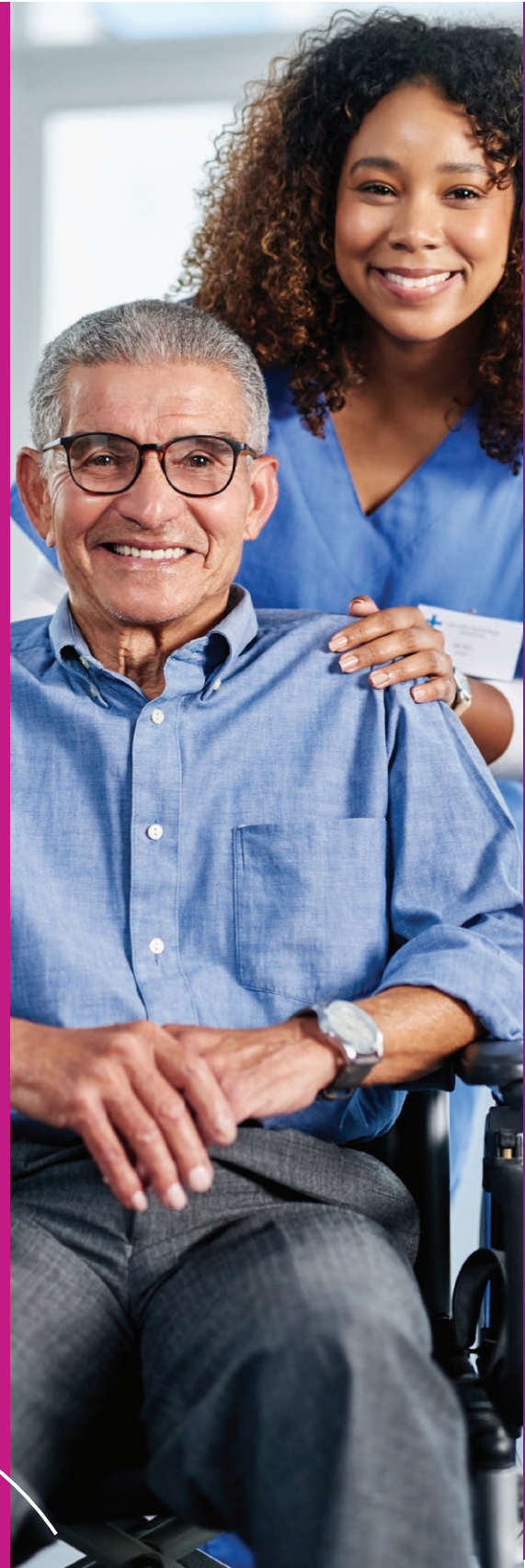




Mindtree

A Larsen & Toubro Group Company

Data and asset management solution for a humanitarian non-profit organization—resulting in a cost reduction of more than \$2.5 million over 24 months





## Client overview

The client is a humanitarian non-profit organization that provides emergency assistance and disaster relief in the United States and is associated with other networks worldwide. They are the largest supplier of blood and blood products in the United States.



### Challenges

The client wanted to drive innovation in data and asset management, stewardship, mastering, and surfacing across business lines. They were looking for a partner to help support their objective across their business units, including blood, fundraising, health and safety, and disaster services. Some of the specific problem statements in data management included:

- Manual reporting of data in the form of reports/dashboards on sales, distribution, and inventory. These reports were updated with the current data every two hours, and the process was repetitive, time-consuming, inefficient, and error-prone.
- The client had a legacy HR reporting solution with limited flexibility leading to inefficiencies, and hence, wanted to create a flexible and more efficient HR reporting solution.



### Solution

The client selected Mindtree as a partner to deliver services across enterprise architecture, data management, and application development and maintenance, including blood, fundraising, health and safety, and disaster services business domains. The key solutions and services delivered include:

- 24x7 operations support across the applications portfolio, integrations, remediation, release management, and ad-hoc data transfer requests. Provided operations support on blood applications that are mission and life-critical.
- Consulted and implemented software re-architecture and design of end-to-end blood collections process.
- Mindtree was involved in driving innovation in the management, stewardship, mastering, and surfacing of all data and assets across various domains.
- Implemented Sales Cloud for hospital sales, including customization and integration of advanced forecasting systems and OS365, to name a few.
- Built mobile application to manage the patronage of sponsors across lines of businesses, involved in data management, stewardship, mastering, and surfacing of all data and assets.



## Business outcomes

- A robust 24x7 operations model helped drive down the estimated cost of operations by an average of **32% Y-O-Y for three years** while maintaining the same SLAs.
- Conducted a 'Data Jam' hackathon that helped derive data intelligence to help **reduce blood drive management costs by over 10% Y-O-Y**.
- Functional and process enhancements in the application, including duplicate donor process automation, helped reduce manual efforts, resulting in a cost reduction of more than **\$2.5 million over 24 months**.
- Under the aegis of **the Customer's Innovation office**, Mindtree leveraged **advanced algorithms** that improved predictions of donor show rates at blood drives, thereby **optimizing drive setup costs by over 15%**.

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## 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 270+ 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 17 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 22,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."