HCL

DIGITAL MARKETING
SERVICES

ESTABLISHED MEDIA & ENTERTAINMENT PRACTICE

Media Publishing & Entertainment Practice
15+ years of focus

$550
Mn M&E Practice

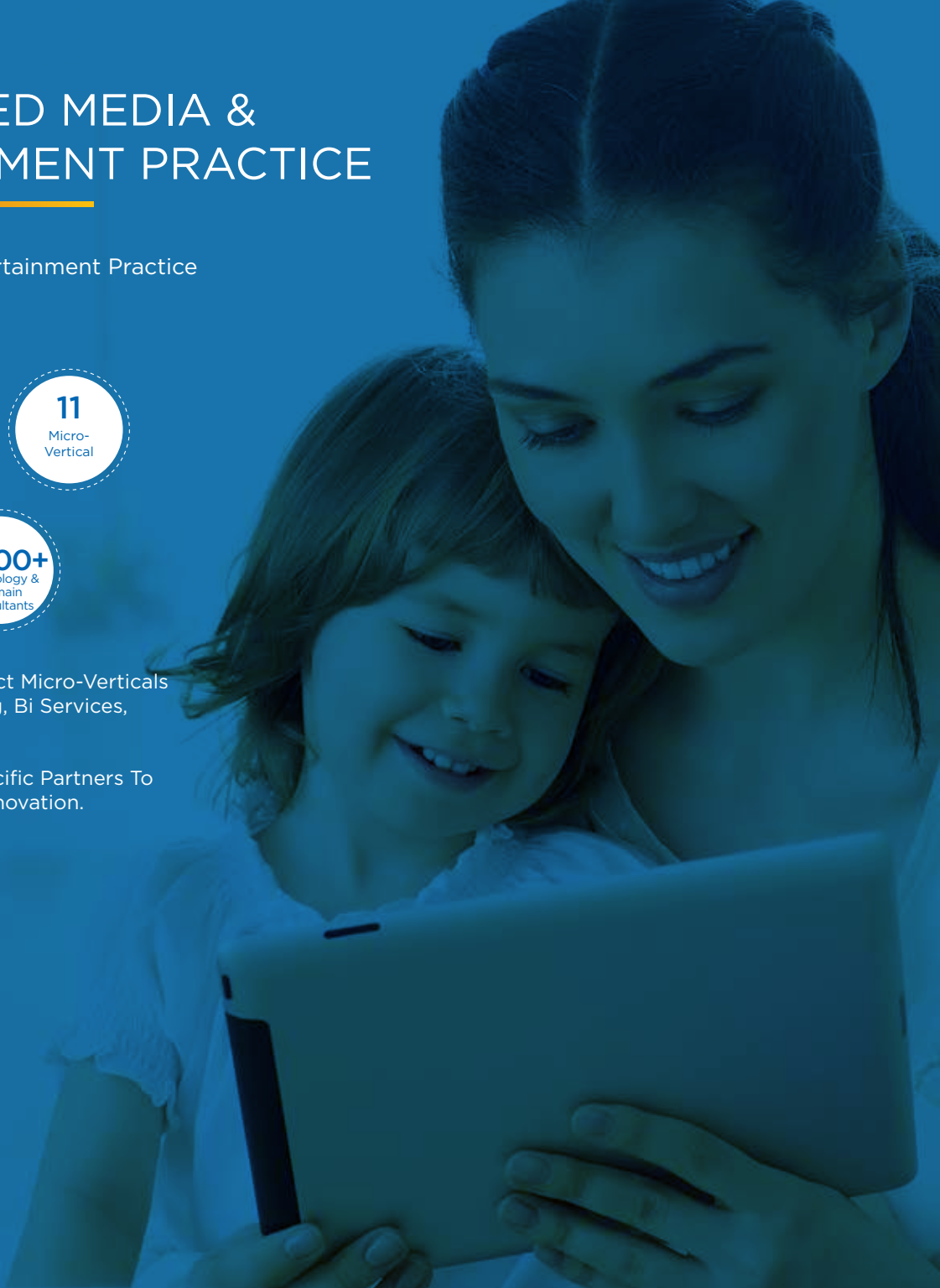**30%**
CAGR

11
Micro-Vertical

50
Customers

8000+
Technology & Domain Consultants

Leadership Position In Select Micro-Verticals Of Broadcasting, Publishing, Bi Services, Music & Gaming.

An Ecosystem Of M&E Specific Partners To Accelerate & Jump Start Innovation.

INNOVATION

- Solid framework for innovation, $5Mn investment in Media & Publishing Solution Acceleration

- Cutting edge technology investment via Practices/ Coes in Engineering, Analytics and user experience design

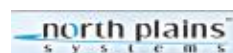- Transformation readiness via media operations Lab, Mobile Lab and other coe specific labs

INVESTMENTS IN LABS

Smart Devices Lab
(Chennai, India)

Mobility Center of Excellence (Singapore)

Digital Service Lab

CUSTOMER'S PROFILE

- › Top 2 Leading Us Based Broadcaster
- › 4 Out Of The Top 5 Publishing Companies Worldwide
- › 3 Out Of The Top 4 Music Companies Worldwide
- › 2 Out Of Top 3 Internet Companies Are HCL Customers
- › Top 2 Gaming Solution Providers

PARTNERSHIP & ALLIANCES

OUR PORTFOLIO OF DIGITAL BUSINESS SERVICES

DIGITAL MARKETING

- Multi-channel Campaign Management
- E-mail marketing
- Segmentation & Targeted Content Delivery
- Web Content Management including multi-site and multi-lingual web publishing
- Personalization and Micro Sites creation
- Digital Asset Management and delivery

AD OPERATIONS

- 3rd Party Ad serving
- Campaign optimization
- Ad trafficking
- SEO/SEM/PPC
- Order and ad approvals
- Ad order entry and management
- Ad formats and specification verification
- Inventory and yield management
- Mid and end campaign reporting, analytics, and optimization

DIGITAL ANALYTICS

- Multi-channel analytics including web, mobile & social
- User behavior, demographics, clickstream, Sentiment Analysis
- Integrated Marketing Dashboards

SOCIAL

- Social CRM and Interactive Learning
- Social Reputation Management
- Social Content and Collaboration

MOBILE

- Mobility Services
- Mobile web enablement
- Mobile UI and Apps development
- Contextual aware services

"DECOUPLE" YOUR MARKETING AND "OPTIMIZE" COSTS

TRADITIONAL MODEL

AGENCY

STRATEGY
- Sets campaign strategy
- Establish creative direction
- Decides cross channel strategy
- Decides brand

CREATIVE
- Designs campaign creatives
- Creates corporate templates and themes
- Sets corporate branding guidelines

PRODUCTION
- Execution of digital initiatives across digital media platforms and geographies
- Brand and design consistency
- Non standardization across globe
- Cross channel implementation

DECOUPLED MODEL

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STRATEGY
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HCL PRODUCTION

CENTRALIZED OFFSHORE
- Execution of digital initiatives across digital media platforms and geographies
- Design and Branding consistency, adherence to guidelines
- Standardization of brand across globe
- Cross channel implementation

OUR VALUE PROPOSITIONS

WHY HCL?

PROCESS
Simplified global digital asset management processes with thin layer of client governance

SERVICE
One neck to choke philosophy with Creative + Application + Operation bundled service

AGILITY
Faster time to deployment of digital assets from studio to channels

CREATIVE
Digital creative work done at scale & pace and at non-agency price points

ENGAGEMENT
Elevate Client from managing digital asset / campaign to managing overall outcome

TRANSPARENCY
Service / outcome at agreed SLAs with detail tracking, reporting & management
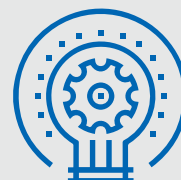
RE-USE
Increased reuse & repurpose of digital assets – thereby reducing 'cost & time of production' for Client

COMMERCIAL
Move from Capex to Opex model – with outcome based unit pricing

CLIENT EXAMPLES

CLIENT PROFILE

LEADING B2B EVENTS AND PUBLISHING COMPANY

PUBLISHING COMPANY PORTFOLIO OF
147 EVENTS
68 PUBLICATIONS
267 DIGITAL ENTITIES

ONE OF TOP THREE GLOBAL BANK

BASED OUT OF NEWYORK

Revenue: 76.4 billion USD (2015)

ONE OF TOP THREE ANNUITIES

NOT-FOR-PROFIT ORGANIZATION

Revenue: 34.08 billion USD (2012)

THE BRIEF BUSINESS

BUSINESS ISSUE

Legacy Editorial system with linear workflow
No Version Management
No Control over Brands
Communication through email, too many Manual steps
Time Consuming asset retrieval

REBRANDING

A chronological milestone (bi-centennial) of the entity entailed a modification of all communication

The rebranding was ell-encompassing and impacted every touchpoint within and without the organization, and ensuing that the messaging, including the visual standards and tone of voice.

REBRANDING

The organization underwent a complete overhaul of brand personality – with a new logo, new messaging, revised graphic standards, and a new completely dierent tone of voice in communication.

HCL'S ROLE

Faster turnaround, collaborative, multi-channel publishing, Rights Managed, Content Mining, cloud based in web client 30% Cost saving and 50% reduction in Content lifecycle (Speed to Market)

One workflow spine to manage: multiple goes and multiple products Room for existing vendors to operate inside the spine Allows multiple structure for multiple vendors

HCL was involved in disseminating the guidelines among the stakeholders and ensuring that not just the communication, but the underlying concept was the driving force in the exercise.

› Design assets for marketing that adhere to all brand/ visual guidelines and be the brand custodian

› Create template as per the brand guides to ensure no deviation when individuals are creating ad-hoc assets

› Helped translate the brand guides to UXD program

HCL was tasked with communicating the new standards to stakeholders among the communities that HCL interacted with within the organization and familiarized them with the branding and stadards.

› Design assets in accordance with the new guidelines

› Be the brand consult for any questions from the team on brand tone of voice/ visual identity

DELIVERED

Design and Production Management for 5000+ editorial pages every month for more than 40+ publications

500,000+ pages going through content life cycle every month

1000+ Assets delivered with 100% adherence

› Print (Brochures, Reports, Handouts, Invites, etc)
› Events (Stall design, Kiosks, Banners, etc)
› Digital (enewsletters, emailers, banners, etc)
› UI screens for Apps

Digital Assets

› Presentations
› Banners and other assets

MANCHESTER UNITED AND HCL TECHNOLOGIES PARTNER FOR "DIGITAL TRANSFORMATION"

Manchester United has announced a 'digital transformation' partnership with HCL Technologies to analyze and enhance the relationship with the club's 650 million strong global fan base.

The two organizations will create a United Experience innovation lab, housed within United's Old Trafford stadium, which will essentially become an incubation pod for creating a unified fan experience and increasing engagement through building digital platforms.

HCL

Official Digital
Transformation Partner

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 115,000 Ideapreneurs are in a Relationship Beyond the Contract™ with 500 customers in 32 countries. **How can I help you?**

Relationship
BEYOND THE CONTRACT™

HCL