



happiest minds

The Mindful IT Company

Born **Digital** . Born **Agile**

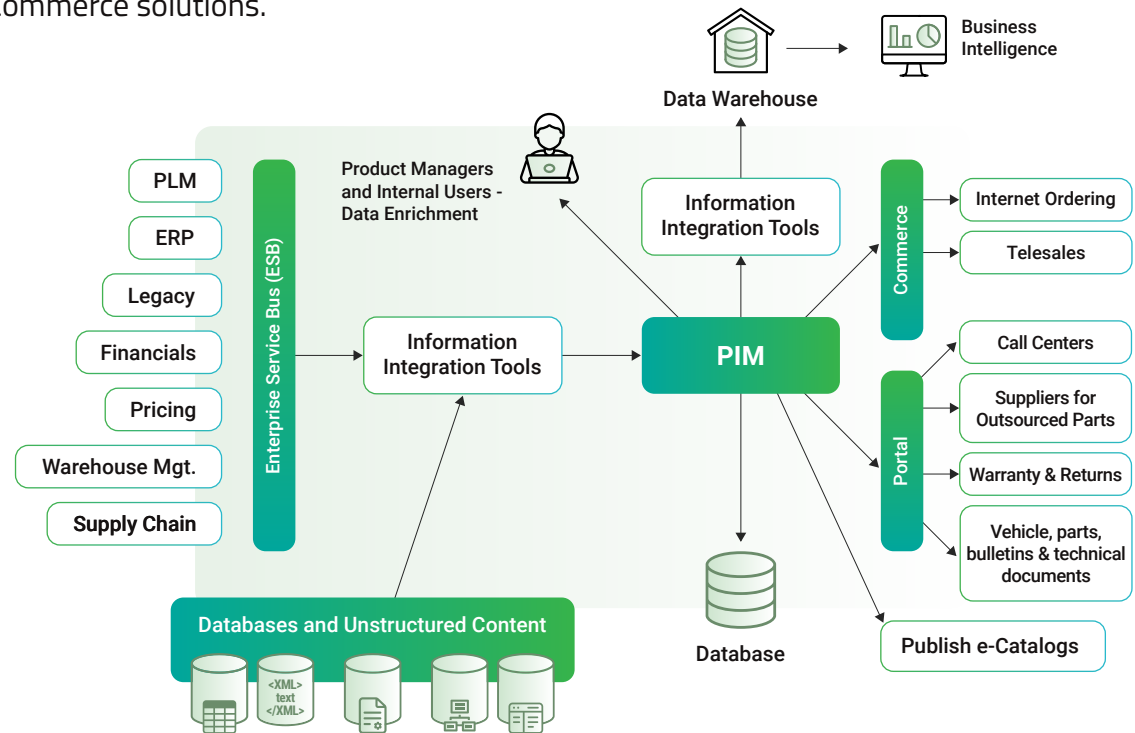
# Reinventing **Product Experiences to** **Drive Innovation using** **Product Information** **Management (PIM)**

# Overview

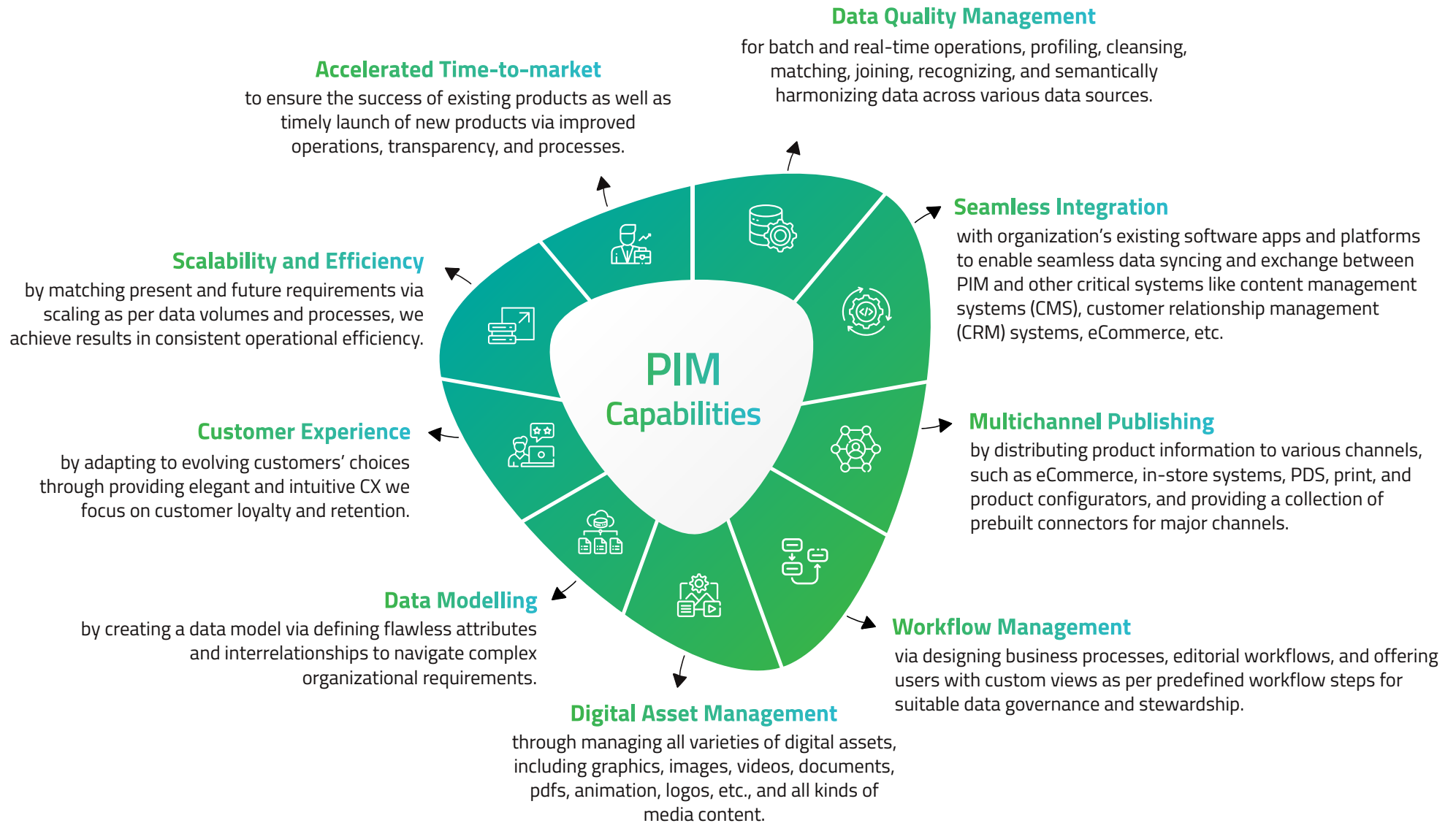
Product Information Management (PIM) solutions are becoming increasingly crucial for modern businesses not just due to different enterprise sizes and needs but also because of the diverse set of use case complexities. Additionally, the importance stems from the scale of multidomain enterprise data management and digital channel volatility. Besides, with the PIM market evolving rapidly, many enterprises also find the lines blurred between PIM, Digital Asset Management (DAM), Master Data Management (MDM), and eCommerce solutions.

At Happiest Minds Technologies, we believe that determining the most appropriate PIM solution is a balancing act between tailoring solutions to enterprises' specific technology landscape, geographic spread, industry alignment, existing IT infrastructure, and the capacity to leverage new age technologies like AI and NLP to drive top-line growth.

PIM in Action



# Key PIM Capabilities of Happiest Minds Technologies





# Happiest Minds Technologies approach: Agile and Design Thinking Led

By employing the **'agile'** and **'design thinking'** approach, Happiest Minds Technologies takes detailed measures, feedback, and governance approach to ensure your strategic plan adapts effectively to changes in the internal and external environment.

## Pre-Planning

- Know your tech and business objectives
- Understanding opportunities and threats
- Recommending the right solution with foresight

## Setting

- Identifying the client personnel
- Determining the mode of interaction
- Developing the agenda

## Defining

- Understanding the 'AS IS' System
- Finding out daily activities and dependencies
- Determining who is involved in the process and at what stage

## Capturing

- Determining gaps and pain points
- Handling risks and challenges swiftly
- Documenting in-scope functional & non-functional requirements

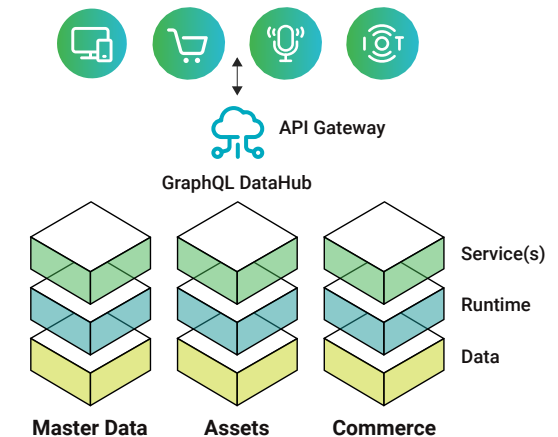
## Validating

- Walking the clients through the business requirements document (BRD)
- Validating your business for the change impact
- Prioritizing requirements for implementation phase

## Achieving Further Agility with Microservices

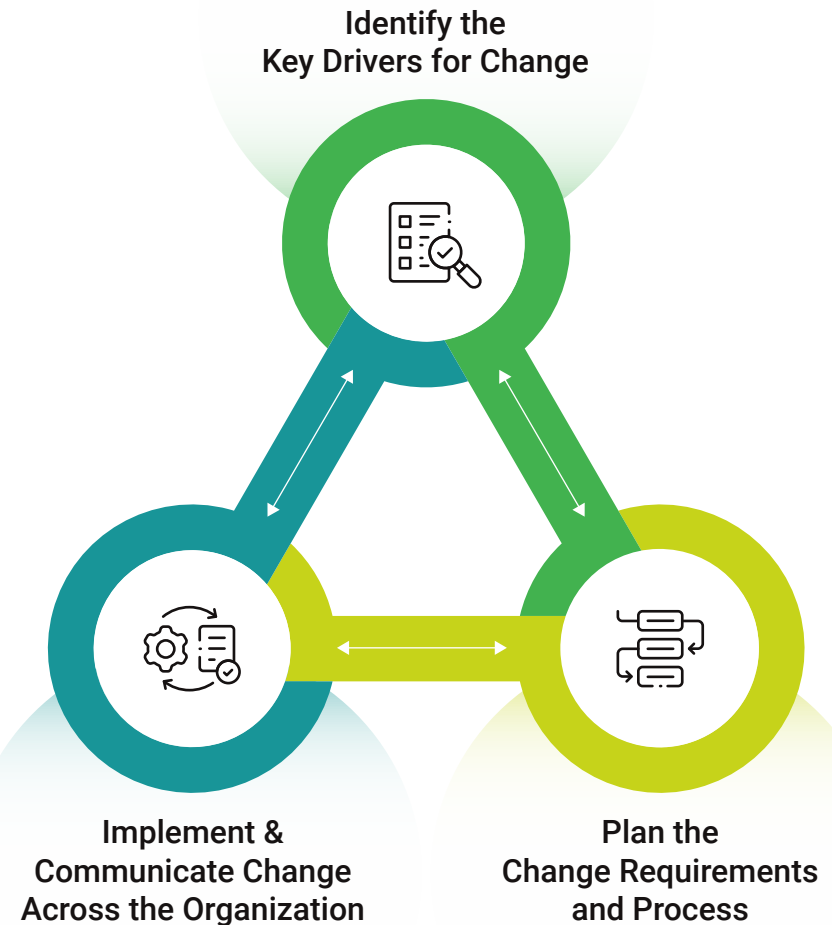
Microservices are individual pieces of business functionality that can be independently developed, deployed, and managed; they promote a software architecture that structures an application as a collection of services, that are:

- Easily maintainable and testable
- Loosely coupled
- Independently deployable
- Organized around business capabilities
- Owned by a small team

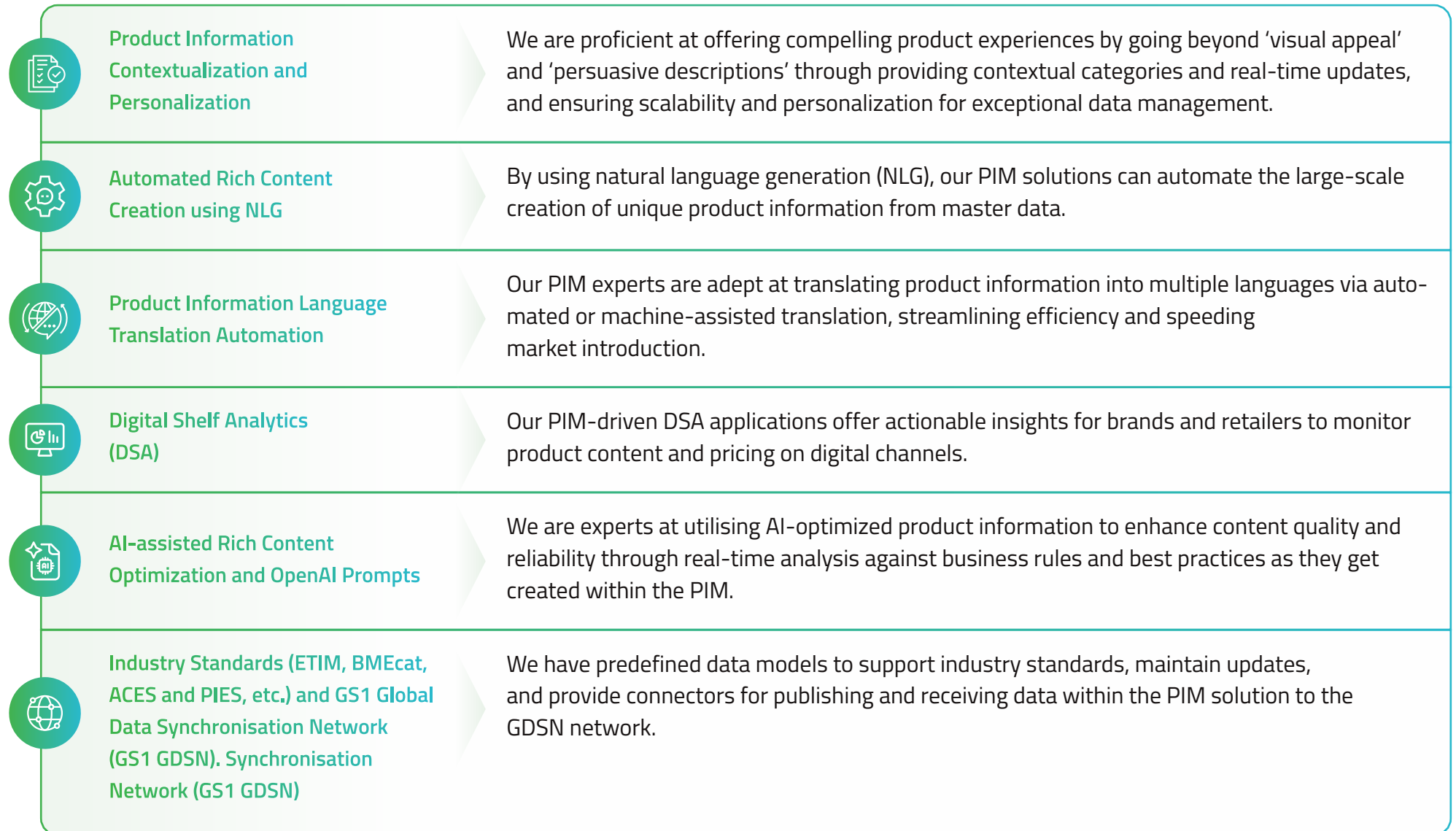


# Change Management: Helping Clients Navigate their Change

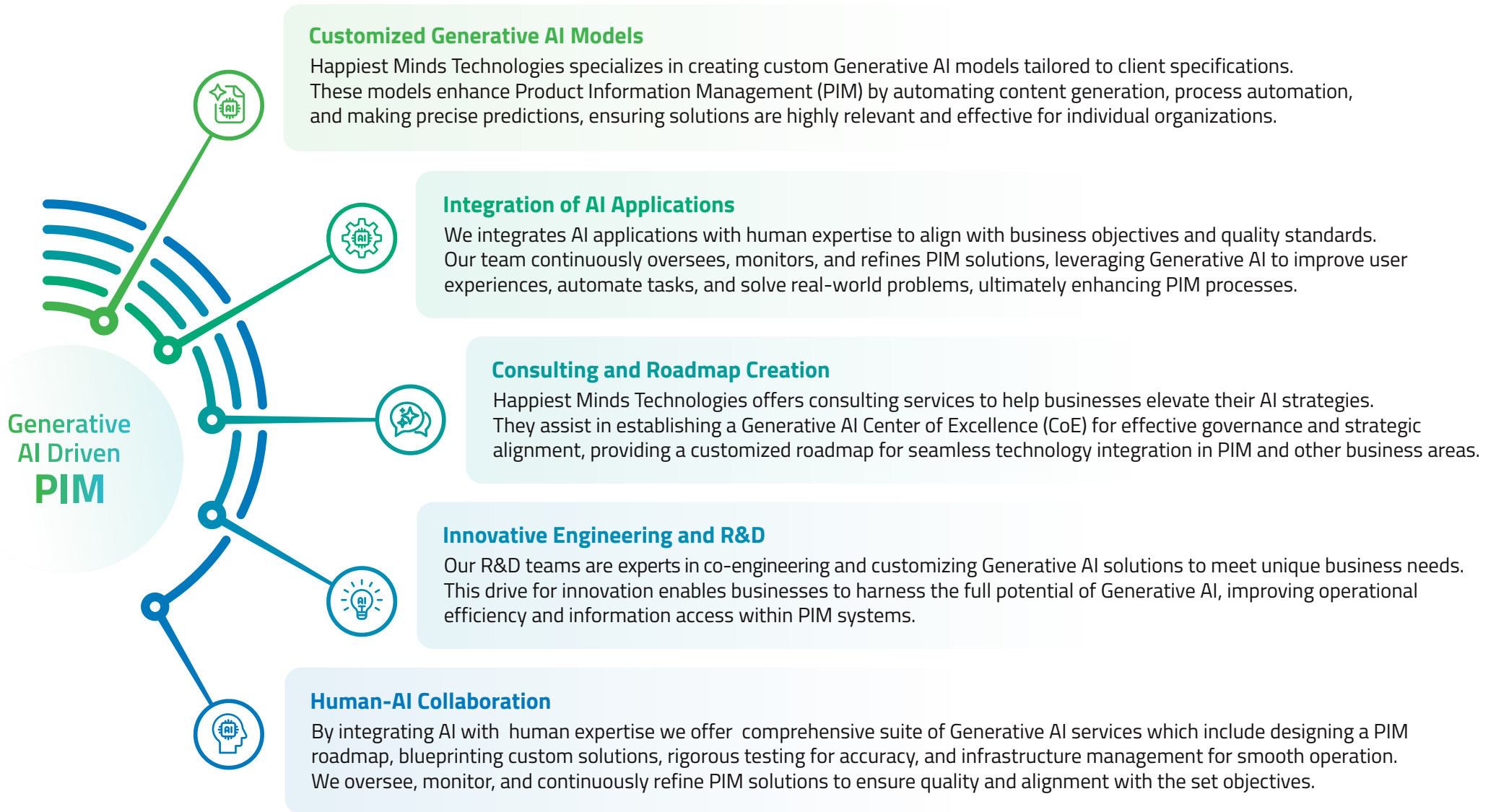
- Managing the change requires an intimate understanding of business strategy and its human implications.
- Happiest Minds Technologies helps you balance them both so navigating your transformation journey becomes easier and faster.
- Our rigorous dedication to continuous improvement methodologies streamlines work and eliminates redundant efforts.



# Our Advanced PIM Capabilities



# 'Generative AI' - Our Very Unique Edge



# Industries Served



## Retail

Our PIM solutions address retail's digital challenges by centralizing fragmented data, ensuring consistent and accurate product information, and managing omnichannel complexity to provide seamless experiences across online and offline retail platforms.

This leads to enhanced visibility and informed decision-making resulting in improved customer experience and increased sales. Additionally, we ensure customers have better scalability and agility when adapting to dynamic market conditions.



## CPG

Our CPG solutions specialize in managing the overwhelming data surge of consumer goods by ensuring a seamless omnichannel experience, extracting actionable insights, and enhancing customer satisfaction across all touchpoints.

Through our solutions, we have made brands stand out in highly competitive spheres while accelerating their time to market, fostering data-driven innovation, reducing costs, streamlining workflows, and improving efficiency.



## Manufacturing

Our PIM solutions address manufacturers' digital challenges by bringing down data silos, fostering collaboration, and improving data use. We help manufacturers swiftly adapt to evolving customer demands, ensuring personalized products and services.

Our solutions have streamlined global data distribution through continuous improvements in innovation and efficiency. By integrating with legacy systems and leveraging cutting-edge technologies, we mitigate manufacturers' inflated upfront costs, leading to higher efficiency and reduced operational costs.



## eCommerce

Happiest Minds Technologies offers tailor-made, robust B2B, B2C, and B2B2C eCommerce solutions. We are proficient at understanding our customers' specific needs and business domains of our customers.

We focus on creating highly personalized and contextualized experiences via creating sophisticated product groupings, localization, and AI-based recommendations to augment product cross-selling and up-selling. It ultimately results in high customer retention and engagement, culminating in higher conversion and rapid business growth.



## Automotive

Our highly specialized automotive industry PIM solutions involve managing a variety of automotive data including naming conventions, part numbers, vehicle configurations, etc. We understand the needs and challenges of global automotive organizations operating across multiple countries.

Whether it is about adopting industry specific data standardizations such as the Aftermarket Catalog Exchange Standard (ACES)/Product Information Exchange Standard (PIES) or data sharing with downstream systems, we can easily handle any requirement.



# Use Case Highlights



## Challenge

The multinational automotive manufacturer had no centralized system for multi-country product data management and no mechanism to get printable price catalogs.

Automotive



## Solution

Happiest Minds Technologies implemented Pimcore PIM, DAM solution to centrally control and manage product information and assets. Implemented LPE PIM system for product information, pricing and catalogs.



## Result

Centralized PIM For 40 countries and 45 languages. Created price list catalog for 5K+ products for data consumption for 50+ countries globally.



## Challenge

A world-renowned digital product content provider lacked a platform for its suppliers to create and manage their product data and integrate products from the supplier portal to GDSN data pools. No product data tracking and visibility.

Technology



## Solution

Happiest Minds Technologies created an interactive front-end portal solution for its suppliers to manage their own products. The solution enabled data monitoring and sync to GDSN and improved data quality while enabling retailers to track their products.



## Result

This resulted in reduced time and effort to validate data and improved overall business revenue; managed around 1.5 million products and 1080+ categories.

# Use Case Highlights



## Challenge

The automotive accessories giant was struggling with scattered data in multiple ERP systems and implementing industry-standard output (ACES/PIES).

Automotive



## Solution

Happiest Minds Technologies developed a solution to centrally manage all product data and assets and generate data for output channels and suppliers in ACES/PIES standards.



## Result

Time-to-market (TTM) was reduced, and productivity improved drastically. Output rate improved and standardized industry data in ACES/PIES format boosted partners' and suppliers' efficiency.



## Challenge

A global food and beverage company wanted to eliminate the spreadsheet-based manual ordering process in the LATAM and China regions. They also needed to reduce their distribution costs, boost B2B sales across countries, and scale up region-wise product ordering.

Beverage



## Solution

Happiest Minds Technologies eliminated spreadsheet-based manual ordering for B2B customers and scaled up region-wise product ordering with personalization and real-time order fulfillment.



## Result

Distributors could place orders instantly and with ease. Increased order size from existing accounts. Increased efficiency for thousands of distributors. Sale of \$100M happened in the Chinese market alone. Enhanced CX greatly.



## About Happiest Minds Technologies

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**Happiest Minds Technologies Limited** (NSE: HAPPSTMNDS), a Mindful IT Company, enables **digital transformation** for enterprises and technology providers by delivering seamless customer experiences, business efficiency and actionable insights. We do this by leveraging a spectrum of disruptive technologies such as: **artificial intelligence, blockchain, cloud, digital process automation, internet of things**, robotics/drones, **security, virtual/ augmented reality**, etc. Positioned as 'Born Digital . Born Agile', our capabilities span Product & Digital Engineering Services (PDES), Generative AI Business Services (GBS) and Infrastructure Management & Security Services (IMSS). We deliver these services across industry groups: Banking, Financial Services & Insurance (BFSI), EdTech, Healthcare & Life Sciences, Hi-Tech and Media & Entertainment, Industrial, Manufacturing, Energy & Utilities, and Retail, CPG & Logistics. The company has been recognized for its excellence in Corporate Governance practices by Golden Peacock and ICSI.

A Great Place to Work Certified™ company, Happiest Minds is headquartered in Bengaluru, India with operations in the U.S., UK, Canada, Australia, and the Middle East.

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