HCL

DIGITAL EXPERIENCE PLATFORM SERVICES THAT POWER YOUR JOURNEY TO GREAT

HCL's Digital Marketing Solution for the CPG Industry

CIO Perspective

CPG INDUSTRY AND ITS RADICAL CHALLENGES

The CPG industry is facing multiple challenges due to "digitalization". Some of the key factors affecting the industry include:

▸ Declining brand loyalty as growth of private labels and unexpected competition compels the big brands to rethink their strategies.

▸ Unpredictable consumer spending.

▸ Growing demand for more variety forcing consumers to explore niche brands.

▸ Adapting to the digital environment by creating platforms tailored to their products, thus facilitating customer engagement.

▸ Determining the optimal growth strategy : Building on existing brands, buying new ones or investing in newer markets.

▸ Tracking the omni-channel experience.

These challenges call for a deep rooted change in the role of the CTO.

THE CHANGING TECHNOLOGY PRIORITIES

Our CPG world is undergoing a radical digital transformation as organizations are investing in new technologies to modernize their business infrastructure and accelerate growth. It has become imperative for the CIO/CTO to make agile technology decisions that facilitate business or marketing processes. They need to innovate and educate marketers on technology capabilities and creatively configure, operate, and apply it to build a competitive advantage. Some of the key technology priorities are:

▸ Drive efficiency in marketing operations

▸ Reduce platform maintenance costs and build effortless scalability

▸ Quickly implement flexible frameworks to accommodate growing business needs

▸ Effectively manage marketing operations

- **Multitenancy**

  ▸ Leverage technology to empower business users

  ▸ Establish technology frameworks that encourage and enable collaboration

- **Agility**

  ▸ High agility to rapidly deliver business requirements

  ▸ Reusability to bring down TCO

- **Innovation**

  ▸ Continuous and rapid innovation to stay relevant with the changing business landscape

HCL'S DIGITAL MARKETING SOLUTION

HCL's fully managed Digital Marketing Solution is a Cloud Platform-as-a-Service (PaaS) enabled web application deployment model. The Digital Marketing Solution aims to provide our customers an effective platform with modern architecture, agile innovation, and precision scaling to meet technology priorities. Leveraging our extensive technology experience and partnership landscapes, we help our customers minimize risk and complexity. We further manage their entire gamut of infrastructure management and back-end operations (setting up, operating and maintaining platform) thus allowing them to dedicate energy in building quality apps.

HCL has brought together all the key technology elements onto a single platform- Digital Marketing Solution.

Component Library	Template Libraries	Integrated Commerce	Versatile Search
Consumer Insights	Social Publishing	Integrated Campaigns	Analytics Onboarding Framework

HCL offers a technology agnostic digital marketing framework which can be conveniently used along with any technology suite, be it Adobe, Sitecore, Drupal etc.
Some of the key components of the Digital Marketing Solution are:

- **Cloud first, mobile first automated platform that is easy to operate and boosts efficiencies**

  ▸ Technology agnostic cloud first platform built on a Platform as a Service model.

  ▸ Digital Command Centre to setup KPIs and metrics that continuously monitors key web, commerce, campaigns, and related marketing operations to deliver actionable insights.

- **Multitenant collaboration**

  ▸ Agency collaboration - processes, checklists, and frameworks to enhance content creation processes and minimize overall turnaround times.

  ▸ Globalized platform with architectural flexibility to accommodate local business needs while reducing overall costs through reusability and faster collaboration.

- **Agile and Configurable**

  ▸ Component and template library - collection of over 200+ options to reduce development time in building standard web and mobile functionalities.

  ▸ DevOps technology framework to bring in the right set of tools and delivery frameworks aligned to a global agile model.

  ▸ Headless commerce technology framework - to rapidly plug in commerce capabilities to existing digital marketing platform.

- **Innovation driven - building the next generation technology tools**

  ▸ Omniverse - NLP, machine learning, and AI driven consumer - brand interaction platform to introduce real time, human like communication channels for round-the-clock brand interaction and customer service.

  ▸ Versatile Search - enable competent search capabilities using AI and NLP techniques.

  ▸ Socialytics - integrate content from across all social channels, derive insights, sentiment analysis, and impact analysis to provide remedial action in real time.

  ▸ Alexa Integration - marketing tools to integrate with speech recognition personal assistants.

HCL also understands that every aspect of the digital marketing domain has its unique technology needs and hence, offers digital marketing solutions mapped across the service spectrum as shown below:

Strategy	Digital Strategy & Roadmap	Digital Platform Selection	Content Planning & Roadmap	Campaign Planning & Roadmap	Analytics and Measurement
Experience Design	Digital Creative	User Experience Research	Web Experience Design	Social Media Experience Design	Mobile Experience Design
Technology Implementation	Web Content Management Systems	DMP – Customer 360	Digital Commerce	Community and Social Media	Customer Relationship Management
	Analytics and Optimization	Mobile Web and Native Applications	Business Intelligence	Responsive Web Design	Real Time Customer Interaction
Marketing Operations	Campaign Planning and Automation	E-mail Campaign Operations	Push Notifications	SEO/SEM	Social Campaign
Platform Offerings	Design and Setup	Cloud Migration/ Adoption	Performance Management	DevOps	Onboarding / Rollout
Engagement Offerings	Consulting Services	Global Delivery Model	Agency Services	Managed Services	Staff Augmentation

EXPERIENCE

- **Setup and manage the Global Digital Engagement Platform for a leading food services retailer, helping them rollout over 70 sites and mobile app across 20 geographies in more than 10 languages generating over 45 million page views a month**

  ▸ 60-80% cost reduction in launching new sites through reusability of over 150 components and templates

  ▸ 45-50% reduction in turnaround times

  ▸ Accelerated analytics implementation using HCL's KPI Studio

To know more write to: **digitaltransformation@hcl.com**

KEY DIFFERENTIATORS

- Extensive experience in delivering close to 200 digital projects for over 50 customers across the globe

- A highly dedicated team of over 500 techno-functional experts across the multiple areas of the digital marketing domain, supported by a digital marketing Centre of Excellence with over 30 consultants tasked with research and innovation

- Long standing technology partnerships with major digital technology providers like Adobe, Sitecore, Oracle, SDL, HP etc

- A Centre of Excellence comprising experienced consultants that work closely with the technology partners to understand the changing technology landscape and rapidly adopt this for all our existing engagements

- Comprehensive set of agile frameworks and digital assets to deliver quick and optimized productivity solutions

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