



# Mindtree

*Welcome to possible*

## Increased customer satisfaction through an enhanced eCommerce platform for MoMA.

The global reach of the Internet and changing consumer dynamics have transformed the face of online shopping. Consumers are increasingly seeking higher levels of convenience and security in their e-transactions.

The proliferation of mobile devices and the growing relevance of cloud computing are driving investments in enterprise eCommerce solutions. Enterprises need new and improved business channels and integration with diverse systems.

Here's how Mindtree partnered with the Museum of Modern Art (MoMA) to deliver an enhanced online store.

### The challenges

Faced with growing customer demand, MoMA wanted an exceptional partner – an industry leader in eCommerce to ramp up their online store. The existing infrastructure posed reliability and capacity challenges. It hampered the ability to add channels with new functionality.

The complex scope included replication of the museum's high service standards, implementing the best practices in order management, fulfillment and customer service. Revamping the eCommerce system and increasing their Internet business footprint, posed tactical and strategic IT challenges for the customer:

- Replacing the existing eCommerce solution with a redesigned website that integrated legacy and heterogeneous systems
- Custom development of a new Customer Service Representative (CSR) tool interwoven with multiple back-end systems
- Adding new shopping functionality and business channels to enhance consumer shopping experience

### Business impact

- 2500 products offered online to six million customers annually
- Increased customer service productivity
- Enhanced customer shopping experience through gift card and registry
- Efficient real-time order management
- Improved decision making through integrated systems
- Reduced IT costs and system complexity



## The solution

Mindtree redesigned, developed, integrated, tested and delivered the museum's eCommerce site in nine months. This included:

### Integration

Our greatest challenge lay in integrating complex multi-channel systems. The new eCommerce platform was tightly integrated with the retail department's order management system, catalogs, B2B channel, remote stores and franchises. This helped customers purchase memberships and enjoy discounts while shopping online.

### Custom development

We custom designed a new CSR tool that integrated with the current middleware. This significantly reduced the number of systems and eliminated the need for an independent order management system. Further integration with Points of Sale (PoS), kiosks and online stores enabled the museum's service representatives to offer a superior and better informed customer service.

### Adding new business channels

We enriched the visually overhauled online shop with a new gift card and registry functionality. This allowed visitors to create and manage their personal gift lists and manage and redeem gift cards. The updated look and functionality delivered an enhanced online experience for visitors and members.

## Our approach

Our straightforward approach was based on a hybrid-model off shoring engagement. Mindtree worked closely with the customer's team to get a granular understanding of requirements, functionality and processes well before the development process was kicked off. This mutual willingness to take end-to-end ownership made Mindtree the customer's eCommerce partner of choice.

## About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our team of 11,000 experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.



## Customer speak

"The roll-out of the MoMA online store has been exceptional in terms of reliability, scalability and quality of the deliverables".

**Steve Peltzman,**  
**Chief Information Officer,**  
**The Museum of Modern Art.**

"Their results-oriented approach combined with their uncommon ability to tackle and solve challenging problems make Mindtree a premier partner for MoMA".

**Michelle Gershkovich,**  
**Director of Direct Response at MoMA.**