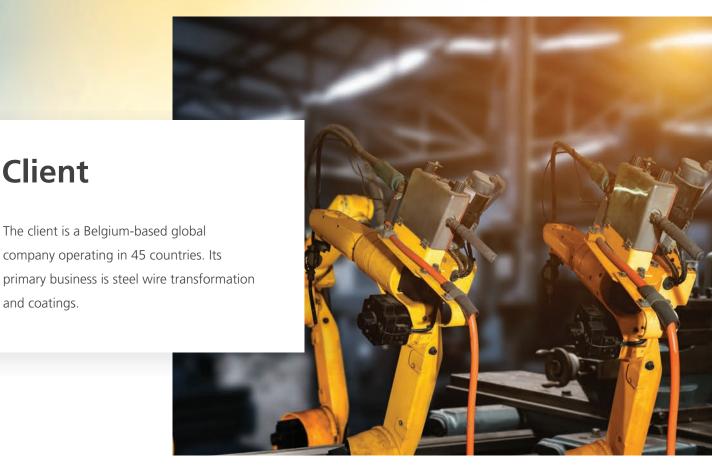


CASE STUDY

Digital Customer
Engagement Platform
for the World's Largest
Producer of Steel Wire
Products and Solutions







Challenges

Client

and coatings.

The client's existing systems lacked a digital presence and maturity. It was designed to handle only Business-to-Business (B2B) commerce and could not track inventory status or orders. The client wanted to add a Direct-to-Consumer (D2C) distribution management system that would enable a customer-centric online engagement across different business units. It sought a partner who could help it achieve all this, along with generating harmonized and transparent data and creating an enhanced omnichannel experience.



LTIMindtree Solution



- (02)— Enabled an enhanced and uniform user experience for both B2B and D2C engagement.
- Migrated the existing B2B system to Magento to provide distributors and end users with the inventory status and order tracking data.
- Built a single platform with responsive design to support multiple form factors using Adobe Experience Manager (AEM) as the front end and Adobe Commerce as the backend in Headless mode.
- Hosted the application using Adobe Managed Services on Azure Cloud.
- 1 Implemented Marketo for campaigns along with Adobe Analytics for web analytics.



Business Benefits



Improved user experience



Standardized platform to meet all compliance requirements



Enabled end-to-end automation for lead capturing



Leveraged a platform-based approach for easy maintainability and faster roll-out



Enabled self-service for business customers



Ensured seamless synchronization between the ERP and the commerce portal

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/