



HCL HELPED INDIA'S LEADING ENTERTAINMENT BRAND ENABLE USERS **TO COLLABORATE** BASED ON THEIR INTERESTS AND MEET LIKE-MINDED VIEWERS OF CONTENT



APPLICATION SUPPORT & MAINTENANCE

CUSTOMER DESCRIPTION

The customer engages audiences through television, motion pictures and a wide range of digital media and is one of India's best-known entertainment brands.

CUSTOMER OBJECTIVE

- Roll out a centralized Content Management System (CMS) to power all individual websites
- Develop a user interface to simplify site maintenance

HCL'S SOLUTION

- Define a strategy for product evaluation and recommendation, and system migration from conceptualization to the implementation phase
- Automate the process of encoding and distribution of content for digital platforms through a workflow based, Service-Oriented Architecture (SOA) enabled content distribution system
- Create templates and shared components to ensure consistent branding and faster time-to-market for promotional needs
- Customize video player integration for the video based sites

HCL DIFFERENTIATOR

- Experience in implementing shared services platform (DAM, CMS, WCM, Search, Player, Ads platform, BI, etc.) for all the web properties
- Ability to integrate individual websites with Drupal architecture, and provide a centralized CMS
- Multi-platform delivery capability with social media, and Zedo Ads server integration
- Experience in delivering platform dependent content and Single Sign-On across various properties
- Expertise in integrating Brightcove and Apache recommendation engine with CMS

BUSINESS BENEFITS

- Reduced cost of on boarding, web development and management by 50-60k for each website
- Minimized overall support and maintenance cost by providing a single unified platform
- Reduced the dependency on the S/W development team by creating highly interactive and easily customizable workflows
- Empowered publishers by delivering a self-service model to process, publish media and meta data
- Automation to extend the setup on a larger network for more faster results



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



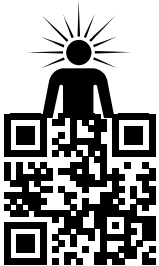
HUMAN
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