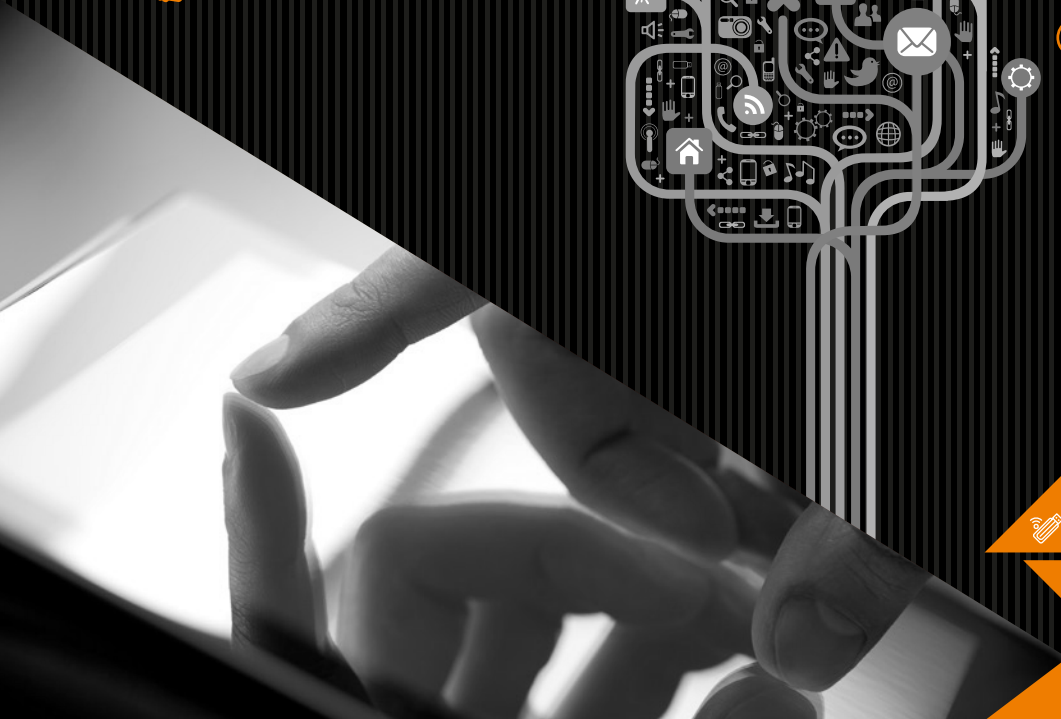
Agile and Lean software solutions have made customer centric propositions more portable, scalable and accessible



Cloud Technology and Infrastructure provides an affordable way to launch a product



Analytics driven solutions have made hypertargeting more approachable and easier



# Our view of Emerging new Media Landscape



## New Media Ecosystem



Online video/audio



Online publishing &  
Education platforms



Online Advertising  
& Classifieds



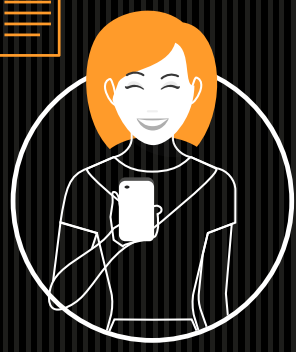
Social Media



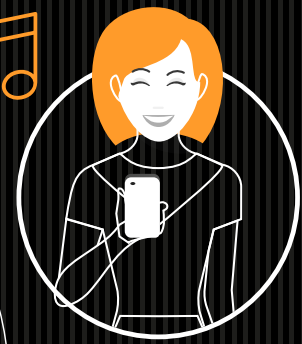
Interactive gaming  
and Virtual Reality



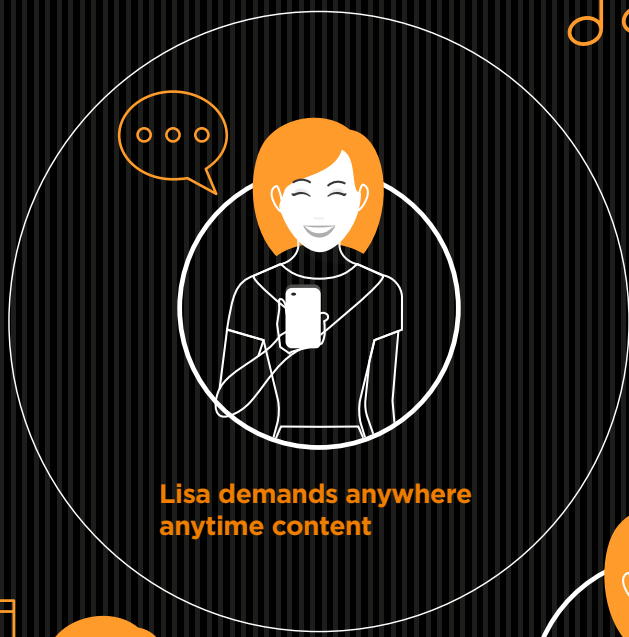
# Meet Lisa - The next gen user



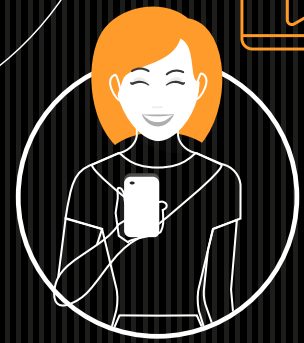
Lisa likes to browse the "News" rather than read it, when she wakes up



She loves to listen to her favourite music during work out



**Lisa demands anywhere anytime content**



She never fails to catch up with her friends on Social network, watch the latest videos, post updates while traveling to work



And when she goes back to the bed, she enjoys playing her favourite online games before dozing off

Today's consumer, like Lisa, is highly connected and demands personalized treatment and engagement all the time. While Media companies today struggle to engage their consumers in all forms, across all devices, HCL brings to them its "New Media" practice to strengthen that engagement by building best in class experiences for their consumers.

# Business Essentials for 21<sup>st</sup> Century Media Enterprise

## Online video/audio

- High Quality and High Resolution content
- Enhance Viewer Stickiness
- Propose Customized Offerings
- Smooth, shutter free video delivery

## Interactive gaming and Virtual Reality

- Create convincing Natural VR environment
- Accelerate GTM time
- Geo fencing and policy enforcement
- Provide Seamless onboarding

## Social Media

- Quick releases of new and disruptive products
- Save costs on Growing infrastructure needs
- Monetizing customer insights
- Achieve Scalability

## New Media Ecosystem

## Online publishing & platforms

- Improve onsite Reader Engagement
- Manage New Age Content
- Direct readers to High Value Content
- Content Curation to facilitate speedy access to right content

## Online Advertising & Classifieds

- Getting Attention and prompting immediate action
- Boost Customer engagement
- Maximizing impressions and conversion
- Directing to appropriate destination URLs

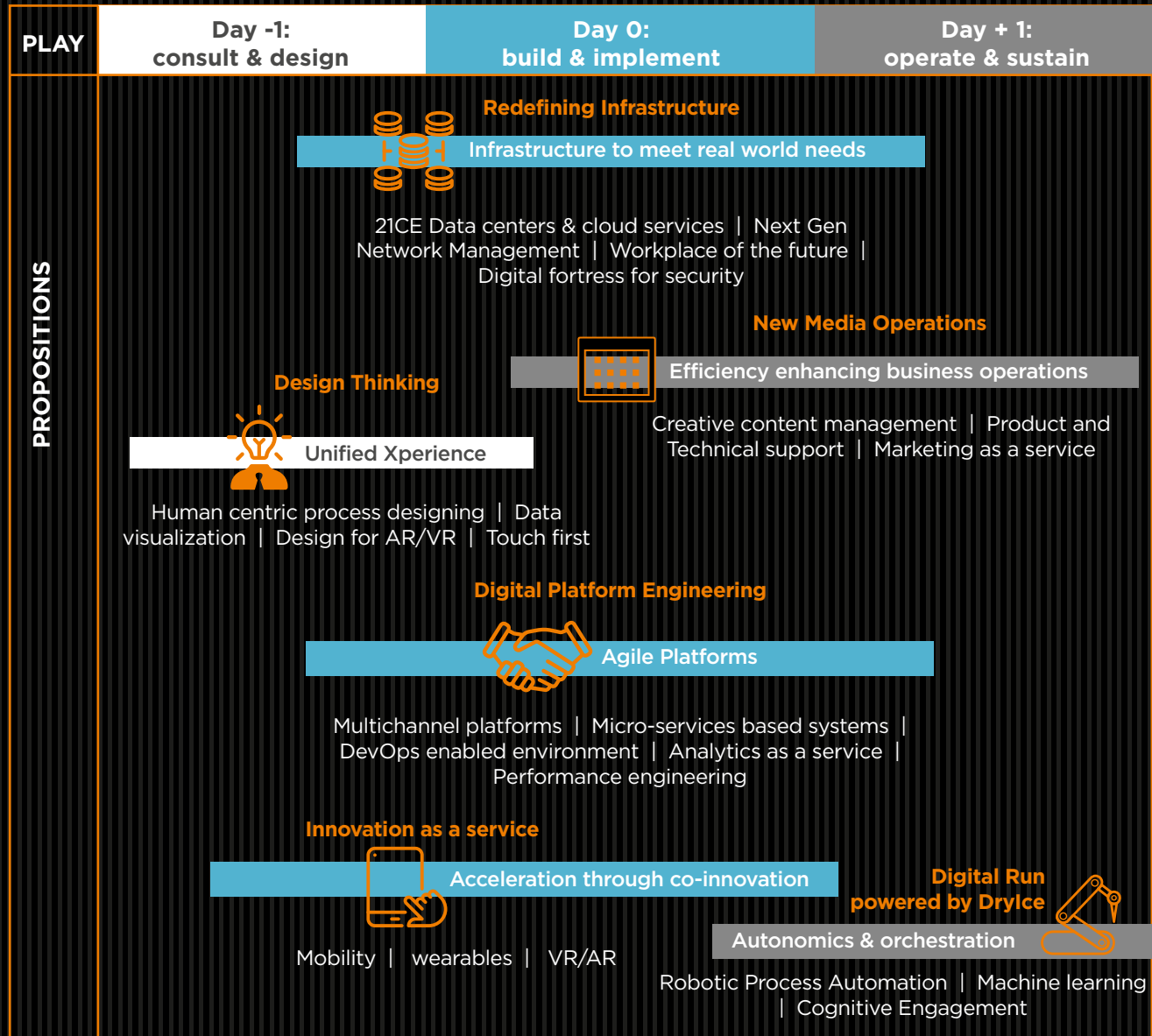
## 21 Century New Media landscape

- ▶ Experience Centric
- ▶ Agile
- ▶ Cost Efficient
- ▶ Flexible & Scalable
- ▶ Ecosystem Driven



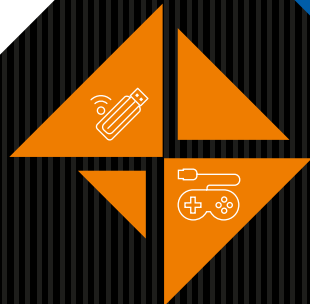


# Introducing HCL's New Media Transformation Pillars Service offerings to enable 21CE





NEWS



# UNIFIED EXPERIENCE through Design Thinking

Assure intuitive consumer experiences through Human centric process designing, Business consulting, Outcome based business models and Media Architecture services

## Embedding Experience Design into Solution

18+ Years experience

140+ Professionals

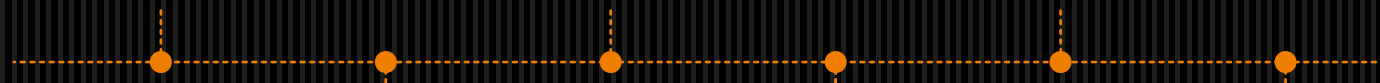
1500+ Projects experience

## Our Methodology

**Research:** Competitive Benchmarking, Heuristic Evaluation

**Understand:** Persona Definition, Design strategy

**Envision:** Digital Consumer Experiences



**Engineer:** Hybrid App development, Responsive web design

**Design:** Touch First, Multichannel experience

**Evaluate:** Usability Testing

# DIGITAL PLATFORM ENGINEERING

## Agile Platforms

Achieve technology breakthroughs via Multichannel platforms, Micro-services based systems, DevOps enabled environment, Analytics as a service and Performance engineering



**CUSTOMERS 50+**  
Working with 7 of top 10 ISV companies

**3500+**

Engineers in Digital Engineering

**300+**

Engineers for solution building in New Technologies (IoT, Mobility, SaaS, Digital)

**6**

Digital Engineering centric SLUs

## Business driven New age solutions



**Interactive Electronic Technical Manuals**

Next generation digitization requirements from content creation, storage and management



**Product Intelligence**

Automates data collection of product usage history and converts it into intelligence



**eDat**

Modular, scalable, extendable and highly customizable framework for automated testing of electronic devices





# REDEFINING Infrastructure

## Infrastructure to meet real world needs

Handle fast paced maneuvers through  
21CE Data centers, Next Gen  
Network Management,  
Workplace of the future  
and Digital fortress  
for security



**CUSTOMERS 50+**

**20+ Fortune 500/ Global 1000** organizations

### Business driven New age solutions



**MyCloud:** Hybrid cloud management and orchestration platform



**CART:** Cloud assessment and readiness tool



**RECOVERNXT:** Cloud based disaster recovery as-a-service



**DryIce ITPA:** Automated services delivery model

### Expertise with Public Cloud Vendors



# NEW MEDIA Operations

## Efficiency enhancing operations

Deliver operational excellence through Creative content management, Product and Technical support, Marketing as a service

**CUSTOMERS 100+**  
25+ Fortune 500

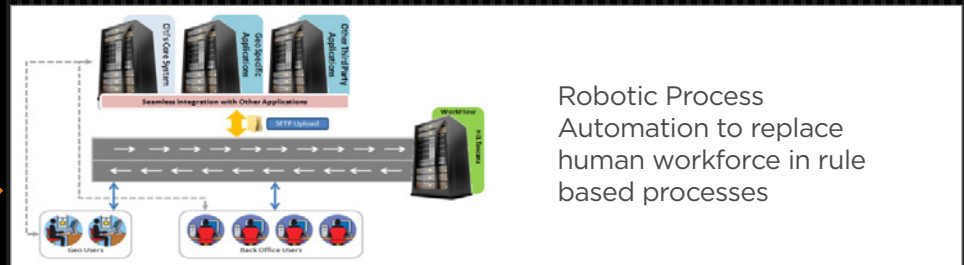
**500%** ROY

**100%** Revenue growth from existing client billing

**1000+** Strong team including Design, Digital Marketing and Publishing experts

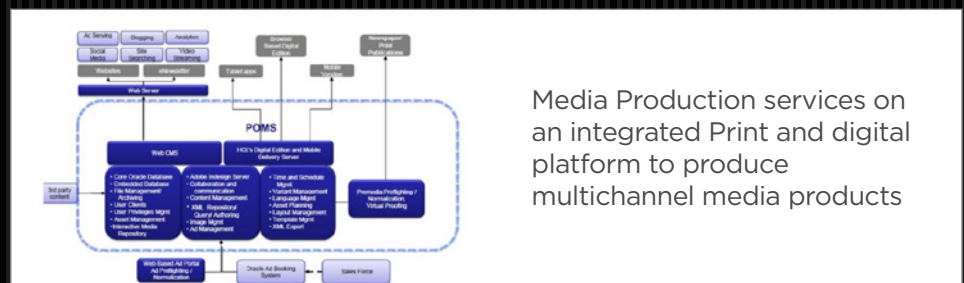
## PROPRIETARY TOOLS

### TOSCANA BOT






Robotic Process Automation to replace human workforce in rule based processes

### Production operations management as a service



Media Production services on an integrated Print and digital platform to produce multichannel media products



# Digital Run Powered By Dry Ice

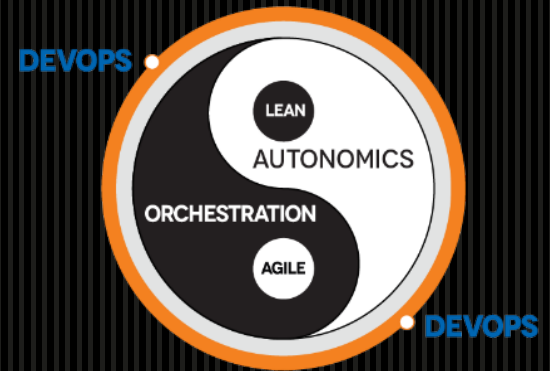
**Co-innovation approach with**  
Compete in the new converged  
“PHYDIGITAL” era by leveraging innovation  
around Robotic Process Automation, Machine  
learning, Cognitive Engagement, Neural  
Networks, Big Data and Service  
Integration with a DevOps  
culture for Digital  
Enterprise

**35+** Years of  
Experience

**31** Countries  
presence

**40,000+**  
Application experts

**DryIce: Harnessing the power  
of Autonomics and Orchestration**



## Business driven new age solutions



### Intelligent Sustenance Engineering

ISE uses the power of intelligence to ensure that the product sustenance is efficient, responsive and cost effective



### App Test Factory

App Test Factory combines test strategy optimization, automation and the industry's only Hybrid Device Access Infrastructure to give apps a superior user experience across multiple platforms

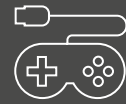


### Value Analysis & Value Engineering

An effective methodology which identifies and eliminates areas of high cost and improves the profitability of a product by creating alternatives that perform the required function at a lower total cost.



# Innovation as-a-service



**Acceleration through co-innovation**  
Seize Market opportunity by HCL's mobility solutions, wearable technologies and VR/AR solutions



## Orchestrate experiences across the value chain

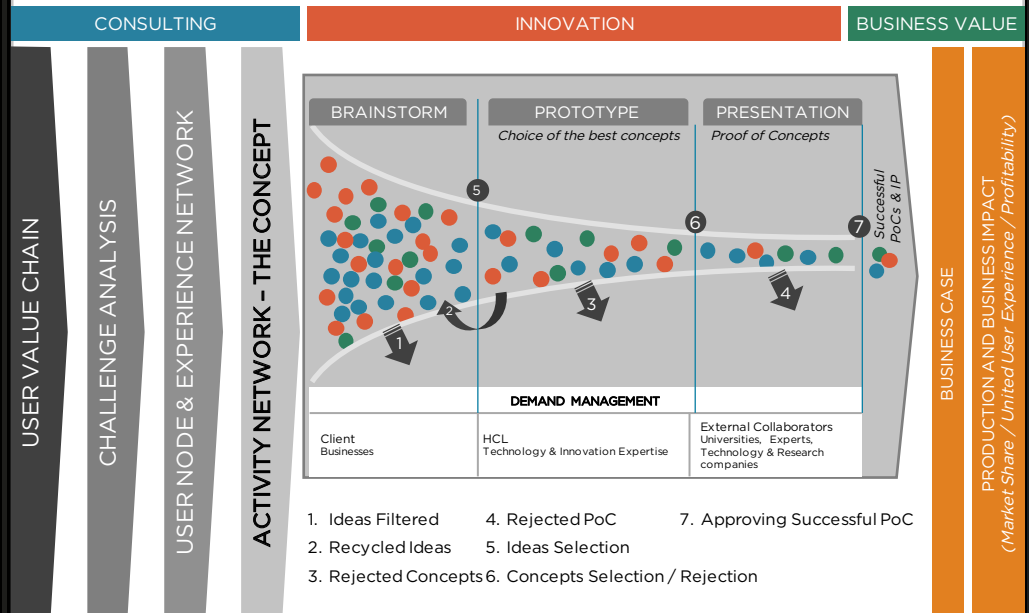
**6** Media Co-innovation Labs

**7** Global United Xperience Labs

**22+** Customer specific labs

## United Xperience Labs - The How of innovation

What are United Xperience Labs? The how of digital innovation



## Business Driven New Age Solutions



**MPASSA:** Comprehensive casino mobility solution to empower casino pattern and give personalized experience



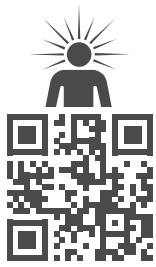
**Smart guide:** Personalized recommendation solution to facilitate content selection



**Automatic Content Recognition:** Enhanced viewing experience for content on TV using mobile devices for second screen experience

# NOTES

# NOTES



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*Relationship*<sup>™</sup>  
BEYOND THE CONTRACT

**HCL**