

IS YOUR DIGITAL STABLE UP AND RUNNING?

Improved speed to market and enhanced process productivity by 61%.

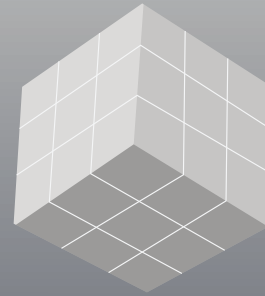
The client is a US-based multinational CPG conglomerate.



CHALLENGES

The client had outsourced the management of its digital assets, but it faced issues in terms of the efficacy of these assets due to several reasons:

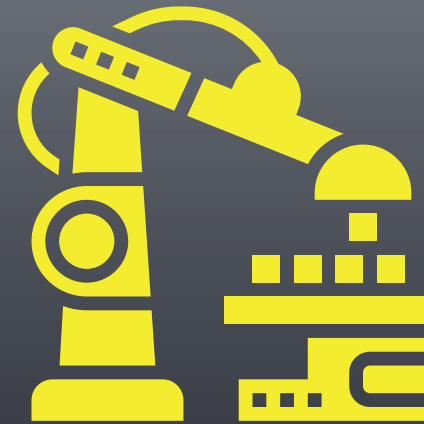
- Since there were multiple outsourcing partners, the client was unable to consolidate all the assets efficiently
- The lack of standard operating procedures was hindering the smooth functioning of the digital content workflow
- The structure of the brand teams was fragmented and this resulted in high cost of operations for the client



SOLUTIONS

Infosys BPM stepped in to help the client in streamlining all its digital assets by:

- ▶ Implementing automation programs to improve the delivery of digital assets
- ▶ Validating missing information on digital assets
- ▶ Applying a protocol for end-to-end (E2E) ownership in terms of e-content creating and governance policies



BENEFITS

With the Infosys BPM approach, we were able to:

- ▶ Automate data extraction and validate digital assets across client locations
- ▶ Improve the time to upload, which is up to 30% faster than usual
- ▶ Increase productivity to 61%



250k
Product pages released



70,000+
SKUs handled



42
Markets covered



100%
SLA adherence

For more information, contact infosysbpm@infosys.com

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