**U.S. PROJECT DESCRIPTION**

Please expand any acronyms and explain proprietary methodologies.

**Name of the Project: L’Oréal CRM 3.0**

CRM 3.0 is a transformational corporate marketing initiative for L’Oréal. CRM 3.0 is intended to support and enhance L’Oréal’s existing marketing efforts and deliver new innovations that will enable L’Oréal to deliver the right content, customized to the individual, at the right time and place, and through the right channel.

**Detailed write up of the project & what it involves (Please elaborate in detail):**

1. The scope, nature and purpose of the project – Please explain the following:
   1. What is the system or application on which the project is carried out?

CRM 3.0 is a Big Data and Analytics Implementation built as a Platform to enable rollout to 40+ brands across USA and Canada. The Platform envisages a Big Data and Analytics Implementation as the building blocks of the solution. Various Technologies are involved e.g. Datastax Cassandra, Cloudera Hbase, Microservices (NodeJS and AngularJS), CA Layer 7, TIBCO EMS, Informatica BDM, DevOps, AWS Cloud

* 1. What is the function of the system or application?

CRM 3.0 will enable L’Oréal to deliver the right content, customized to the individual, at the right time and place, and through the right channel. The objective is to create a create a platform for providing business insights on the consumer Journey from Anonymous to Known, 360 degree view of customer & own the consumer data

* 1. What is the role of your Organization Solutions in the project?

MindTree is a strategic partner to L’Oréal; Mindtree is involved in complete End to End Life Cycle of the Program for building the Platform to rollout for 40+ brand across USA and Canada. Software Life Cycle from Blue Printing, Architectural Design, Detail Design to Development using Agile Sprints (Faster Time to Market), System Testing and Integration Testing.

* 1. How is the project beneficial to the client? (Explain how the project improves the client’s business, processes etc…)

CRM 3.0 will enable L’Oréal to provide insights on the consumers. This will provide key function in converting Anonymous consumers to Known Consumers thereby facilitating marketing strategies oriented towards Segmentation, Targeting and Position (STP). This will enable L’Oréal in providing a personalized consumer experience on Digital Media across Websites, Mobile and Email Marketing. Expectation is to Increase from 38 Million Consumers to 100 Million Consumers in a span of 1 year due to this Project Implementation. Mindtree is building a Platform for the Customer which will enable them for Global Rollout in near future (2018). Target is for 40+ brands across USA and Canada in next 12 months.

1. What are the key benefits of this project for the client? (Business & technology).

* Convert 38 Million Consumers to 100+ Million Consumers in USA and Canada
* Provide an Enterprise wide consumer database (across brands) i.e. enable to Own the Data rather than depending on 3rd party CRM vendors
* Provide business insights on the consumers Journey
* Provide personalized experiences for the consumers across different brands and channels
* Provide significant cost savings by building a Platform which can be rolled out across 40+ Brands
* Provide significant savings in Time to Market by utilizing the Platform for multiple brand rollout