



**Tech
Mahindra**

Created a Design Center in India for a Content Production and Management Company

CASE STUDY

Connected World.
Connected Experiences.

BRAND CHALLENGES

Limited and disconnected content production services prevented this global pharmaceutical company from achieving desired levels of engagements with healthcare professionals.

- Scattered content production units
- Making content reusable for localization
- Content accessibility across value chain
- Lack of Technical expertise to manage website workflows and create webpages
- Align content with marketing objectives & goals
- Content authoring as per industry regulations/guidelines
- Content tracking for actionable insights

What We Have Done So Far...

01

We operated as a brand management agency that provided end to end content management solutions starting from building creatives, to executing the tactics all using adobe Experience manager

02

We are thorough in the understanding of our Customer business, researching key indicators, in order to develop the optimal campaign strategy to reach the desired audience

03

We apply impeccable attention to detail, within a set of guidelines tailored to our customer brand, while creating and distributing content

SOME HARD FACTS

100+

Countries supported for content creation & localization.

50%

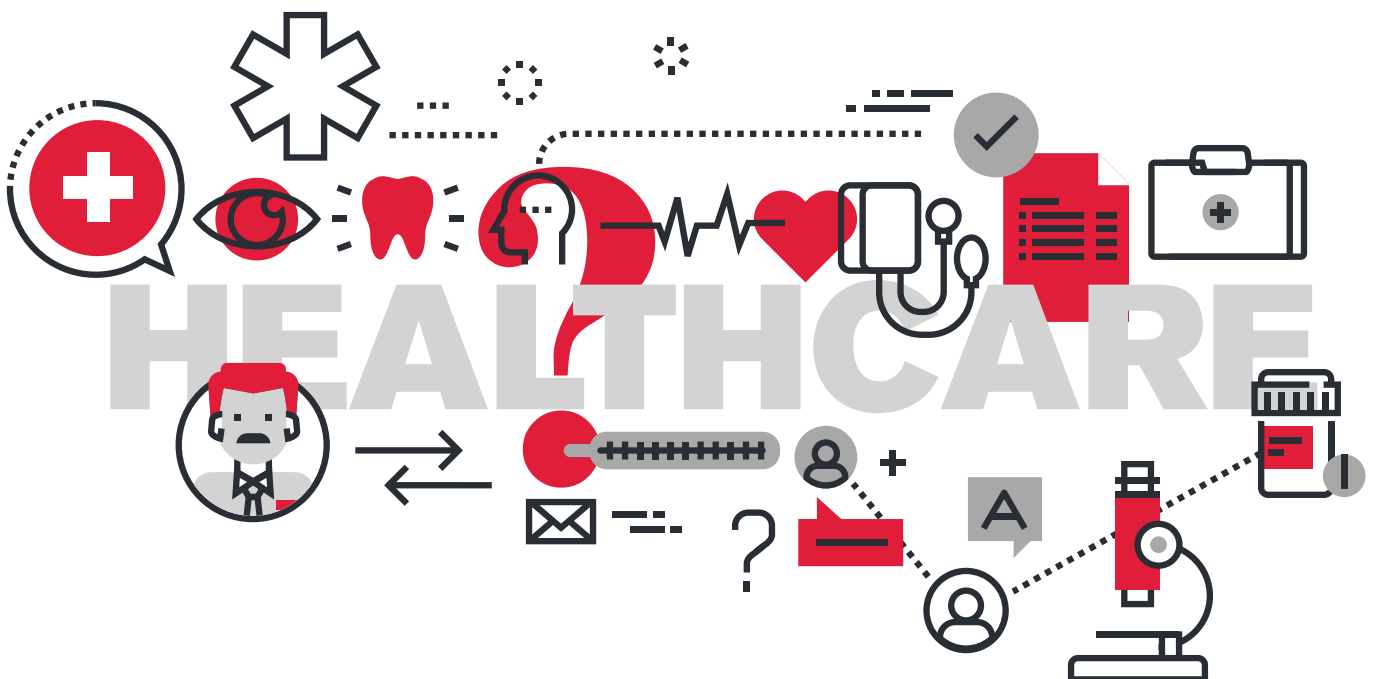
Reduction in Operational Costs & Content management efforts.

0.2Mn

Pages authored across multiple marketing channels

99%

Accuracy in content creation enabling better ROI



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