



Improving Digital Engagement

Consumer Products Manufacturer

An innovative consumer products manufacturer needed a digital partner who could help differentiate their brand, improve collaboration and customer engagement.

iLink Benefits

- Industry: Consumer Products Manufacturer
- Revenue: \$4B
- Technologies: Sitecore, Salesforce.com, SharePoint, .NET
- Geographic Location: United States
- Employee Strength: 4,100

Business Situation

A white label packaged goods manufacturer desired a stronger digital footprint to compete in the Consumer Packaged Goods market. They needed a digital partner with consulting, implementation, and support expertise.

Solution

Birlasoft supports the manufacturers' entire digital portfolio from sales & marketing tools to internal collaboration portals. Birlasoft implemented, enhanced and supported their Sitecore platform (hosts their brand & corporate websites), their Salesforce.com CRM platform, internal SharePoint collaboration portals, and custom developed web applications.

Outcome

- Brand differentiation and content personalization using industry leading CMS platform and web analytics
- Streamlined an effective collaboration across employee ecosystem
- Custom developed applications to meet business process needs and customer requirements



RESOURCES

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Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.