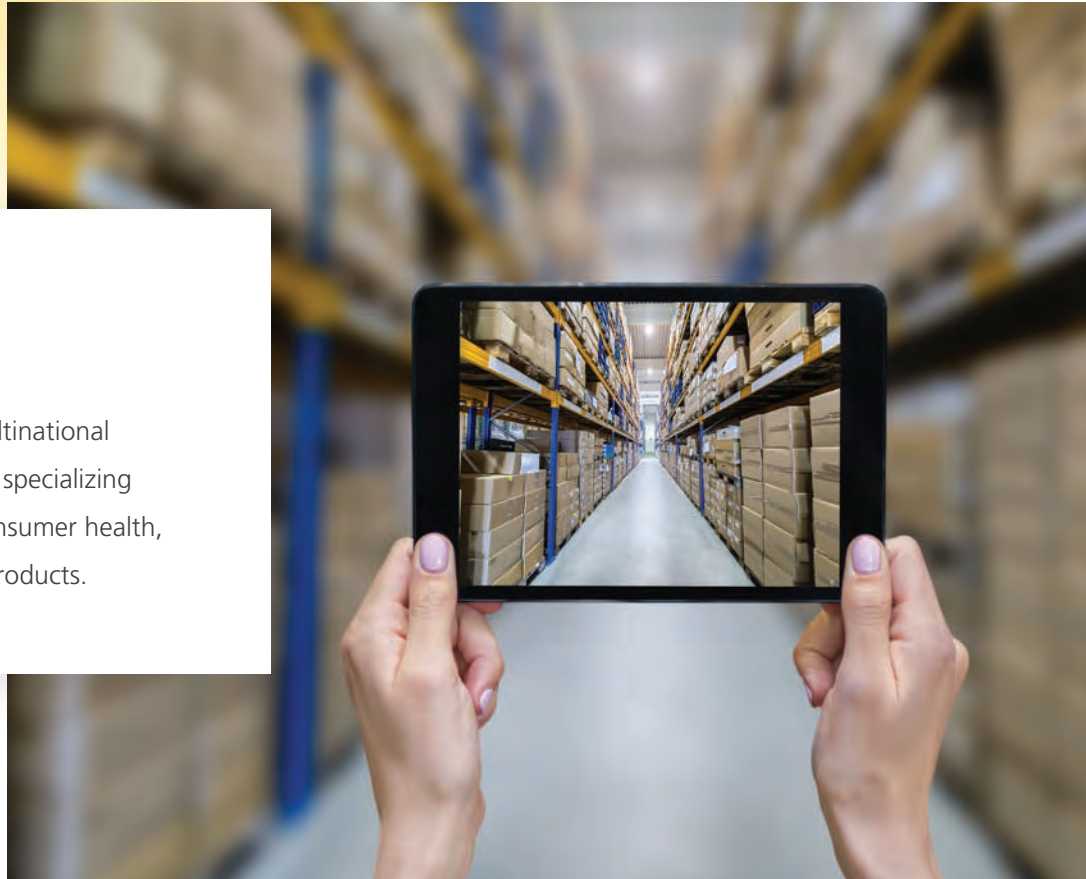


CASE STUDY

**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 cost-effective solutions that can be used 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 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 **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

LTIMindtree is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 83,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>