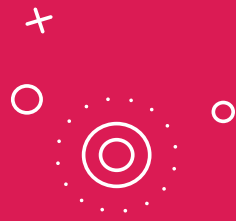




Mindtree

A Larsen & Toubro Group Company

Case Study:
Connected e-Cigarette
for **Engagement
and Analytics**



Welcome to possible

■ CLIENT

The client is one of America's largest tobacco companies and a member of the globally recognized family of brands. This portfolio of brands includes iconic figures as well as up-and-coming contemporary ones. They strive to exceed expectations by seeing and doing things differently.

■ CHALLENGE

Although the client's heritage lay in traditional tobacco, they had ventured into the e-cigarette/vaping industry of late. As a mushrooming sector with an extremely high growth trajectory, its revenues lay primarily in the e-liquid, which came from The e-Cigarette / vaping business is a burgeoning business, with an extremely high growth trajectory. The revenues from vaping come primarily from the liquid, which comes in many different flavors and types. To ensure refills and consumer engagement, the client needed to track usage individually, and also monitor the device to ensure there are no faults.

■ SOLUTION

To begin with, Mindtree implemented secure communication between e-Cigarette devices and the on-cloud backend using Azure Key Vault. Next, we worked with multiple vendors to bring together firmware, on-cloud services, data analytics, and a rich mobile application. After this, we leveraged highly scalable Azure PaaS services for ingestion, and API services for serving the consumer market. Next, we implemented at-scale big data analytics using Azure Databricks and Power BI.

■ BENEFITS

By implementing an on-cloud IoT, data analytics and visualization solution for connected e-cigarette engagement and analytics, Mindtree delivered the following benefits:



Seamlessly scalable architecture allowing for the solution to be rolled out to 5 million users



Superlative consumer experiences with the device and with refills



Rich data availability at individual level to enable hyper-personalized engagement



■ 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 275+ 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 22,000 entrepreneurial, collaborative and dedicated “Mindtree Minds.”