



**EARN FROM**  
EXPERIENCES



DIGITAL ENGAGEMENTS THAT DELIVER RESULTS

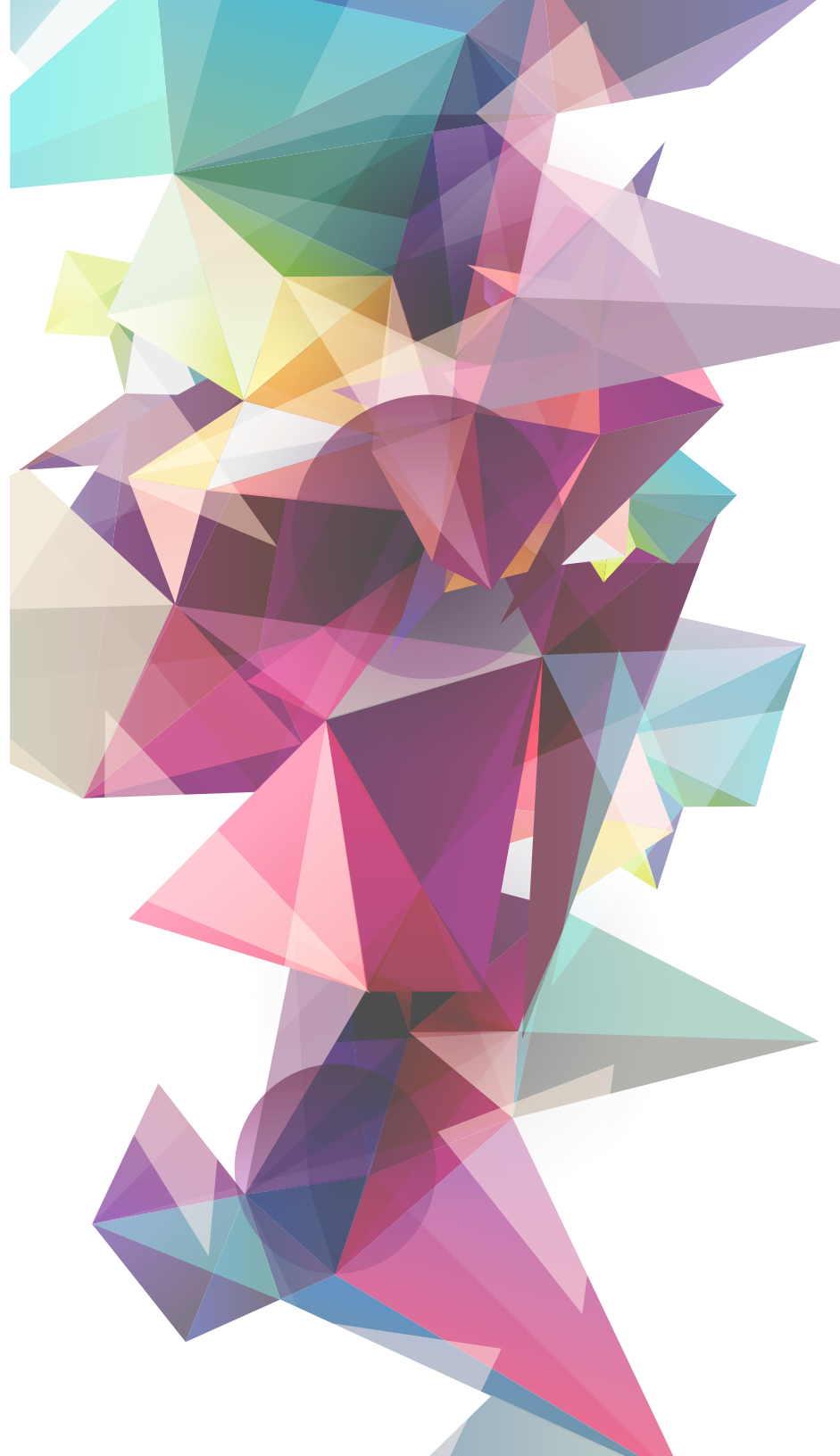
# UNLOCK YOUR DIGITAL POTENTIAL

Deliver experiences that  
give back more in return

Digital is no longer a buzz word.

It's a business reality being driven by the hyper-connected consumer who moves across channels demanding just one thing: a seamless, consistent and enriching experience. With digital spends on the rise, it's important to remember that digital solutions are not just a collection of processes and technologies, but about engaging and interacting with customers.

At HCL, with our strong focus on relationships, and appreciation for the human factor in business, we help organizations accelerate ROI from their investments while consistently delivering experiences that help elevate the brand and drive customer loyalty.

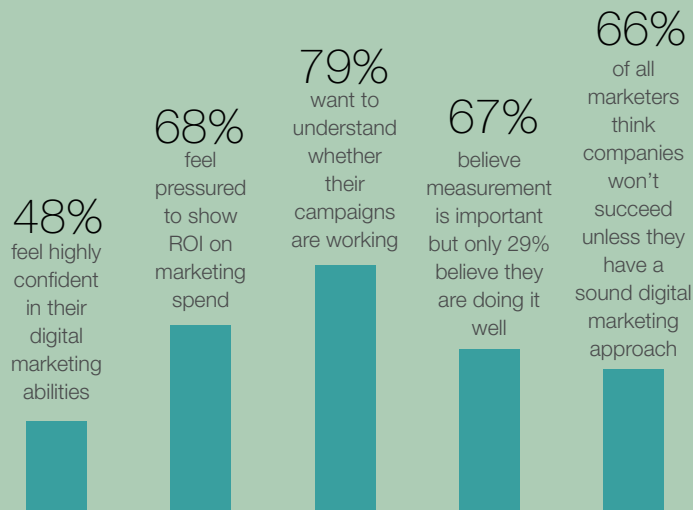


# WE SEE THE OPPORTUNITIES IN CHALLENGES

Based on our experience with customers from diverse industries across the globe, digital marketers face the following challenges:-

- Achieving **operational excellence** in a service delivery model
- Controlling the **recurring expenditure** while rolling out digital initiatives
- **Empowering business users** and reducing dependence on IT
- **Global consistency** across websites with a local essence
- Targeting consumers with **relevant content**
- Striking a balance between the TCO and the **measurable benefits**
- Choosing the best in class solutions that **drive customer acquisition and retention**
- **Scalability** of digital solutions to address future needs

A study done by Adobe also points to the importance of finding the right partner who can help widen the reach and effectiveness of digital initiatives.

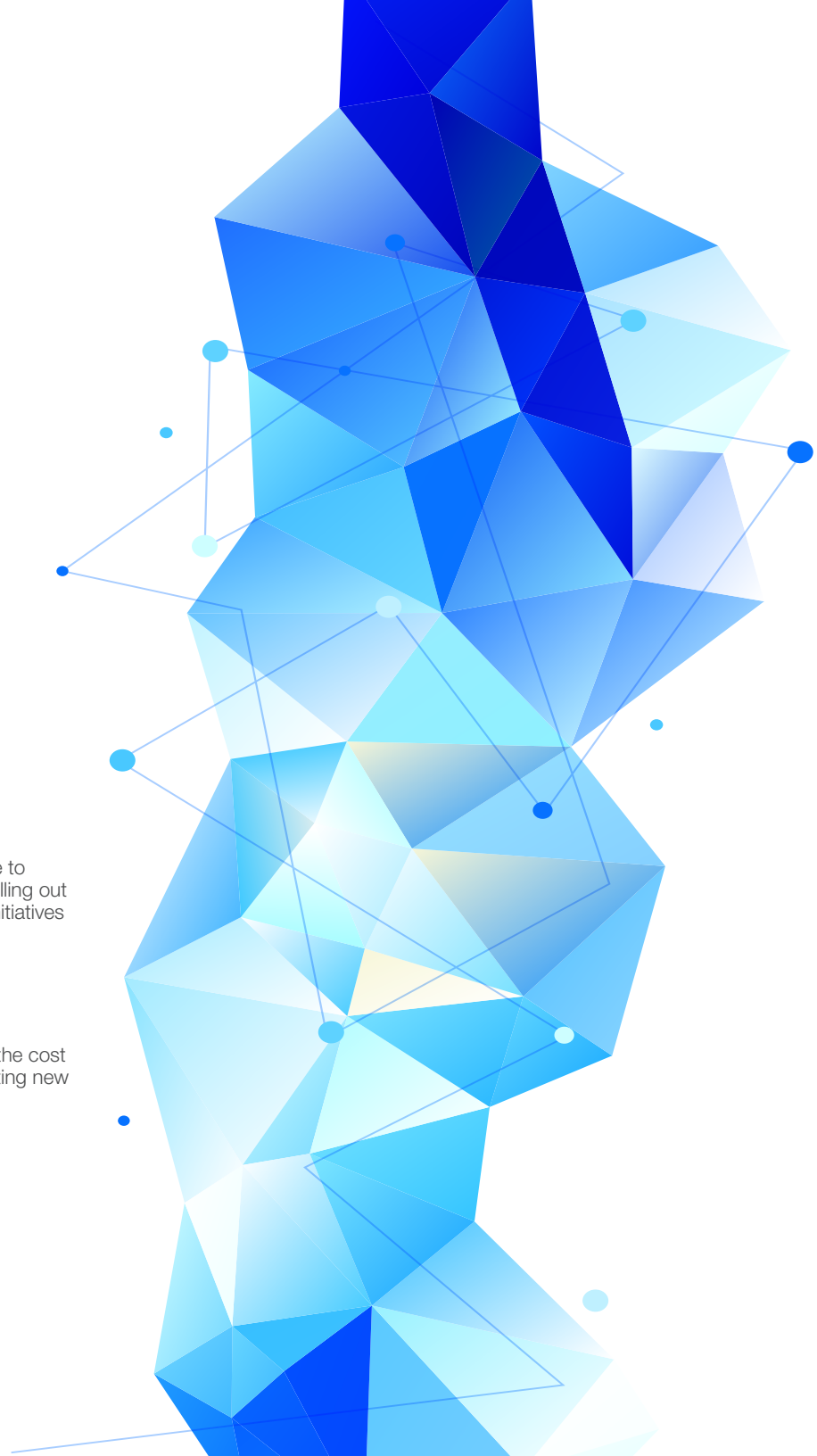
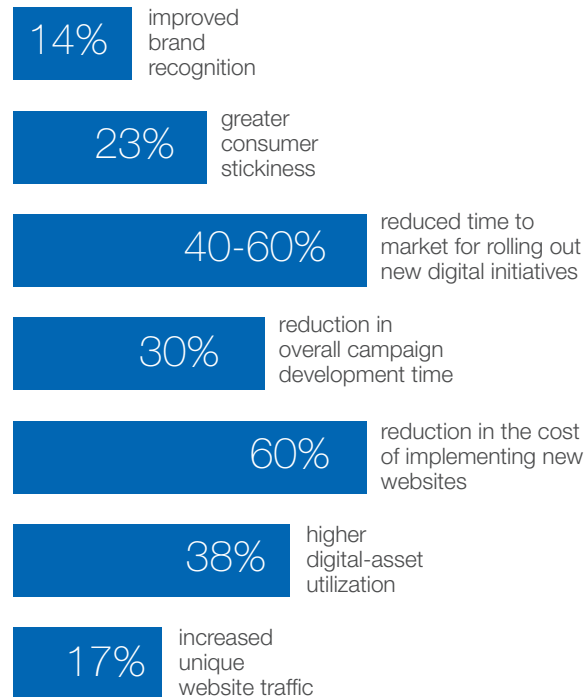


Source: DIGITAL DISTRESS: What Keeps Marketers Up at Night? – a study by Adobe

By partnering with HCL you can navigate the complex digital landscape and leverage capabilities and services that help you close the gaps and deliver world-class experiences to your audience across the globe, anytime and every time.

# GET RESULTS, FAST

Our comprehensive digital experiences services have helped organizations across industries around the globe achieve:



# GREAT EXPERIENCES TRANSCEND CHANNELS

With HCL's Digital experience services your company is always available, captivating and assisting your customers no matter where they are or what device or platform they're using. With increased process productivity, streamlined communications, and an effective and efficient collaboration environment, we help brands drive their marketing performance with strong ROI. But it doesn't end there; we look at ways in which future technology can be fused with current brand strategies, enabling companies to find inventive ways to engage with customers.

## Transform into a complete digital enterprise

- Build a consistent brand voice across geographies and languages
- Maximize the reach and impact of your online initiatives
- Deliver rich user experiences to enable user stickiness
- Set-up platforms to manage global and regional multi-channel digital initiatives
- Gain more control on the online content and reduce the dependence on IT for rolling out new digital properties
- Implement governance and collaboration between the various stakeholders
- Measure return on investment of web and other digital channels
- Be present where your audiences are and converse in real time
- Easily recognize social Influencers and convert them into your brand advocates
- Effectively participate and contribute to user communities



### Strategic Consulting

Enables actionable strategy to build customer loyalty, digital maturity analysis, digital platform evolution roadmap, digital platform governance, technology selection, social strategy.



### Design & Creative Development

User research, content strategy, persona development, usability analysis, creative design, rich internet applications, and customer journey analysis.



### Digital Platform Implementation

Transactional delivery platform roll-out, multi-lingual and multi-geo support, web analytics, campaign management, integrations for e-Commerce, CRM, ERP, and enterprise apps, and post-production support and maintenance.



### Experience Innovation

Mobility strategy and implementation, SEO best practices, social media & sentiment monitoring etc.

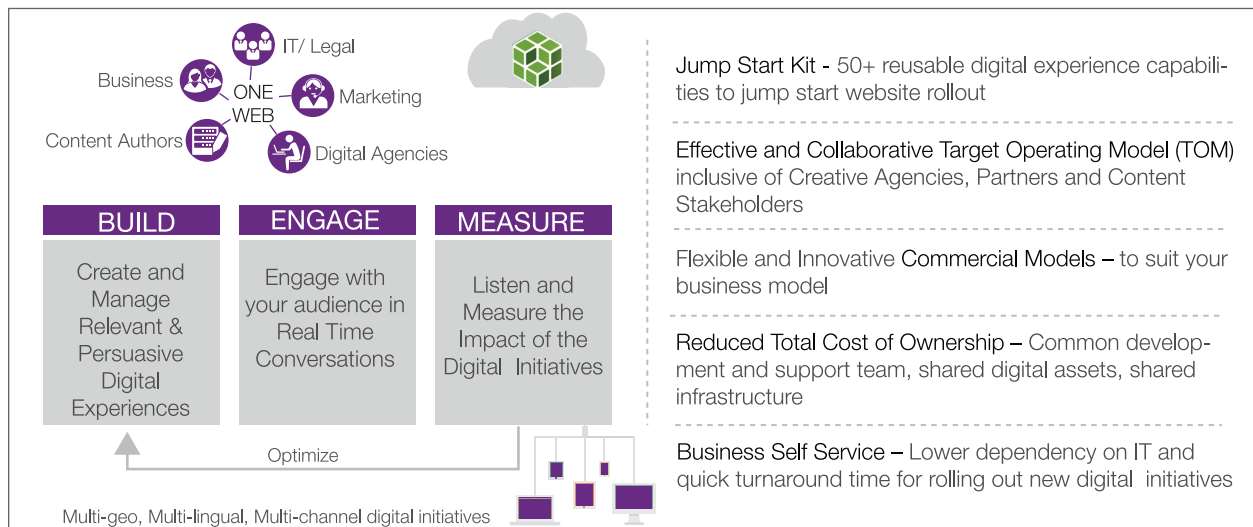
Forrester recognized Digital Player - 2013

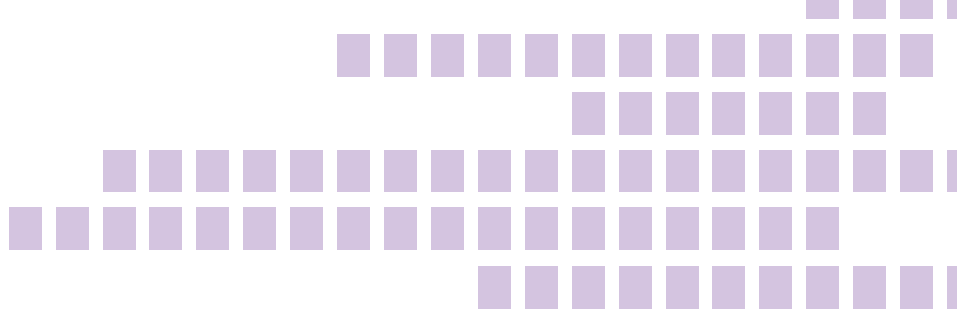
# CONNECTING YOU TO THE FUTURE, TODAY

HCL's Platform for eXperience Management (PXM) can help you accelerate into the future and deliver high-impact, and personalized customer experiences across various platforms (i.e. email, mobile, search, web and social media). This Cloud-hosted digital experience solution will help you achieve faster time to market, optimize marketing costs, improve marketing effectiveness and establish a rationalized technology platform.

PXM comes equipped with numerous reusable digital experience capabilities that help you quickly onboard and jumpstart your online initiatives as you build, engage, measure and optimize your experiences over time

- **Experience Strategy & Design** to create consistently impactful experiences across multiple channels and touch points
- **Experience Delivery & Management** to enable differentiated experiences in multichannel marketing campaigns, customer & commerce self-service capabilities, multi-lingual global websites and other digital initiatives
- **Experience Measurement & Optimization** to drive engagement to the next level by delivering rich insights into how users are experiencing the digital offerings





# EXPERIENCE THE HCL DIFFERENCE

## World's leading Fast food retailer

The restaurant brand team has little control over the numerous local agencies working for them. There was no asset reuse and the costs were steadily climbing up. Thus, they decided to bring together all their agencies to streamline the digital marketing and branding process.

HCL helped the client by building a global digital marketing platform that enabled reuse and quick roll out of their digital marketing initiatives across geographies.

### Benefits delivered

- 60% reduction in Time-To-Market for new digital initiatives using the JumpStart kit capabilities
- Reduced website development costs (\$10-12K for smaller markets and \$20-25K for larger markets)
- The average campaign turnaround time came down to 3-4 weeks from 2-3 months
- Integration with QR Technology to enable its consumers access the nutritional information about their food using a QR code helping them establish consumer trust and goodwill

## A US based financial institution

The financial institution maintained its websites globally using a J2EE based homegrown system to keep its members informed and updated about regionally relevant programs. However, they were finding it difficult to manage the rapidly growing volume of content.

HCL took the initiative to design and deliver a scalable and flexible web solution and offered a one-stop next generation digital platform to simplify the content management & publishing

### Benefits delivered

- 23% increase in unique traffic on the sites
- Improved web traffic to their website for Mongolia by 63% and to the official website for China by 84%
- 75% reduction in Time-To-Market for new digital initiatives
- Established an easy to use framework to create multi-lingual websites with localized content

# TAKE THE GUESSWORK OUT OF DIGITAL DECISIONS

Maximize ROI and business impact

HCL's Integrated Digital Experience Advisory (iDEA) framework has been designed to help you manage, optimize and measure your digital marketing initiatives. It adopts a standardized framework driven approach to help you build customer loyalty and improve the maturity of your digital initiatives with a strong focus on ROI.

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.



# EXPERIENCE THE HCL DIFFERENCE



## 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.

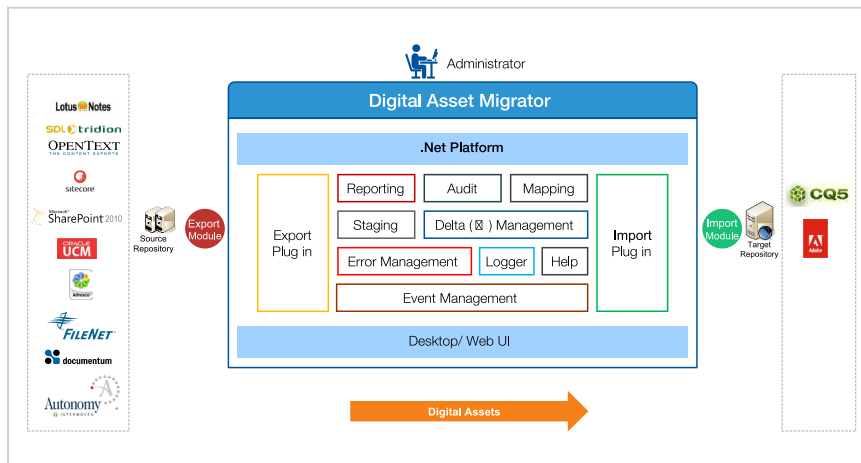
### Benefits delivered

- 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
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# MAKE YOUR MOVE INTO TO THE DIGITAL FUTURE

## With HCL's Digital Asset Migrator

One of the major roadblocks in transforming into a complete digital enterprise is scattered digital assets across various legacy systems and platforms. At HCL, our Digital Asset Migrator (dAM) helps organizations consolidate and upgrade to more efficient and futuristic platforms. Our migration services allows for meticulous planning through robust tools to help you avoid the potential pitfalls of such a large initiative such as asset loss, regulatory violation, security breaches, system instability, unplanned downtime, incompatibility issues, broken links etc. HCL's Digital Asset Migrator assures a faster, cost efficient and auditable migration, providing the right results every time.



Supports migration of:

- Authored content such as copyright/legal/branding content
- Rich Media Assets like Images, Logos and line art, Designed documents like QuarkXPress, Adobe InDesign and Illustrator, Audio, Video, Animation, Flash, PDFs, Office docs
- Web assets such as style-sheets, java-scripts, XML, flat files, HTML
- Page metadata and associated content
- Page cross references Page annotations
- Presentation elements of the web site(s) like templates, components, styles, layout, themes\*
- Workflows
- User roles and permissions
- Asset mappings

# EXPERIENCE THE HCL DIFFERENCE

## A leading IT provider in the APAC region

The client wanted to migrate its Enterprise Sales Portal, which enables real time collaboration and sharing of information between sales, sales support, marketing and delivery teams from MOSS 2007 to SharePoint 2010

HCL used dAM to migrate around 1500 sites and 1200 microsites, digital assets of ~400GB in size, and provided post migration customization and support leading to enhanced collaboration and productivity improvements of 80%

## A leading Australian Banking conglomerate

The bank was struggling to scale up their legacy CMS to meet their dynamic digital marketing needs and was incurring huge operational costs in managing their digital initiatives. HCL's framework-driven approach enabled it to automate the process, migrating the websites and functionalities from the existing system to the new digital platform, enabling the bank to roll out its digital initiatives with ease

### Benefits delivered

- 80% reduction in Time-To-Market for new digital initiatives
- 40% reduction in operational costs
- Migration efforts were reduced by ½ as compared to the traditional migration

# DIGITAL IN OUR DNA

It's not just customers who benefit from our digital expertise and experience. Digital innovation is at the heart of HCL's very own strategy to build and manage a strong brand across boundaries and channels.

- HCL's corporate website achieved high efficiency in structure and navigation. We have generated over \$1Bn opportunities through online and digital channels in FY 13
- Received the 2012 W3 Award for dominance in web and digital marketing from The International Academy of Visual Arts (IAVA). HCL won the "Best in Show" along with Nike, Facebook, eBay, McDonalds & Virgin America
- HCL received the InformationWeek 500 2013 Business Technology Innovators Award
- Inducted into Paul writer Futuristic Marketing Hall of Fame for state-of-the-art implementation of SEO strategy for [hcltech.com](http://hcltech.com)

# DREAM BIG AND WIN IN THE NEW REALITY

Digital forces are compelling businesses to reinvent themselves in many ways. At HCL, we know that however challenging, this ever-changing landscape also brings with it new opportunities, and possibilities. It's a chance to connect with consumers, engage in conversations, and help them experience your brand in ways you never thought possible. With HCL as your digital partner it's not just your customers who stand to gain. From expanding into new markets, acquiring new customers and elevating your topline, HCL can help you succeed in the new digital reality.



[www.hcltech.com](http://www.hcltech.com)

**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 90,000 Ideapreneurs are in a Relationship Beyond the Contract™ with 500 customers in 31 countries. **How can I help you?**

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