

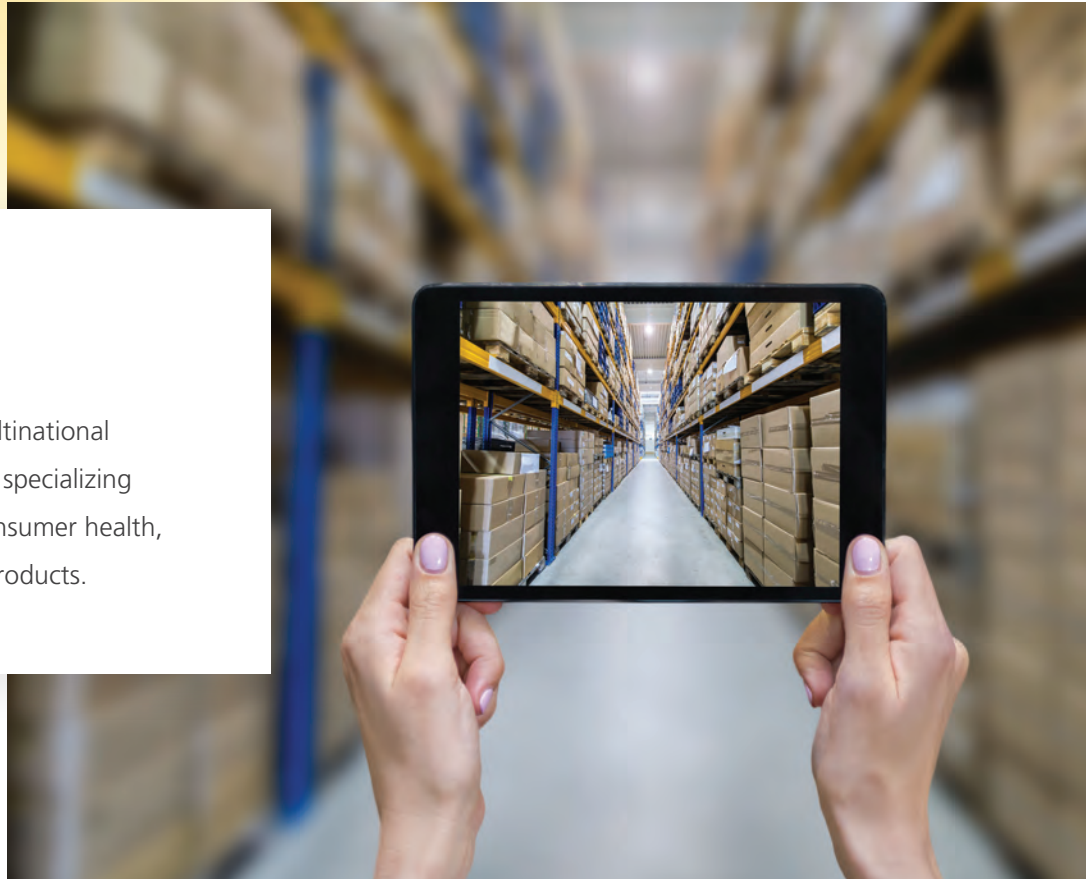
## CASE STUDY

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# **Creating and Managing a Direct-to-Consumer Platform for a Global CPG Client**

## Client

The client is an American multinational consumer goods corporation specializing in various personal health/consumer health, personal care, and hygiene products.



## Challenges

The client was looking for an economical solution to reduce IT costs and use cost-effective solutions for immediate Go-To-Market (GTM). The client also sought a Direct-to-Consumer (D2C) platform for their brands across geographies to improve revenue, margins, customer experience, and brand reputation. The client preferred an economical solution to reduce IT costs and didn't want to own infrastructure.

# LTIMindtree Solution

LTIMindtree helped customers migrate to a BigCommerce SaaS application to avoid infrastructure and maintenance costs. We created a D2C platform that:

- 01** Enabled the brands to test and learn at a low cost
- 02** Provided standard integrations and consistent experience across brands
- 03** Delivered innovative features to retain brand reputation and customer satisfaction
- 04** Made their digital presence better, faster, cost-effective, and secure

## Business Benefits



Standardized platform with a **higher** up-time of **99.5%**



**Reduced**  
GTM time  
by **45%**



Rolled out  
**45+ sites** across  
countries



Increased sales  
and improved  
margins



Ensured a better  
understanding of  
customers, leading  
to repeat orders



Guaranteed **100%**  
**compliance** w.r.t.  
legal, privacy, and  
security

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