



Mindtree

Welcome to possible

Solutions for eCommerce industry.

Business challenge

Enhanced internet connectivity, increased adoption of mobile devices and social media frenzy has resulted in an explosion of online customer interaction. However, online commerce is in a state of flux due to the increased pace of technology evolution and intense competition. Several eCommerce companies today, operate on wafer thin margins which necessitate them doing volume business. The business also needs strong customer attraction and retention strategies. The convergence of channels calls for proactive development of systems to address the challenges.

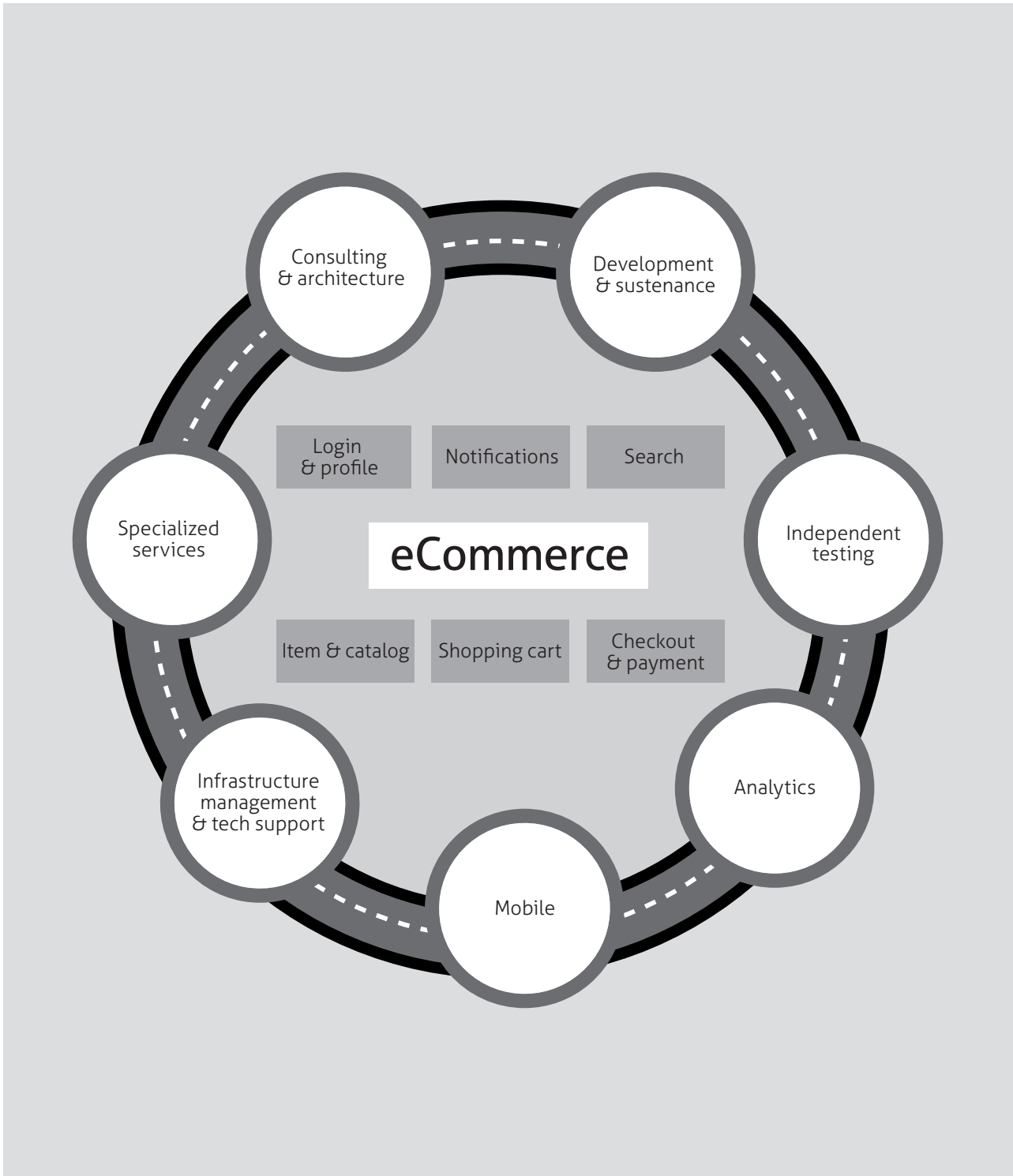
Our solution

Mindtree helps global enterprises gain competitive edge by leveraging the right mix of technology, people and processes to achieve strategic objectives. Our team of domain experts ensures that IT initiatives are tied to business imperatives through quantifiable metrics. The approach is consultative and business-led: we first understand the business challenges and define the goals. This enables us to identify and implement the appropriate technology solution.

Mindtree has a suite of solution accelerators and frameworks across the software development lifecycle. These accelerators are used to reduce the development and go to market time.

Our offerings

- eCommerce marketplace platform development and reengineering
- Personalization and user experience management to provide unified shopping experience across channels
- Product visualization and interactive selling using product recommender system
- Localization and internationalization
- Multi device enablement for eCommerce, mCommerce and social commerce
- Warranty and returns management
- Commercial planning and stock management
- Accurate demand planning and efficiency in Supply chain and logistics
- Reporting and analytics (ETL, BI / DW, MDM, sentiment analysis, reputation management)



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.