Mindtree
Welcome to possible

Refreshed online brand platform for a leading consumer packaged goods enterprise.

The consumer packaged goods industry increasingly relies on online marketing to engage consumers and promote its products. Often, the aim of such efforts is to direct consumers to an online hub that serves as a repository of information on a product or set of products.

Here is how Mindtree helped a leading consumer packaged goods (CPG) enterprise with operations in 100+ countries revitalize its online brand platform for a superior user experience.

The challenge
The customer was experiencing low traffic to its website due to an aging design and outdated technology that impeded a seamless online experience. Specific challenges included:

- Limitations within the current system that did not allow it to support a new creative design
- Design that was not optimized for newer devices such as mobile phones and tablets
- Non compliance with the privacy and accessibility standards of the World Wide Web Consortium (W3C), an international community for Web standards
- Legacy technologies that lacked support in the market

Our solution
Mindtree collaborated with the customer to develop a roadmap for the redesign of the website. Mindtree devised a solution that eliminated the dependency on legacy systems and delivered maximized results while minimizing effort:

Minimized Effort
- Reused system analysis and requirements documentation
- Chose a programming language and framework that made it easy and cost effective to maintain the website
- Repurposed user interface screens

Business impact
- Devised a solution that cost 20% less than alternatives
- Enabled go-to-market in 1.5 months
- Supported business friendly URLs for marketing campaigns
- Delivered 70% improvement in site response time
- Ensured scalable platform to support localization
- Enabled customer to increase visitors by more than 188x

Maximized Results

- Achieved pixel-perfect design
- Improved response and execution ability through effective
  performance tuning
- Enhanced productivity and met timelines for user interface
  screen development
- Support multiple instances of localization
- Ensured scalable integration with any future Web content system

About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our team of 11,500+ 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.