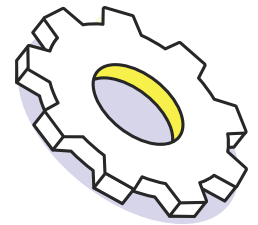


Reduced time-to-market of a
**Multinational Consumer
Goods Giant's**
digital marketing platform





Client

The client is a multinational consumer goods giant with a rich history spanning over **100 years**. They have over **60 brands** and deliver a wide range of products across personal consumer health, personal care, hygiene, as well as fabric and home care, and many more.



Challenges

Marketing for a business that is spread across multiple geographies and stakeholders is never an easy task. In the client's case, they had to work with disjointed toolchains, siloed operations, and limited automation across the product life cycle. At the surface level, this affected their time-to-market across all products. At much deeper levels, however, it affected the quality of their releases and significantly increased the cost of ownership as well.



Solution

To begin the engagement, Mindtree conducted a gap analysis workshop and performed value stream mapping to identify improvement areas across all tools and processes. Once this had been taken care of, the next step was to design a plan to integrate the client's tools with CAPE, followed by implementation.

The implementation had to cover the entire range of the DevOps pipeline, beginning from supply chain management, and going all the way through CI Server and build. For this, the entire software development lifecycle was automated - from build to deployment, as well as monitoring.

Once the execution pipeline was complete, Mindtree provided real-time visibility of unified metrics from various tools and set up metrics-driven governance.



Benefits

By integrating the client's tools with CAPE and implementing this across the software development lifecycle, Mindtree delivered:

- **25%** increase in story points in every sprint cycle (with constant cycle time)
- **15%** reduction in CFD, driven by an increase in build frequency
- **85%** automation across the tool-chain, up from 60% earlier

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 290+ enterprise client engagements to break down silos, make sense of digital complexity, and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of continuous delivery to spur business innovation. Operating in more than 15 countries across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 21,000 entrepreneurial, collaborative and dedicated "Mindtree Minds".