Mindtree

SITEsMART
Connecting with the on-the-move consumer.

Industry challenges

- How do I target multiple channels for my brand websites and campaigns?
- How do I derive efficiency from scale? Can I derive reuse across brands while still preserving full creative freedom?
- How can I do more with less?
- How can I save creative effort on routine, repeated experiences and focus on messages?
- How do I spend more on campaigns and less on maintenance?

How SITEsMART can help

Attract, acquire, engage

Mobile internet is growing rapidly thanks to widespread adoption of smartphones by users worldwide. Consumers now have the convenience to access and use the most relevant information they need any time and anywhere through their smartphones. Consumer product brands are fast adopting mobiles as a channel to attract, acquire and engage their target consumers.

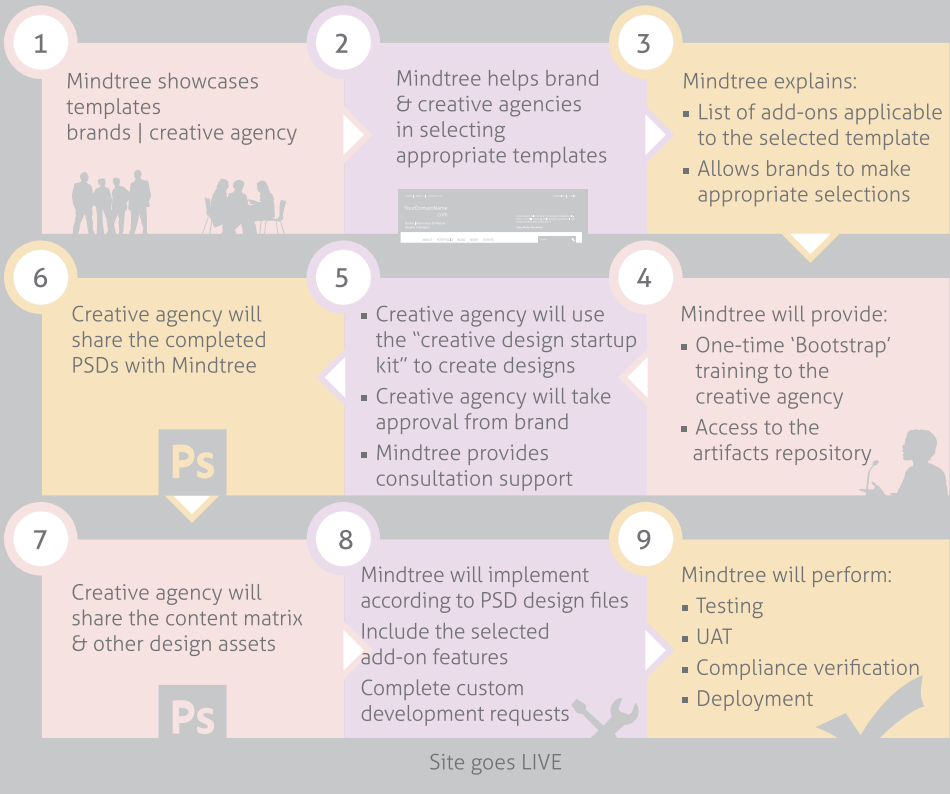
M-ENGAGE | M-INFO | M-PRODUCT

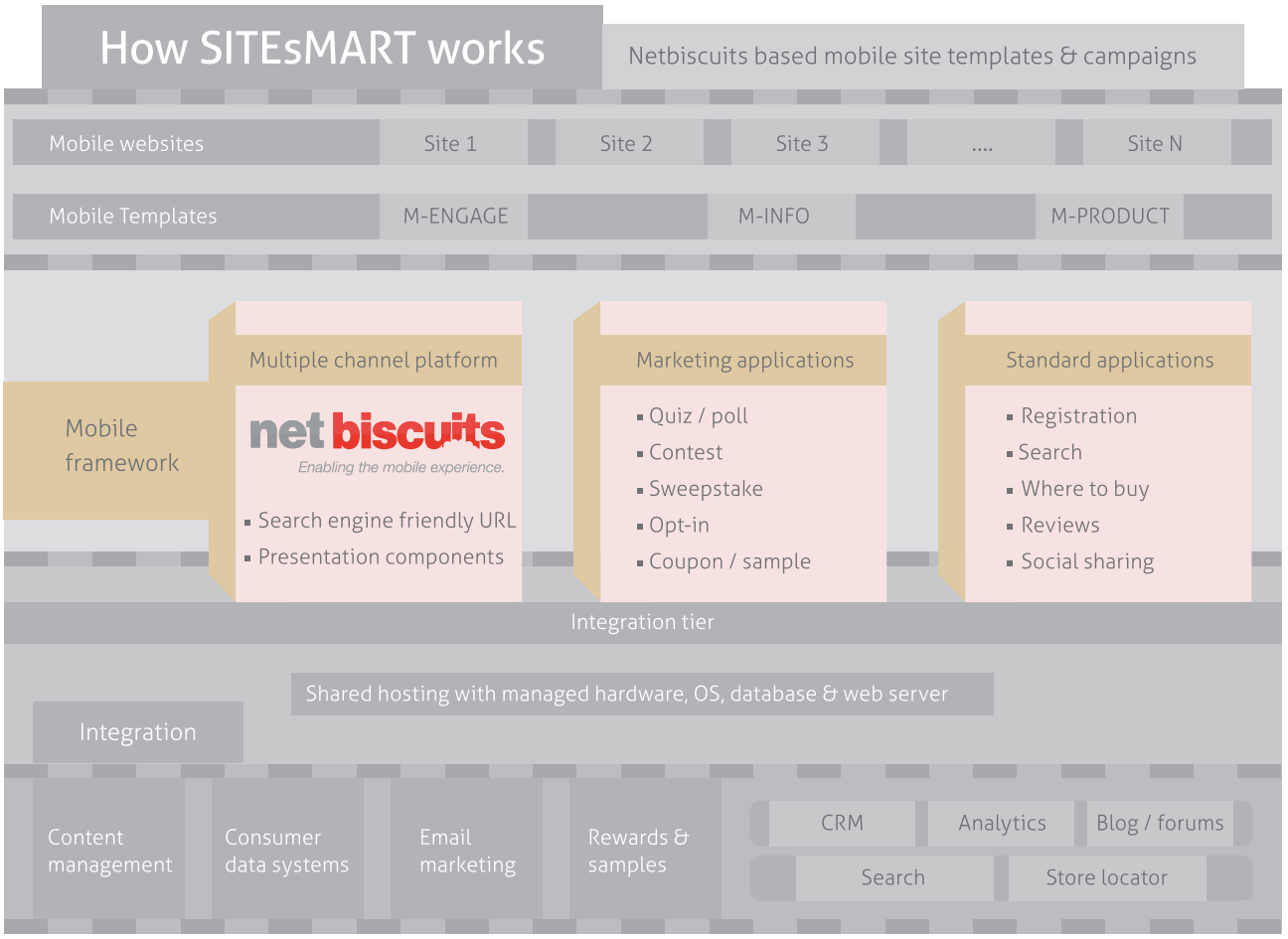
About 70% of functionalities between brand site and campaigns are common.

70% common	30% brand specific
Pre-built	30% brand specific

Simplified delivery process

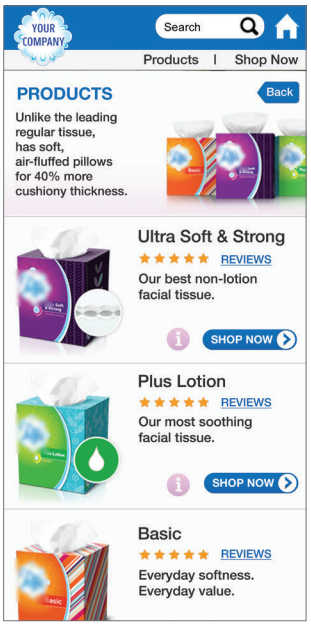
Creative agencies do not need to repeat common interactions. SITEsMART process simplifies collaboration and helps agencies focus on brand messaging & marketing.

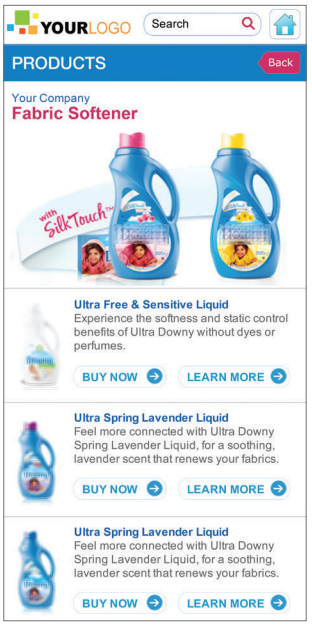




Flexible and extensible to provide unique brand experience

Templates provide flexibility to deliver unique brand experience. Features can be turned on / off and customized to provide the required experience.





Mobility offering

Consulting

- Mobile strategy definition
- Mobile initiative identification
- Mobile technology architecture definition & integration

Design

- Experience design
- Mobile application architecture design
- Platform & enterprise integration design

Development

- Mobile apps / mobile web development
- Mobility product / platform implementation

Services

- Mobile apps testing
- Mobile application management
- Centre of excellence

Sales & distribution management

Customer relationship management

Decision support

Employee productivity

ABOUT MINDTREE

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit www.mindtree.com to learn more.