



Thinking Hut

Digitization Capabilities & Case Studies

60%

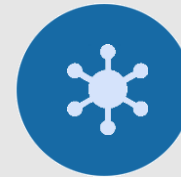
More than **60% of the projects** done at Thinking Hut have been **around digitization and digital transformation**



High Digital maturity due to perfect blend of methodologies, technology and leadership

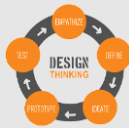


The digital solutions provided by have proved to provide **increase in user engagement** and hence **boost in revenue/ improve efficiency**



Thinking Hut has **experience of working on a variety of DT projects** covering various aspects of the spectrum

Coverage



Design Thinking



Automation



Modernization



Integration



Analytics



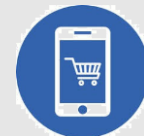
Mobility



Web Portals

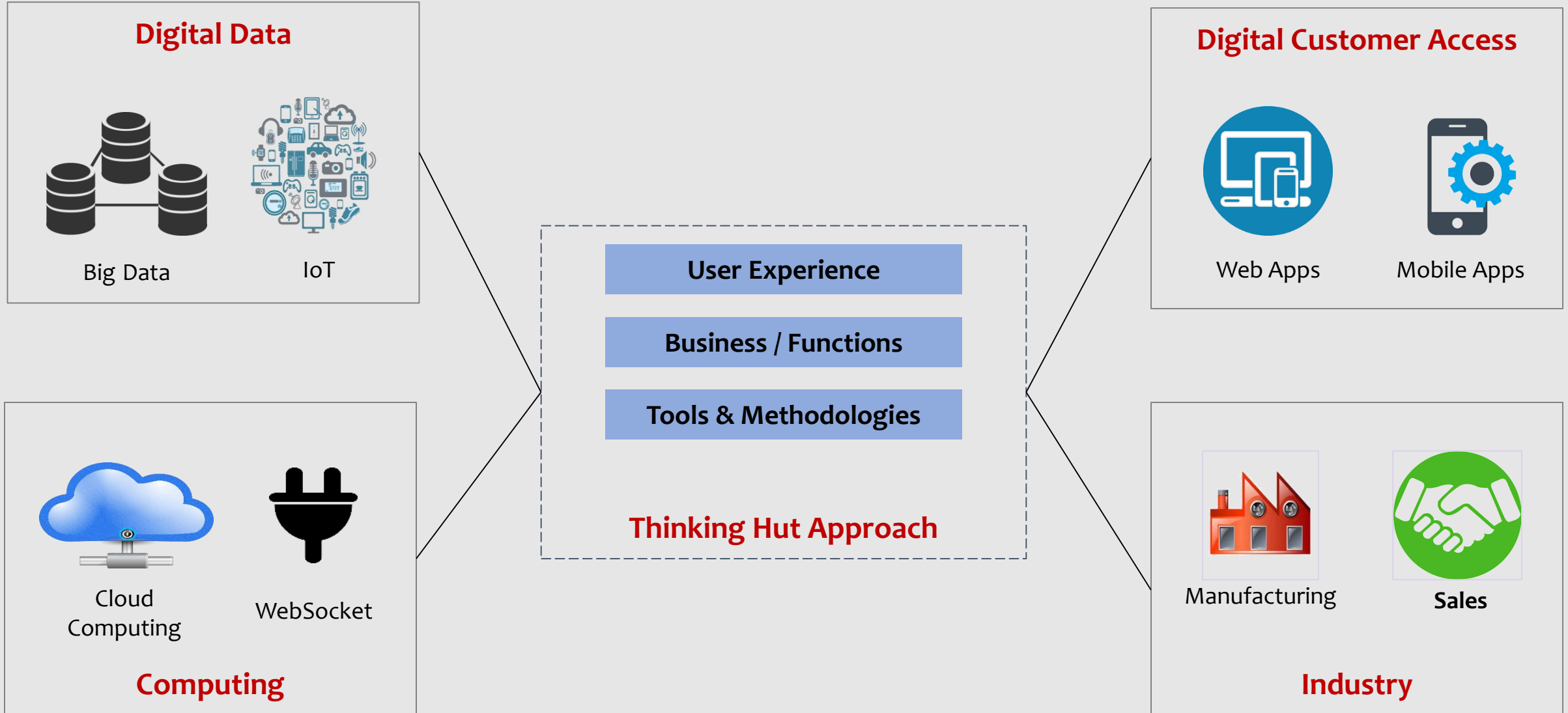


Cloud Computing



eCommerce

Digital Transformation @Thinking Hut - Approach





WHAT

TheStore is an **eCommerce framework** developed at Thinking Hut

- **Near-ready to use** online shop that can be configured easily & quickly to create online presence for your business
- Easily customizable
- Easy to start and manage a business
- Platform and UI can be quickly molded to fit the requirements
- Responsive design



WHY

Storefronts are not just websites nowadays. Irrespective of the device, user experience should be the same. Mobile app has become a standard for most of the ecommerce businesses. Users prefer buying online due to ease of access of internet and comparative analysis of product or price by different sellers



READY COMPONENTS

- Product catalogue with dynamic pricing and discounts
- Up-sell and cross-sell capabilities
- Order processing workflow
- Admin panel

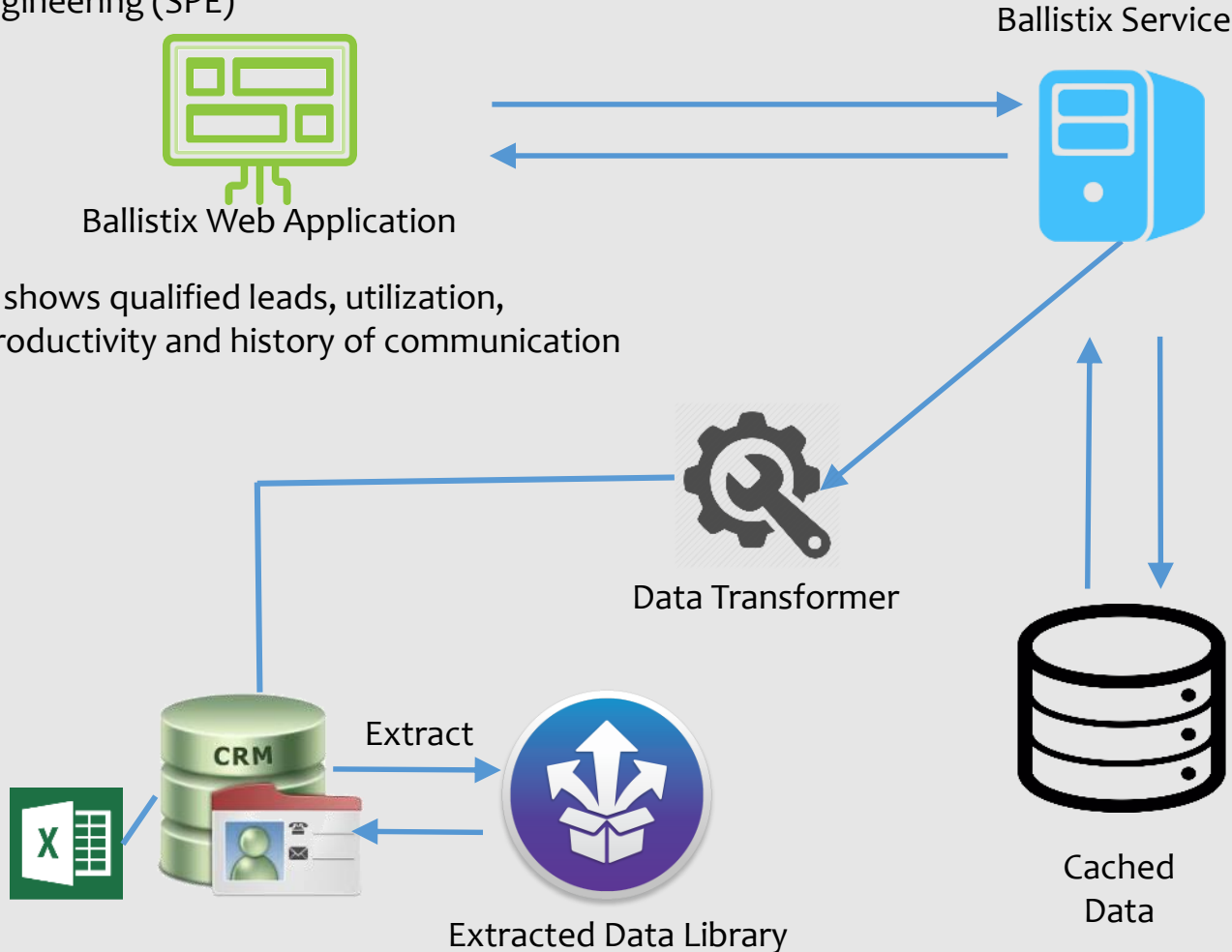


BENEFITS

- Low cost since it is built using open source technologies
- Helps to reach out to a larger number of potential customers and creates an additional sales channel
- Quick Time to Market

Digitization Case Study 1 - DT in Sales Process Engineering

Client is Australia based sales management and marketing consultancy, specializing in the implementation and ongoing support of Sales Process Engineering (SPE)



Ballistix Web Application

Ballistix Service

Data Transformer

Extract

Extracted Data Library

Cached Data

It is a web-based decision support tool for sales support team

‘Nsyteful’ service provides near real-time feedback to team members. It is management by numbers and not by guesswork

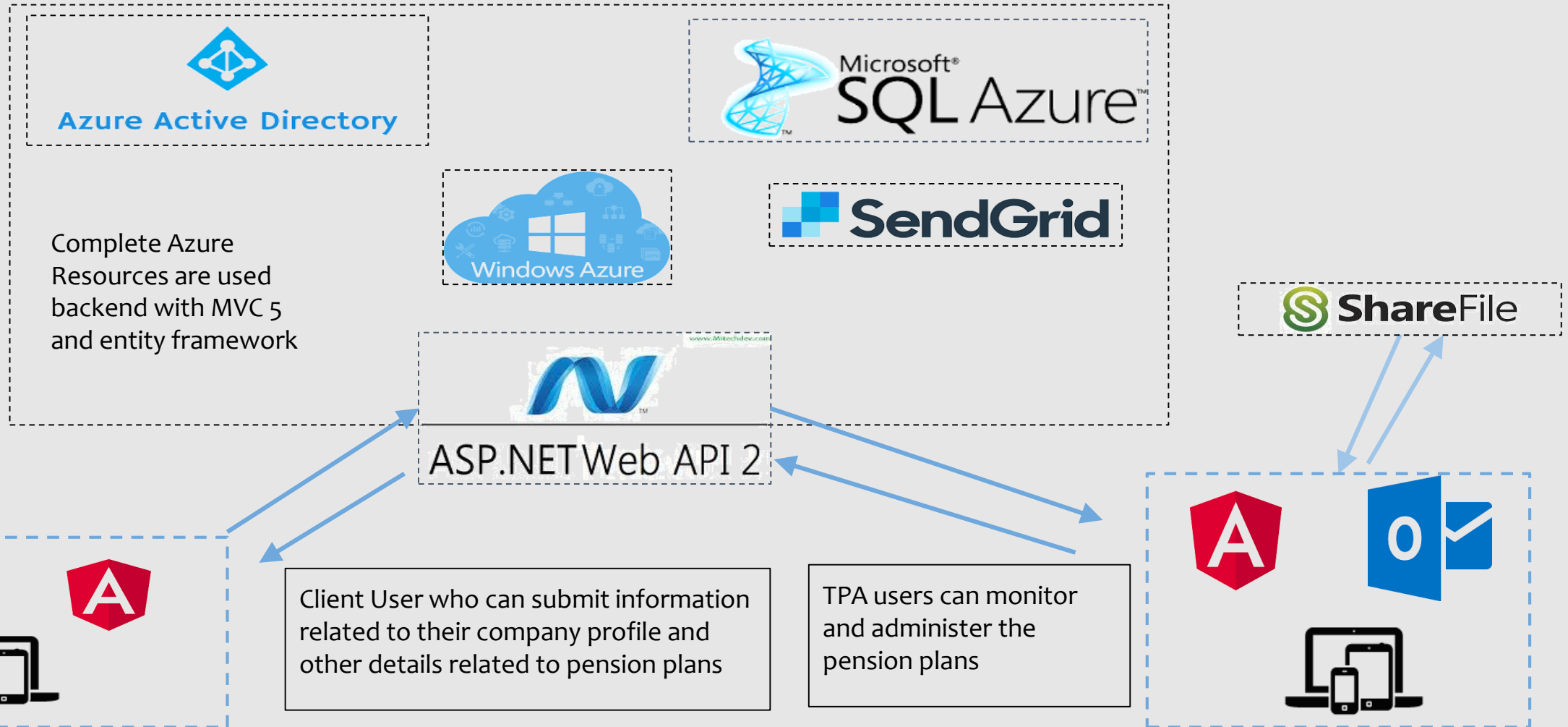
Thinking Hut works as development and integration testing team of the client

Allows sales-coordinator to prioritize activities and run short plus effective sales meetings. This helps to convert leads into sales

Goal is divided into stages, i.e. intermediate waypoints. Each stage indicates some kind of meaningful commitment from the prospect. Points are assigned to each of these stages by applying a logarithmic scale. Points give a probabilistic view of winning the lead

Digitization Case Study 2 - DT in Pension Management

Client is a Third party Pension provider is US. Application is used to monitor and administer the different pension plans



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