

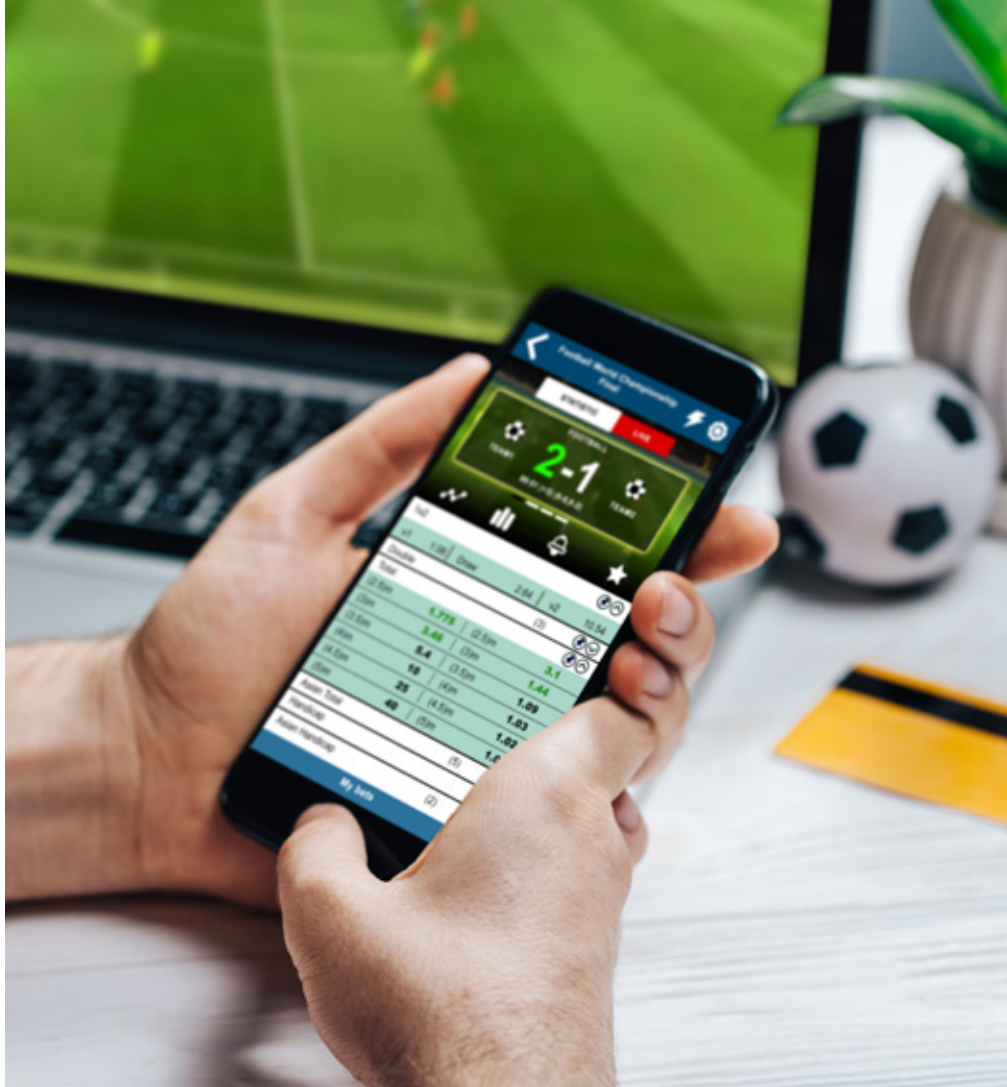
# Unlocking the true potential of Platform Economy



Enterprises today have realized the role of platform-driven business models and ecosystems as foundations and central drivers for large-scale digital transformation initiatives across industries. According to a McKinsey report, digital-first firms who owned and operated with platforms saw an average revenue increase of more than 75% as a result of their digital platforms. Digital platforms allow enterprises to open doors to new revenue streams by helping them monetize existing assets as well as create new ones.

However, as organizations try to actualize the potential of the platform economy, they are faced with several pressing challenges including the ever-evolving market dynamics, intense competition, presence of siloed systems & machines etc.

With HCLTech's end-to-end **Digital Platform Engineering services**, the enterprises will have full support across all stages of their transformation journey: from strategizing, building, migrating and deploying to sustaining and supporting their operations.



Digital platforms are essential for delivering custom experiences and driving successful Digital Transformation.

**By leveraging HCLTech's transformational Digital Platform Engineering offerings at different stages of their platform lifecycle, businesses can:**



Scale **digital-for-growth** business models at a rapid pace.



Enable seamless transition towards **agile and composable Digital Platforms**.



Provide best-in-class **digital experiences** that can cater to needs of today as well as demands of future.



# Digital Platform Engineering Offerings

Through our portfolio of end-to-end Digital Platform Engineering offerings, we help world's largest brands Design, Build, Re-Engineer and Sustain - **Complex, Planet Scale, Business Critical asset and consumer platforms**, driving successful business growth.



## Consulting Services

- Market Research & Competitive Analysis
- As-Is enterprise/ platform architecture assessment and recommendation
- Platforms/ Technology selection, POC based evaluation
- UX/UI research, design and recommendations
- DevOps maturity assessment



## Platform Development/ Modernization

- Platform Modernization/ Green Field Development
- Digital experience modernization - Mobile First Responsive, PWA, Micro front-end
- Microservices, API First, Cloud Native, Headless, Composable architecture
- Agile / DevOps based implementation
- End-to-end testing
- Performance Engineering to support planet scale performance



## Platform Sustainance

- Integrated Business, IT and Customer Service operations
- 24x7 Monitoring, Incident Management, Problem Management, Service Requests
- Deployment, Release Management, Patch & Upgrade
- Build and operate SRE-based support models
- SLA Management, communication & reporting

# Solution Accelerators and Frameworks delivering time-to-market advantage

## Platform Acceleration Suite (PAS)

Combines reusable software components, packaged applications frameworks, and automation tools to accelerate platform development

## Cloud Bridge Suite

Suite of solutions to accelerate & automate the modernization, development, and deployment of cloud-native platforms

## Optimus Smart Test

An intelligent test automation platform enabling end-to-end test design and optimized test execution of applications and devices, by co-existing with an enterprise's current test ecosystem

## PICASSO™

A platform framework to build and implement digital service platforms on top of a connected ecosystem of assets

## X by HCLTech

A customer engagement platform that helps enterprises manage, engage and monetize end-to-end customer journeys



## HCLTech's Digital Platform Engineering: Snapshots of key business outcomes delivered

100%

YoY Growth in online revenue

50%

Reduction in development cycle time

3X

Growth in online business via platform channel

80%

Accelerated rate of deployment.

60%

Decrease in operational and application management efforts



# Impact created across industries

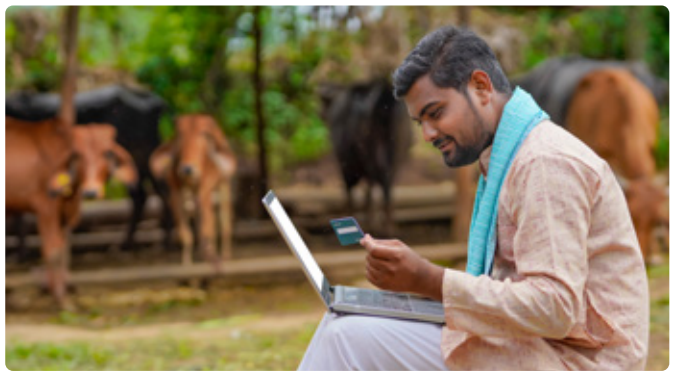
## Digital commerce platform for a niche sportswear leader:

- Created a seamless, unified and next-gen omni-channel purchase experience for the customers
- Facilitated 3X growth in online business



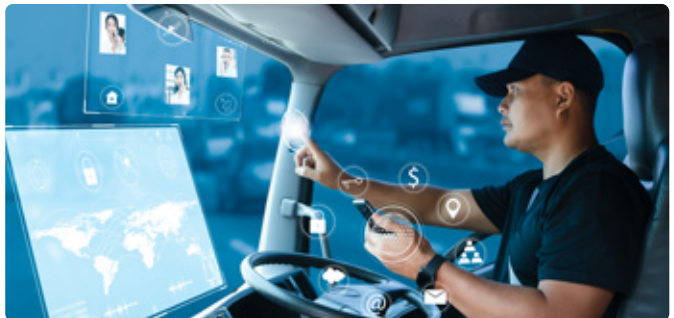
## Digital platform development for a major payments bank:

- Design and development of regulator compliant utility payment systems, internet banking apps and other digital banking solutions
- Enabled banking services access to Self Help Groups & Economically Weaker Sections in rural geographies (>50 Mn)



## Connected vehicle platform for a leading automotive manufacturer:

- Developed an application for remote asset management and generating productivity reports
- Implemented real-time risk management and Over The Air updates



## Decentralized clinical trials platform for a leading biotechnology company:

- Solution with enhanced data collection and patient experience resulting in upto 20% savings in time and efforts
- Facilitated end-to-end remote management of clinical trials from across the globe



# Recognitions

Our leadership in Digital Platform Engineering services is recognized by leading research and consulting firms

## Digital Product Engineering Services

Everest Group PEAK Matrix® Assessment 2022



## Software Product Engineering Services

Everest Group PEAK Matrix® Assessment 2023



## Digital Engineering Services – Platforms And Applications Service

ISG Provider Lens™ Digital Engineering Services – Platforms And Applications Service, U.S. 2022



## Digital Engineering Services

Zinnov Zones ER&D 2022





# Why HCLTech?



**45+ years of Engineering and R&D** service expertise - supercharging progress across 10+ industry verticals.

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Investments in **60+ solution accelerators** and **20+ CoEs** focused on nurturing next-gen digital technologies.

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Global leadership in creating Digital Platforms, widely recognized by leading research and consulting firms.

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Built digital platforms for some of the biggest brands in the world, spanning industries verticals, that has touched **2.5 Bn+ human lives** and influenced **\$150Bn+ revenues**.

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Strategic partnerships with leading Hyperscalers and Tech OEMs to fast-track digital journeys of our clients.

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Unique mix of deep domain expertise combined with technology experience across core Engineering and Digital technologies.



# HCLTech | Supercharging Progress™

HCLTech is a global technology company, home to 225,900+ people across 60 countries, delivering industry-leading capabilities centered around digital, engineering and cloud, powered by a broad portfolio of technology services and products. We work with clients across all major verticals, providing industry solutions for Financial Services, Manufacturing, Life Sciences and Healthcare, Technology and Services, Telecom and Media, Retail and CPG, and Public Services. Consolidated revenues as of 12 months ending March 2023 totaled \$12.6 billion. To learn how we can supercharge progress for you, visit [hcltech.com](https://hcltech.com)

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