







At LTI, we enjoy unique challenges and amplifying outcomes!

As a fast-growing digital solutions and technology consulting company, we are working closely with several companies globally to help them apply the latest technologies to their businesses, define new business models, deliver compelling customer experiences and significantly improve their processes in order to lead and be relevant in the Digital era.

In this book, we have compiled best of the stories that you are certain to find inspiring. We also have some of our Solution Visioning Experts (aka S.O.L.V.E team members) featured in the book, highlighting key insights from their journey as they worked on these programs. We are keen to understand your challenges and partner with you in your digital journey.

Let's Solve

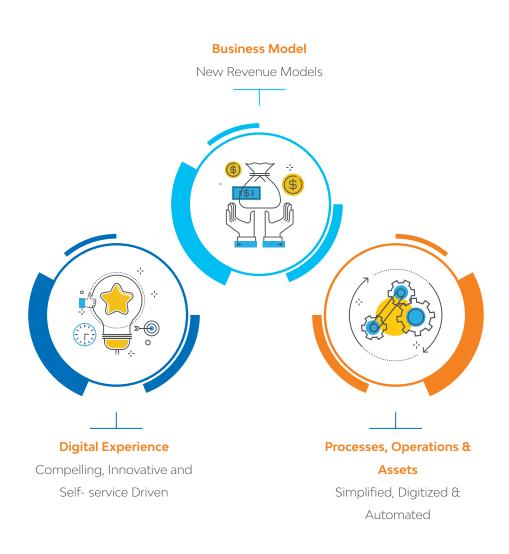
Sudhir Chaturvedi

Whole-Time Director & President Sales



Three Facets of

Digital Transformation



Rewrite Business Models | Curate Superior Digital Experiences Streamline Processes, Operations & Assets

Digital technology is changing the very basis of enterprise performance. The MIT Center for Information Systems Research indicates that large firms face a bigger threat of digital disruption i.e. average revenue under threat of large firms (> USD 7 billion in annual revenues) is 53%, while the average revenue under threat of all firms is 33%. Adopting digital is now a matter of survival.

Enterprises must confront a stark reality: integrated digital technology is changing their customer experiences, process and operation models, and business models - the three critical pillars of digitalization. Our experience with leading enterprises in various industries also shows that digitalization has enabled these three primary pillars of change.

Rewriting Business Models

Digitalization transforms business models by not only enabling the enterprises to change them, but also allowing them to measure its effectiveness. It creates new, network-centric, API-driven ways through which an enterprise connects with partners and customers, offering new business relationships.

Curating Superior Digital Experiences

Demanding stakeholders - employees, customers, partners - have never been so empowered by technology. At the same time, the digital world allows enterprises to meet these demands in new ways. Data analytics has helped us identify customer preference and maximize customer retention, while social tools at work have helped us improve employee productivity.

Streamlining Processes, Operations and Assets

Organizations are leveraging digital to disrupt their business processes improve and utilization, productivity and health of human and non-human assets. Technologies like the Internet of Things, Cognitive Automation, Analytics Blockchain and enabling extreme operational efficiencies and reducing costs.







Let's Solve

Business Models

Advancements in digital technology are pushing CXOs to rethink their business models, in order to face the competition from startups and innovation-led firms. Digital initiatives, if successfully executed, can help large enterprises create new revenue streams, helping them accelerate top line growth. Business model innovation is as much about enhancing existing products, economic models and digital assets, as it is about rewriting traditional business models. Digital transformation will continue to challenge the way enterprises operate, innovate and engage their customers. The aim is to anticipate the change and act swiftly.

In this section, we will present a few scenarios where LTI employed leading-edge technologies to help global enterprises identify and harness new revenue streams, and hone their existing business models to build future-proof businesses.

Leading Bank Creates Differentiated Services Around Customer Life Events

LTI designs and deploys a customized service aggregation platform using free APIs, to support configurability and boost service innovation.

Business Challenge

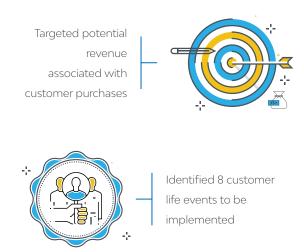
A leading bank wanted to reinvent the digital customer journey to deliver comprehensive experiences catering to a customer's life events. The idea was to move from a service-driven approach towards experience-driven banking that would transform the customer lifecycle. The lender was looking to provide innovative offerings around loans to boost customer loyalty, and create new revenue streams, accelerating top line growth.

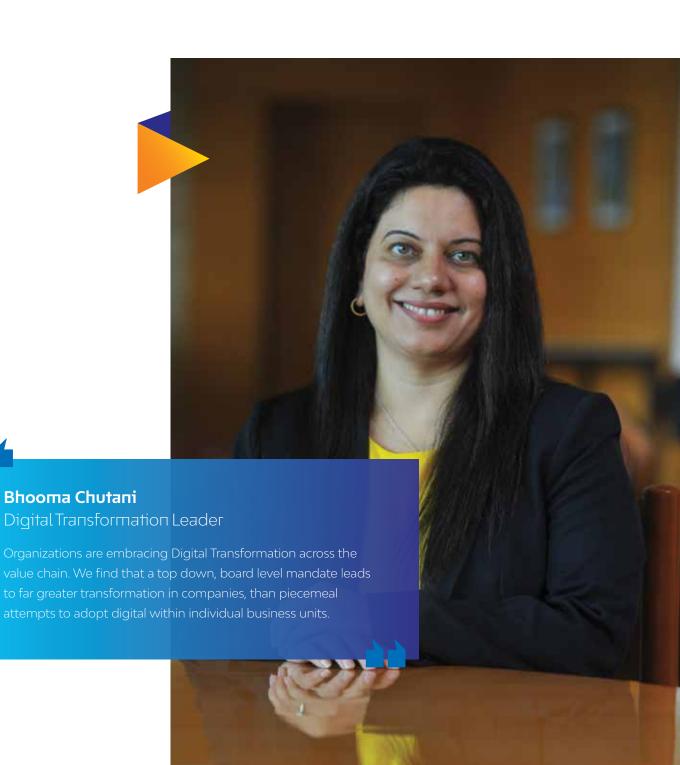
What LTI Did

LTI partnered with the bank to identify early engagement channels, and designed a robust API-based service aggregation platform. We built an integrated portal, with an object-based design to improve configurability, providing the flexibility to rollout new services and enrich the buying experience. A wide gamut of artifacts, including certifications, research, tools and calculators were deployed to empower the customer throughout the buying lifecycle.

What Was Achieved

The new aggregation services platform helped the lender transform customer experience and deliver next-generation banking products, thereby increasing customer engagement significantly. The bank was able to harness new revenue streams, and build closer relationships with customers through aggressive up-selling and cross-selling. Other key outcomes:







Car Rental Services Firm Establishes Itself as Market Leader Through Legacy IT Overhaul

LTI accelerates application modernization, business process digitization, and multiplication of digital customer touch points.

Business Challenge

The car rental services company was looking to strengthen its market position and expand its customer base leveraging digital sales channels. Their existing IT ecosystem was based on legacy technologies, and needed a massive overhaul to help accelerate digital transformation for achieving sustainable competitive advantage.

What LTI Did

LTI engaged business stakeholders to understand the company's goals, and gathered relevant information in the form of in-depth business processes and customer journey maps. We analyzed these maps to identify actual and potential problems, including bottlenecks, backflows, delays and process gaps. A dedicated innovation team was put in place to drive digitization of manual, error- prone processes and expand the company's digital footprint. The team also worked on streamlining business processes with a KPI-driven approach to optimize fleet management and minimize

order cancellations.

Another team of experts was deployed to focus on legacy modernization of on premise and web-based applications, including mobile applications, in order to deliver a superior employee and customer experience.

What Was Achieved

Through this digital transformation initiative, the global car rental company was able to design and execute a holistic digital strategy, gaining a competitive edge in the industry. It identified and harnessed new revenue streams, owing to innovative business models that were implemented as a part of the project. Customer satisfaction improved significantly with the seamless digital customer journey that was delivered through consolidation of services across various lines of business. Moreover, the company reduced its total cost of ownership as a result of the replacement of legacy systems, with light-weight Commercial-off-the-Shelf (COTS) solutions.

Leading Payment Services Provider Uses Blockchain to Reduce Cost of Transaction

LTI leverages its proven expertise in Blockchain technology to create new business models, harness additional revenue streams.

Business Challenge

A provider of payment solutions to banks, businesses, merchants and public sector enterprises wanted to explore Blockchain for driving innovation in micropayments. Additionally, it was looking to support national identity services in the region used by majority of the population.

What LTI Did

We partnered with the company to employ Blockchain technology to enable micropayments for the local media industry. We also recorded digital identities of citizens and created a secure ecosystem for linking user identities with banks, government agencies and other service providers.

What Was Achieved

The company diversified its business by designing, developing and deploying new business models, accelerating top line growth. They helped their media clients offer premium content without the need for subscription packs, as transaction fees was significantly lower on Blockchain. Moreover, it established itself as a trusted identity management partner, with Blockchain facilitating secure online transactions and reducing the risk of data theft.



Saurabh Ambwani Blockchain Leader



World's Leading Medical Device Manufacturer Launches 'As-a-Service' Portfolio

LTI helps the company re-imagine its business model and adopt a subscription-based billing solution.

Business Challenge

The company, a leading medical device manufacturer, wanted to keep up with industry trends around outcome- driven healthcare and IoT. It was looking to move to a subscription-based model from the current one-off sales arrangement. To achieve this, the manufacturer had to transform its billing model by implementing a reliable billing solution.

What LTI Did

At the outset, the company was faced with a difficult choice of selecting the right type of deployment for the billing solution. LTI helped them assess the available options – bespoke development, commercial-off-the-shelf products, or enhancements to the existing system. We leveraged our understanding of the company's technology landscape and our proven technical expertise to weigh each option. LTI collaborated with the client's key stakeholders to carry out a requirements gathering exercise, and co-write the RFP. We further

employed our proprietary 'Solutions Selection Decision Grid' to help the company select the most suitable billing solution.

What Was Achieved



Facilitated faster consensus among internal stakeholders through solution design workshops and white boarding, reducing requirements' finalization lag time from 3 months to 4 weeks





Leading European Bank Reimagines Itself as the Go-to Bank for Millennials

LTI recommends new revenue channels and provides a comprehensive digitization strategy.

Business Challenge

The bank wanted to craft a new business model and launch three new products over a period of three years, catering to its target customer segments. Further, the lender was looking at identifying and harnessing new revenue streams, enriching customer experience, and streamlining business processes to boost organizational productivity.

What LTI Did

LTI performed a thorough assessment of the existing business and IT landscape, identified technology, process and governance gaps, and provided recommendations to the lender for deploying the right operating model. These recommendations covered various aspects, including IT strategy, IT simplification, digital experience and operational excellence. LTI ensured that the IT roadmap was aligned to the bank's business objectives, and focused on building future-ready enterprise architecture with tight governance controls. For reducing IT complexity, we analyzed the as-is state across various

parameters, including business value, functional redundancy, technical diversity and supportability to identify areas of improvement.

Facilitating a seamless digital experience involved putting in place a well-rounded digital innovation plan and robust technology foundation, and achieving channels maturity. Further, we helped the lender strive for operational excellence through process maturity and efficiency, as well as ITSM alignment.

What Was Achieved

The current state assessment helped the bank gain actionable insights for designing a holistic business strategy that was in line with its digital and IT capabilities. Technology and process gaps identified during the assessment were rectified to enhance organizational efficiency, and reduce overall operating expenditure. The bank identified new revenue streams and improved customer satisfaction significantly, owing to the enterprise-wide digital transformation.





Leading Electronics & Automation Major Boosts Online Engagement & Builds Service Innovation

LTI designs a digital transformation roadmap, and helps deliver value- added services to create additional revenue channels

Business Challenge

The company was experiencing low online customer engagement due to its limited digital footprint across. Web and mobile applications. The lack of post-purchase value-added services was causing revenue leakage, affecting top line growth. The manufacturer wanted to understand its customer base better, and curate engaging online experiences. It was also looking to create additional revenue streams through innovative business models that would complement the existing business.

What LTI Did

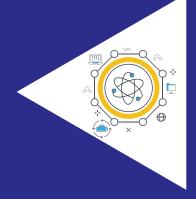
We worked closely with the top management to carry out an in-depth benchmarking exercise for the company's corporate website, mobile applications for both Android and iOS, and other offline digital content. We analyzed the behavior of the manufacturer's website visitors to prepare demographic mapping and track sources of the incoming traffic. We put in place a metrics-driven

measurement process to monitor critical KPIs that would help measure the performance of the digital landscape. LTI also leveraged its digital and IIoT capabilities to identify new revenue streams for the company's product division. Data collected from various connected devices could be combined with the latest analytics techniques to provide leading-edge services around remote monitoring and diagnostics, and electrical systems utilization enhancement.

What Was Achieved

By partnering with LTI, the manufacturer designed and executed a well-rounded roadmap for digital transformation, helping it increase customer satisfaction and online sales conversion. The company accelerated its revenue growth through data-led value-added services. Its digital channel performance improved significantly and the metrics-driven performance management approach enabled continuous improvement.





Let's Solve

Digital Experience

In this connected world, as experience trumps price, there is an increase in the number of transformation initiatives with companies continuing to invest in delivering compelling experiences on both the customer side, as well as the Employee side. Improving customer and workforce engagement requires significant investment in delivering rich and meaningful digital experience. While employees are looking to boost productivity at the work place with mobility, real-time access to information and intuitive enterprise applications, tech-savvy consumers want a personalized, interactive omni-channel brand experience. With the lines between the physical and digital worlds continuously blurring, companies must focus on bolstering channel experience and enhancing customer-centricity, leveraging SMAC and other exponential technologies.

In this section, we take a look at key projects undertaken by LTI to deliver transformational results by re-imagining digital customer journeys and augmenting the employee experience.

LTI Collaborates with Academia to Find the True Measure of Digital Customer Experience, for the Banking Industry

Teaming up with a research institute, LTI worked with global banks to identify the digital equivalent of the Net Promoter Score.

Business Challenge

LTI and the research institute wanted to understand what drove customer experience in the digital world, and validate if the traditional metrics - Net Promoter Score (NPS) was a true measure of experience across modern digital channels.

What LTI Did

LTI leveraged customer interaction data across banks automatically generated through transactions on digital channels, to understand empirical behavior and analyze whether there are significant differences between what customers say (NPS) and what they do.

What Was Achieved

Post the evaluation of millions of anonymous records, it was found that Promoters are more profitable, own more products and churn less. However, they are less likely to use mobile and online avenues for banking. When sliced across age-groups it was observed that millennials use digital channels, and more likely to be Detractors than Promoters.

In summary, LTI

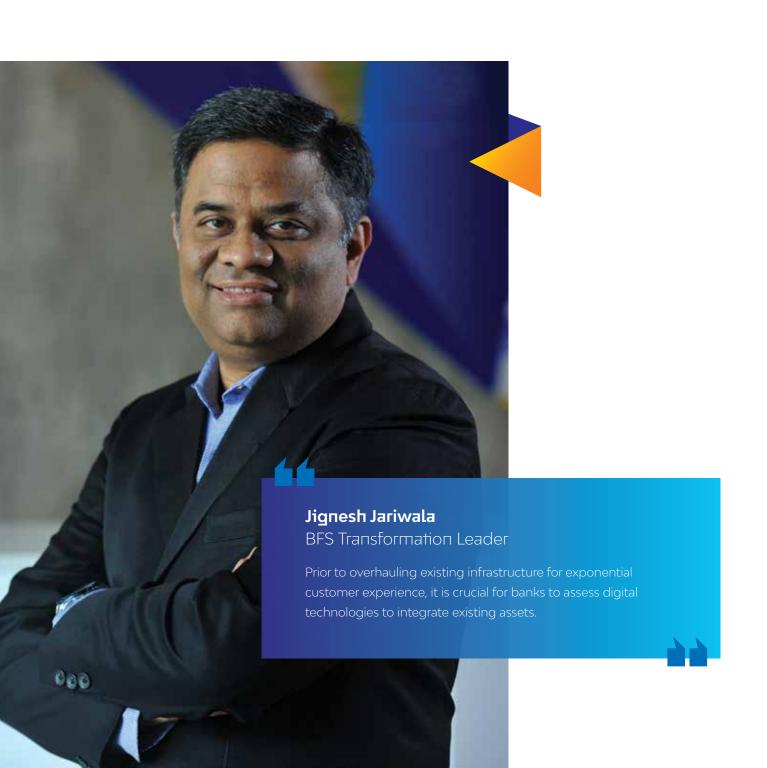


Evaluated the relevance of NPS, as a measure for customer engagement in a digital world

Proposed an alternate framework to understand customer engagement based on empirical data







Regional US Bank Implements Secure, Contactless ATM Withdrawals using Apple Pay

LTI creates a digital solution to enable safer and faster ATM withdrawals.

Business Challenge

The regional bank wanted to innovate the ATM experience, by enabling touchless withdrawals, with minimum alterations to the existing ATM infrastructure. The bank also wanted to evaluate the use of Near Field Communication (NFC), Quick Response (QR) codes, and biometric recognition technologies for its ATMs, and leverage Apple Pay to ensure user security and privacy.

What LTI Did

LTI collaborated with the bank to identify how a touchless ATM cash withdrawal technology could be implemented without altering the existing infrastructure.

We created a solution by leveraging the technology used in Apple Pay to deliver an ideal and safe transaction experience at the ATM. LTI's solution made use of the bank app, smartphone camera, and QR authentication.

What Was Achieved

The implementation helped the bank deliver unparalleled customer experiences, while making ATM transactions more secure and fast. The touchless transactional ability helped the bank provide next-gen technology to its customers, and helped save millions in costs.

Global Media Giant Enhances User Experience with Cloud-based Product Development

LTI designs state-of-the-art product licensing and approval portal, to enhance employee productivity and reduce approval time.

Business Challenge

A global media conglomerate was looking to revamp its existing product development approval portal on a cloud platform in order to enhance user experience. The company wanted to understand the evolving needs in the product development environment, and the challenges faced with the existing portal.

What LTI Did

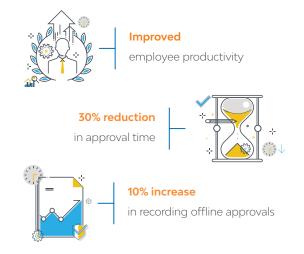
LTI teamed up with the media conglomerate to understand the existing product development operation in the organization. In order to do so, LTI's Design Thinking Experts conducted 20+ focused group studies, with over 100 users from across the company. The investigations resulted in problem statements that were solved through ideation workshops across key countries.

LTI identified five personas for which persona maps, empathy maps, and user journey maps were created.

LTI also delivered 200 persona-based user stories to develop the portal in an orderly and agile manner.

What Was Achieved

The persona maps resulted in high-quality inputs that were used in high fidelity wireframes, which were then validated by the user community. The ideation workshops in two countries resulted in an advanced portal that catered to a positive user experience. Projected benefits include:







Global Oil & Gas Company improves Employee Experience with Next-gen Collaboration Platform

LTI helps drive enhanced employee experience and superior performance by simplifying the support query journey.

Business Challenge

The US Oil & Gas major was looking to improve its employee productivity, promote collaboration, and reduce the workload on support functions. The company was also looking for ways to reduce employee queries received by support teams.

What ITI Did

LTI collaborated with the company to comprehend the bottlenecks and challenges impacting employees' work performance. Through extensive analysis and interaction with employees and leadership teams, LTI conceptualized a virtual assistant - a chatbot that could aid support functions. The virtual chat assistant was optimized to understand conversational language, and guide employees with their queries.

The virtual bot was designed to continuously learn from each employee interaction, enabling it to provide pertinent information and optimize its responses for subsequent queries.

What Was Achieved

LTI's solution helped enhance the company's employee performance by reducing the manual effort involved in the resolution of queries. Employee dependency on support functions reduced, and staff was also able to receive instant responses to their queries. Other key benefits include:







Personalized employee communication and constant evolution with real-time employee feedback

Global Consumer Products Major Improves B2B Customer Experience

LTI proposes forward-looking digital channel strategy and Design Thinking, aimed at enhancing customer experience.

Business Challenge

A global consumer products company was looking for ways to boost its B2B customer reach in the Asia Pacific (APAC) market. The company also wanted to influence the wallet share of the existing retailers through innovative digital channels.

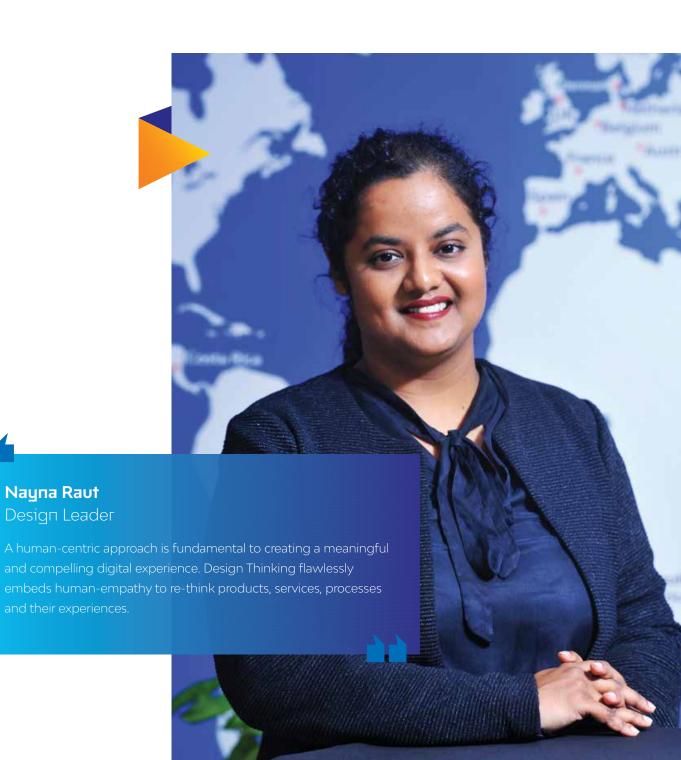
What ITI Did

LTI analyzed the traditional B2B channels of the company to understand various customer personas, and map their journeys with the company's products.

We performed a user-sensing exercise for the company, which helped identify key insights to drive the enterprise's strategy. Our team also recommended the implementation of an integrated e-commerce platform to achieve a personalized and omni-channel experience for retailers

What Was Achieved

The user-sensing activity enabled the company to identify insights around retailers and distributors to build a compelling B2B digital channel strategy. The digital commerce roadmap allowed the organization to provide retailers with a personalized and omni-channel experience, with a potential to earn USD 100 million in revenue





European Bank Elevates Customer Experience with Revamped Customer Onboarding Process

LTI redesigns the bank's customer onboarding process for enhanced user experience and process optimization.

Business Challenge

A private European bank wanted to digitize its customer onboarding process, eliminate the existing underlying manual workflows, that resulted in long processing cycles. The bank realized that providing a seamless customer onboarding journey would significantly enhance its customer experience. The bank also wanted to reduce the handoffs between multiple departments and core banking personnel to bring down the cycle time.

What ITI Did

LTI collaborated with the bank to redesign over 30 customer onboarding processes by leveraging the Design Thinking Process. LTI also developed an Advisory Solution for internal representatives to provide end customers with an enhanced advisory experience. LTI integrated this platform with multiple internal applications to allow for seamless data flow, integration of systems and straight through processing across the bank's infrastructure

What Was Achieved

The simplified onboarding process allowed for an enhanced customer experience by removing unnecessary procedures, and allowed for quicker processing and seamless data transfer across multiple departments. The Advisory Solution helped boost customer experience further by empowering stakeholders to interact across applications and systems; and in the process, provide excellent advisory experience to the customer. Other benefits include:





Process harmonization across four countries



Project savings of **EUR 10 million**

35

Leading Tech Firm Improves Employee Productivity with Standardized Collaboration Platform

LTI leveraged Design Thinking to identify the right collaboration platform to improve workforce engagement and productivity.

Business Challenge

The technology company wanted to improve employee productivity and experience, discover the challenges related to staff collaboration, and address these via a technology platform.

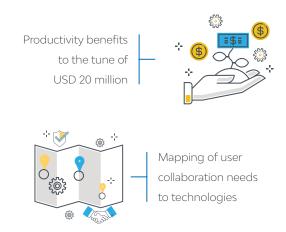
What LTI Did

LTI partnered with the technology giant to ascertain the employee dynamics, evaluate options for addressing the collaboration challenges across geographies, roles, and functions. LTI conducted interviews and focus group sessions with the company's employees for identifying and preparing a problem statement.

The exercise provided a platform to showcase potential opportunities for enhancing the employee experience, ultimately leading to the design of a suitable ecosystem for employee delight.

What Was Achieved

The user storyboards and ideation workshops helped identify distinct employee segments, and the design-centric ethnographic study provided employee persona and empathy maps. These were then used to create seven personas across 50,000 employees across regions, linked to staff contribution, role, functions and performance. Key benefits of the engagement include:







Media Conglomerate Enhances User Experience Across Platforms

LTI enables performance audit of global brands for a media conglomerate's website and mobile app, accessible via an insight-driven dashboard.

Business Challenge

A media conglomerate wanted to evaluate and improve the user experience of its global brands across their website, video content and mobile apps. The company also wanted to measure the website's performance in terms of speed, page size and page score, on both desktop and mobile browsers. Similar evaluations were required for the mobile app and videos to track parameters, including app crash statistics and video load times.

What LTI Did

LTI partnered with the media conglomerate to define experience parameters across digital properties, to audit the websites and apps to measure performance by conducting a week-on-week analysis to highlight deviations.

LTI also helped evaluate mobile app performance by analyzing the total number of app crashes occurring week on week Videos were evaluated across all the

geographies where they were viewed, in order to gauge player load time, the time taken to load from the server, and actual load time.

What Was Achieved

By analyzing the performance parameters closely, the relevance of performance to impact media consumption by the customer was established. This overview also enabled the company to gain a deeper understanding of the impact of technology-driven changes. Key benefits delivered include:



A technology overview with recommendations to improve performance and experience of brands across three geographies

Roadmap to fix latency issues and enhance performance, as well as track impact



Global Risk Management Firm Boosts Sales with Rich User Experience Design

LTI designs and implements enhanced user experience platform for global insurance company.

Business Challenge

A global insurance broking and risk management company wanted to enhance the user experience of their agent portal and improve internal efficiencies. The company had sub-optimal sales and lacked quality user experience in their agent portal. They were looking for ways to implement a personalized user experience, retain customers and increase sales.

What LTI Did

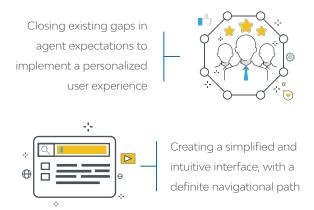
Our team partnered with the company to identify key pain points and opportunities to enhance user experience. LTI worked extensively with the portal team to understand the agent-centric affinity of their existing digital assets.

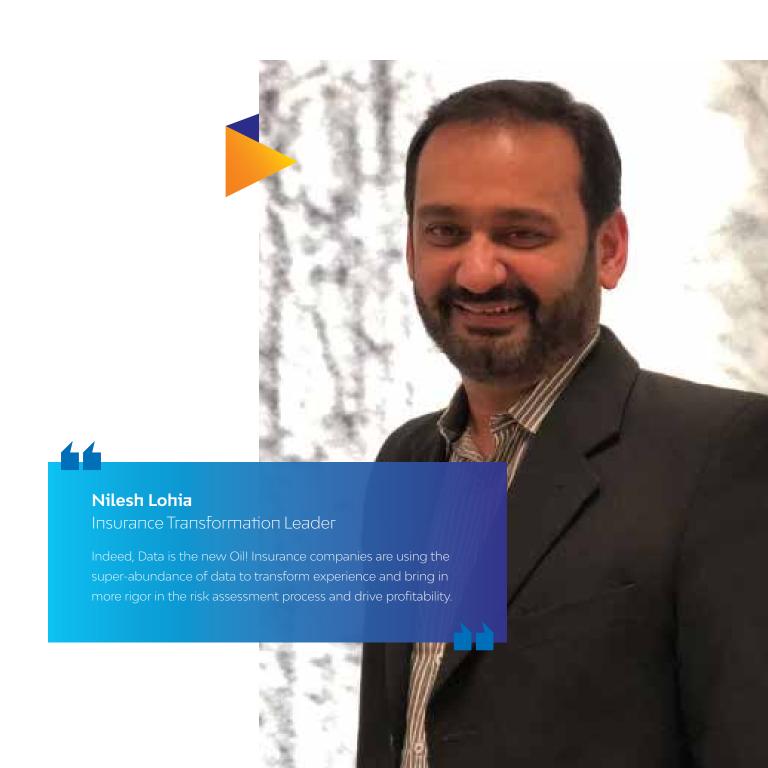
LTI then designed usability studies and evaluated competitor websites to understand user needs, activity roadmap and agent personas. We then recommended options to re-design and develop the agent portal,

and submitted a comprehensive ethnographic study highlighting the scope for improvement.

What Was Achieved

The comprehensive activity roadmap helped incorporate user-specific needs into the new design of the agent portal. LTI also made recommendations to enhance customer stickiness and improve sales by mapping agents' digital media journey. Usability studies provided the scope for improving user experience. Other important benefits delivered include:





Retirement Fund Provider overhauls Knowledge Management and Collaboration Framework

LTI delivers a detailed recommendation roadmap around collaboration.

Business Challenge

A retirement fund provider wanted to evaluate its existing framework for collaboration and knowledge management in a bid to grow its market share, as well as employee strength. The company sought recommendations to prepare a roadmap for growth, and also wanted to revisit its existing collaboration methods, while factoring in future aspiration. By obtaining a macro view of the current landscape, the company hoped to create a mind-map that would aid future efforts and recommendations.

What LTI Did

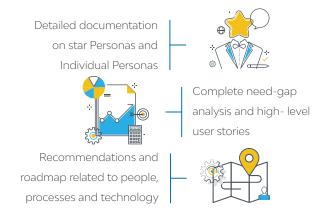
LTI collaborated with the retirement fund provider to identify the existing norms around collaboration, Knowledge Management (KM) and employee needs. Experts from LTI's Design Thinking team conducted indepth sessions across multiple user roles to capture the existing framework, and build a comprehensive case to make recommendations. By evaluating the needs, aspirations and challenges, LTI was able to carve out problem statements and address these problems

through ideation workshops.

Furthermore, LTI also identified elements like star personas, individual personas, empathy maps, interaction maps, employee journeys; and created KM user stories.

What Was Achieved

The detailed documentation helped the company gain perspective on the existing landscape and aspirations for future collaborations. With the complete need-gap analysis and high-level user stories, the organization was on the right path to collaborative excellence and improved processes and technology. Key results include:







Global Consumer Products Major Enhances Customer Service

LTI delivers an enhanced, user-friendly order management platform.

Business Challenge

The manufacturer's existing order management portal was overseen by distributors, which reduced the former's control over its own customer data. This, coupled with a complex product planning workflow, often led to loss of vital customer data. The consumer products company wanted to improve its order management visibility and communicate better with customers, by adopting a simplified self-service portal for end users.

What LTI Did

LTI partnered with the company to identify critical areas for improvement, such as increasing the visibility into customer data, simplifying order management, creating an ongoing feedback process, and establishing interoperability between SMEs and the Scrum team. LTI achieved this by analyzing the existing portal, designing a customized user journey, and thereafter creating an improved order management platform for a seamless experience.

The transformation provided the company with a 360-degree view into the order management platform,

while the self-service portal significantly simplified the product planning processes.

What Was Achieved

The transformation provided a future-ready user interface that helped establish a seamless order management and customer interaction platform for the company. With LTI's implementation of the enhancements, the company was able to effectively communicate with its customers, make data-driven decisions, as well as plan its products better. Other significant business results achieved include:



Complete visibility into the order management platform impacting over 30,000 medical offices





Leading Television Network Delivers Superior Viewing Experience across OTT channels

LTI proposes a digital command center to proactively monitor content delivery across the non-linear digital content supply chain.

Business Challenge

The leading TV network wanted to track its end-toend digital content supply chain, leveraging proactive monitoring techniques, to ensure seamless content delivery over non-linear channels.

What LTI Did

LTI carried out a user-centric analysis of the content delivery process across OTT channels, to understand the entire content lifecycle – from creation, conversion to delivery. This included the delivery of near-live content to non-linear affiliate channels and the company's own OTT platform. We proposed a command center solution, meeting the specific business requirements of the network, to curate compelling experiences for digitally savvy viewers.

What Was Achieved

The network was able to conceptualize a robust command center to monitor content delivery across non-linear channels in real-time. This command center offered uninterrupted streaming of priority titles to customers, thereby improving customer satisfaction and enhancing the viewing experience.

Multi-national Manufacturing Company Boosts EHS Compliance

LTI identifies opportunities to create a workplace safety solution, using techniciantracking app, dashboards for supervisors, safety tags, and smart cameras.

Business Challenge

The company wanted to improve worker safety and reduce the occurrence of accidents at the workplace, by deploying a next-generation workforce safety solution. It aimed to create a virtually safety environment, powered by sensors, to mange EHS risks better.

What LTI Did

LTI carried out Design Thinking workshops with the manufacturer, and observed technicians while they were servicing the equipment to identify safety gaps. This user-sensing session helped in deriving insights around technician behavior, available toolsets and environmental constraints. We then conducted a design workshop with the company's product team, R&D team, IT team, service supervisors, technicians, and our Design Thinking and technical consultants to identify use cases for implementation.

What Was Achieved

Through this exercise, the client was able to identify several opportunities to improve workforce experience by incorporating several cutting-edge workplace safety features. Some of these are as follows:





Design Expert



International Daily Newspaper Evaluates Impact of Digital Journalism on Print Value Chain

LTI conducts a thorough assessment of the company's digital products, and provides recommendations by benchmarking it against its top competitors.

Business Challenge

The newspaper publishing house had launched a mobile application for its correspondents to livestream content over multiple digital channels. In order to improve application adoption, the publisher wanted to study how the newspaper value chain was faring with the proliferation of new age digital platforms.

What LTI Did

LTI used the Human Interface Guidelines to carry out a comparative study of the company's mobile applications, alongside applications of its eight closest competitors. The multi-dimensional assessments considered various factors such as UI design, usability, responsiveness, and content discoverability. We identified gaps in the existing application and shared recommendations around displaying advertisement in live-streamed content, social media engagement, and more.

What Was Achieved

Through this exercise, the publisher measured the impact of digitization on the traditional newspaper business. It also identified areas of improvements across digital product design and omni-channel user experience, to ultimately enhance customer satisfaction and minimize churn rate

Reinsurance Company Enables Enterprise Mobility for Improving Collaboration & Workforce Productivity

LTI maps user journey across business functions and employs its Collaboration Quotient framework to identify key mobility and collaboration requirements.

Business Challenge

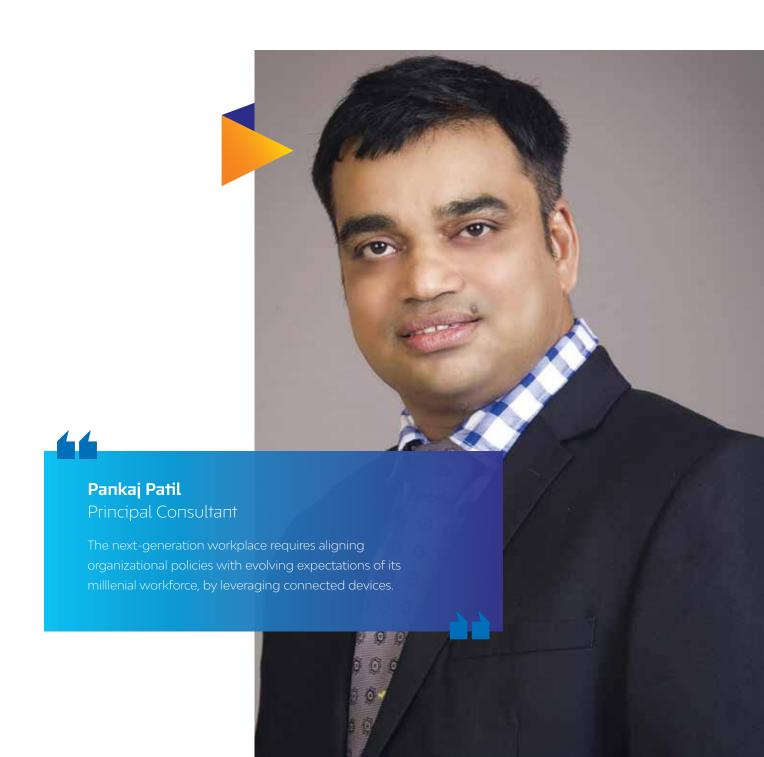
The insurer faced poor workforce productivity and limited cross-team collaboration, leading to underwhelming revenue growth and low customer engagement. It wanted to empower its employees by improving the workforce experience, leveraging a cost-effective mobility and collaboration platform.

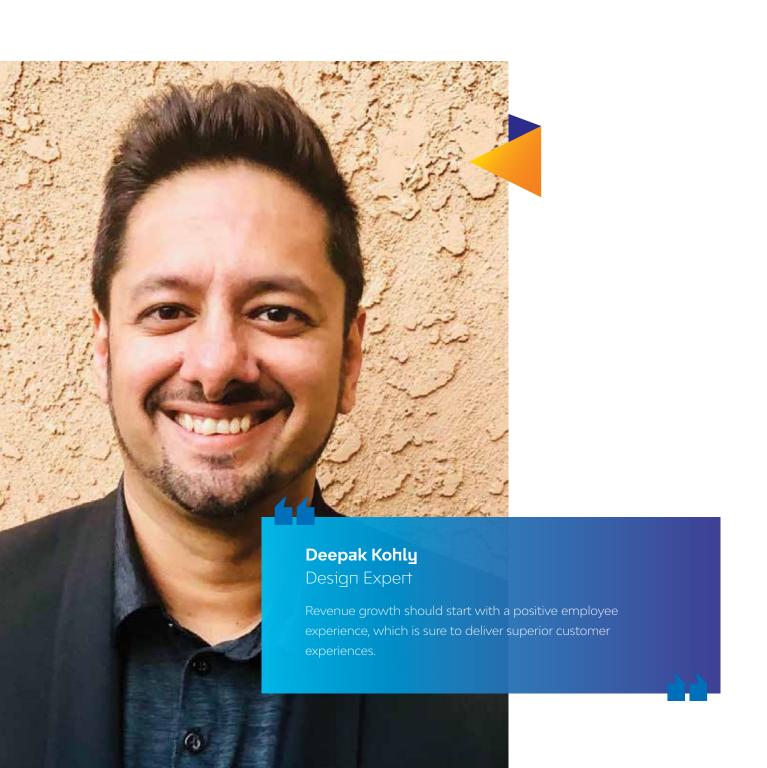
What LTI Did

LTI partnered with the innovation group at the company to create user personas corresponding to different job roles within the organization. For each of these personas tasks and activities were identified by analyzing their day-to-day responsibilities. This was done to understand how enterprise mobility and collaboration platforms would help users perform better. We used our Collaboration Quotient (CQ) framework to list company-specific requirements around mobility and collaboration, and built a repository of tasks to be expedited.

What Was Achieved

The insurer built a robust business case for mobile enablement that was used across various divisions within the company. It also identified potential technology-enabled employee productivity gains, thereby driving key business results in the long run.





Leading Tech Major Revamps Employee Experience

LTI helps drive employee collaboration and overall performance using a social enterprise collaboration platform.

Business Challenge

As part of the client's transformation program, LTI helped deliver a unique employee experience. The client wanted to know what the employees were saying, wanted to engage with them better, and build a truly collaborative culture.

What ITI Did

LTI helped the technology company roll out a social enterprise collaboration platform to listen to employee recommendations and suggestions, as well as issue prompt responses. The company leveraged the platform to conduct various employee enrichment and outreach programs. The platform was channelized in crowdsourcing ideas via ideation sessions to improve client relationships, nurture employee talent, and boost internal systems.

The platform was also used to connect with employees from 'Hire to Retire' through focused groups for campus hires, new joinees and integrated services like Employee Banking.

A bespoke chatbot was deployed to assist the employee in resolving infrastructure related issues and to embarked on a journey to offer multiple HR services through bots on the platform. Client-specific groups were developed by employees on the platform, as an idea-innovation engine for their individual projects, and to drive customer growth.

They used the platform as a de-facto channel to communicate, collaborate and celebrate.

What Was Achieved

The implementation of social collaboration resulted in a paradigm shift in the client's modus operandi. It allowed the company to interact with the entire organization. The cross-organization engagement platform helped drive agility and fostered innovation, while improving online collaboration and reducing email traffic.

Global Banking Giant Optimizes Customer Service with Digital Initiatives

LTI implements cost-saving architecture for leading European bank.

Business Challenge

Due to fierce competition and fragmented market dynamics, a Europe-based banking giant was losing out on its African business. The bank decided to leverage digital technology to recapture its shrinking market share in Africa, and expand its customer base to a section of digital natives.

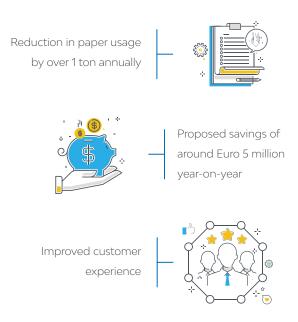
What LTI Did

LTI partnered with the lender to analyze the existing banking model and understand the scope for digitally driven enhancements. LTI found that a reduction in the time required to capture data and migration of transactions from branch banking to digital banking, could save the bank millions of euros every year.

LTI identified seven themes to achieve this, including digitizing of services, self-help portals, and workplace transformation. We engaged in a comprehensive revamp of the bank's business model and the development of its IT solutions. We also designed two multi-platform solutions to assist with digital onboarding and provide a self-service kiosk to the bank's customers

What Was Achieved

Post the engagement with LTI, the bank reduced its data capture time from 60 to 15 minutes, and digitized its operations to a large extent. The bank also made significant progress with service digitization, digital onboarding, social media engagement and change management. Other benefits delivered included:





Rahul H Kumar Design Expert

Anticipate to accelerate - that's the mantra today for digital transformation. Complexity and rigidity of legacy systems, interdependencies of multiple ongoing initiatives, highly distributed teams geographically and culturally, changing user



Global Consumer Goods Company Boosts Customer Engagement with Al-Powered Bots

LTI helps improve customer interactions by automating responses to gueries with an Al-powered chatbot.

Business Challenge

A global consumer goods company wanted an efficient way to provide customized personal care advice to customers over multiple touchpoints. The enterprise hoped to leverage Artificial Intelligence (AI) and machine learning algorithms, to effectively and promptly address customer queries. The company also wanted greater visibility into the nature of customer gueries, to understand how these could be addressed with automated responses.

What ITI Did

LTI engaged with the consumer goods company to identify and understand all possible use cases. LTI interacted with contact center executives and product owners to evaluate consumer queries and categorize them into clusters, ranking them using the 'Artificial Empathy' matrix. In the process, ten groups were identified, and each of them was evaluated at a granular level

LTI also designed a response workflow, and configured the AI engine by building a metadata-driven personal care library. To improve the accuracy of responses, LTI implemented automated training mechanisms based on user feedback and visualization through dashboards. These steps resulted in a ten-fold increase in potential consumer touch points.

What Was Achieved

The identification of query clusters allowed for automating responses using accuracy and confidence scores as key KPIs. Chatbots enabled 24/7 responsiveness to consumer gueries, whereas chat agents were available for only eight hours a day. Other key benefits delivered included:



Ability to select pre- configured questions and ask direct questions



Ten-fold improvement in user interaction. resulting in nearly 10,000 chats per month



200% jump in customer responsiveness

59

Multinational Food Corporation Adopts Data Analytics for Superior Decision-Making

LTI implements proprietary data analytics and visualization platform to accurately identify business trends.

Business Challenge

The food corporation wanted to increase its market presence and enhance its store effectiveness with business decision, backed by advanced data analytics. The company was also looking for ways to address its suboptimal retailer experience by gaining crucial insights into business trends.

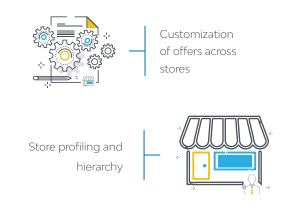
What ITI Did

LTI teamed up with the client to evaluate relevant use cases and understand the existing pain points in business operations. LTI then conducted a Design Thinking boot camp with the company's key stakeholders to map out the business problems for different personas.

LTI adopted a three-phase approach, comprising Data Discovery, Data Build, and Data Validation, for the project. Data attributes from internal and external sources were identified, a semantic web model was defined, and an analytics platform with visualization using LTI's proprietary Mosaic platform, was designed.

What Was Achieved

Using the three-phase approach, LTI was able to consolidate, analyze and visualize data from all sources. This helped identify business trends based on location, type, and volume per outlet. The analytics platform with data visualization enabled the company to gain valuable insights into business trends. Other benefits delivered include:







South African Bank Revamps Customer Experience with Digital Transformation

LTI creates a roadmap for state-of-the-art core banking platform, replete with regulatory reporting and compliance architecture.

Business Challenge

A South African lending bank wanted to transform its customer experience and undertake user journey mapping at retail branches to better align its IT infrastructure with business objectives. The bank wanted to reform its core banking platform as well as its compliance and technology frameworks, with a view to improving overall operational effectiveness.

What ITI Did

LTI engaged with the bank to understand the existing operational structure, products, and technology framework to identify a roadmap for the digital transformation. LTI worked extensively with the bank's senior leadership and operations head to create business cases to upgrade the core banking platform. Thereafter, LTI collaborated with the company's IT leadership to implement strategic initiatives and establish a DevOps practice and Agile culture in the technology operations.

LTI also helped define compliance structure by employing digital technologies and created a future-

ready regulatory reporting and compliance architecture. These steps helped the bank develop a roadmap to digital transformation and procure the required resources.

What Was Achieved

The digital transformation roadmap helped enhance operational effectiveness, upgraded the core banking platform, and put in place a secure and comprehensive compliance policy for the bank. Recommendations by LTI helped the lender improve its existing technology infrastructure to a digitally superior one, resulting in enhanced customer experiences. Other key benefits delivered included:



Introduction of biometricenabled ATMs that mitigated security and trust issues



Reduced cost of compliance through automation, and reduction in manual efforts by 50%



Upgraded core banking platform, which enabled digital banking across channels

63

Leading Bank Enhances Corporate Customer Acquisition by Offering Employee Banking Services over an Integrated Collaboration Platform

LTI implements employee banking acquisition platform through a collaboration platform.

Business Challenge

A leading global bank wanted to increase its market share in employee banking products. Traditional employee banking acquisition rates were dependent on the bank's physical presence at corporate workplaces in the form of sales booths. The bank wanted to improve its acquisition rate by bringing banking directly to its corporate clients' employee workstations.

What ITI Did

LTI partnered with the bank to understand its existing customer acquisition model and identify the scope for digital intervention. LTI leveraged a collaboration platform to implement a unique employee banking solution that improved the bank's acquisition rates.

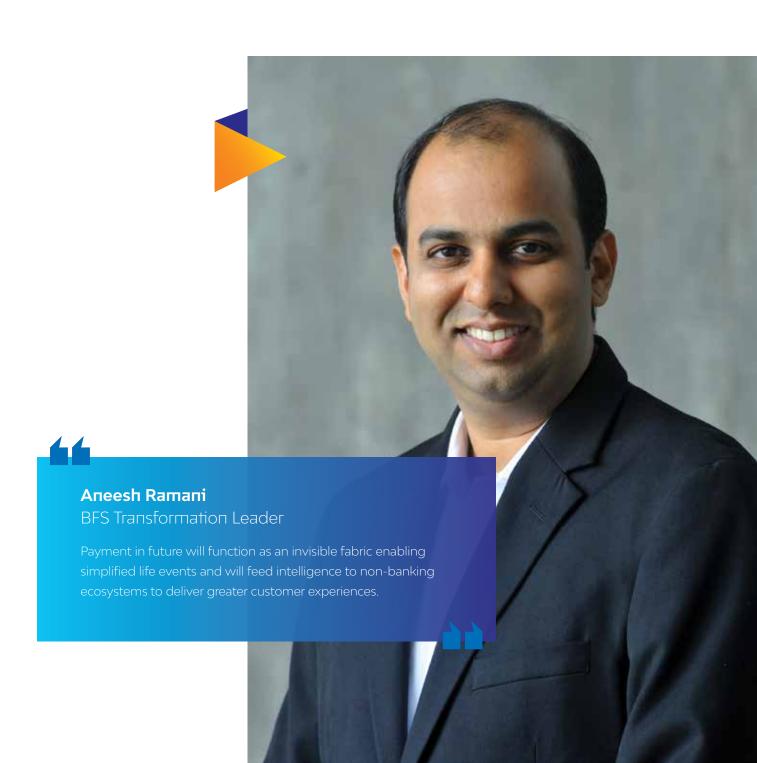
LTI also built a chatbot solution designed to address employee HR needs like policy queries and leave applications. This helped the bank identify and act upon integrated acquisition opportunities based on employee-specific HR events.

What Was Achieved

The integrated collaboration platform allowed the bank to post its offerings on the platform and engage with corporate employees through comments or reactions. This also provided the scope to generate custom analytics, which helped the bank gain better insights into corporate employee needs and product acceptance. Other key benefits included:









Global Payments Provider Improves Customer Experience and Maximizes Profitability Through Analytics

LTI implements business architecture for enhanced data analytics and customer retention

Business Challenge

The payments provider was struggling with limited visibility into customer details and non-availability of real-time insights, leading to poor customer retention. The company wanted to improve its customer experience by adopting an insight-driven approach by leveraging analytics.

What LTI Did

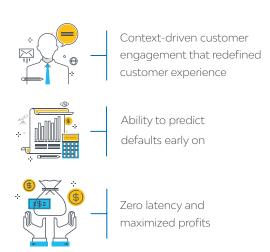
LTI partnered with the payments provider to understand the existing operational challenges and bottlenecks, and employed a Design Thinking approach to track user journeys and business metrics. LTI also analyzed the existing data architecture, governance and data completeness to identify problem areas that required resolution.

Post the analysis, LTI designed a future-ready architecture for building an enterprise data hub, supplementing it with a detailed implementation roadmap. LTI also recommended suitable technologies that could be

leveraged to establish end-to-end customer journey analytics.

What Was Achieved

LTI's architecture design and implementation roadmap helped the payment provider re-define its customer analytics capabilities. It was now possible to derive high quality customer insights over the earlier data sets, and end-to-end customer journey analytics. Other committed business benefits include:



Global Auto Manufacturer Leverages its Connected Vehicles to Improve Customer Experience

LTI implements proprietary data analytics and visualization platform to accurately identify business trends.

Business Challenge

The automotive manufacturer had limited access to vital customer information, hampering its ability to effectively reach out to its end customers. The company was also unable to provide personalized and uniform cross-channel experiences to its customers. The manufacturer sought to enhance its customer engagement across various digital touchpoints through connected vehicle applications and portals.

What LTI Did

LTI partnered with the automotive manufacturer to identify opportunities for customer engagement across various digital touchpoints, leveraging its Digital CX Maturity Assessment framework. We worked extensively with the manufacturer's connected vehicles team to understand the customer journey and scope for improvement.

LTI also gauged the current customer experience trends, business solutions, and digital properties to understand how personalized solutions can be provided to end customers

What Was Achieved

The business solution implementation roadmap helped identify key business goals and opportunities for customer engagement. The Digital Customer Experience Maturity Index and Solution Roadmap helped the automotive manufacturer achieve customer satisfaction excellence. By implementing the proposed roadmap, the automotive giant provided next-generation connected vehicle services to its customers.









Let's Solve

Business Processes & Operations

It is widely understood that gaining a sustainable competitive advantage requires enterprises to streamline their business operations, and deliver superior customer value. Companies are looking to reduce operating expenditure and drive organizational productivity through process re-engineering, and are adopting emerging technologies at a rapid pace to achieve this feat. From business process automation to extreme automation, RPA and machine learning, we have come a long way when it comes to optimizing manual, error-prone workflows. Process agility and flexibility is key to reducing time-to-market for new products and services, and ensuring that customer expectations are met.

The following section elucidates how LTI has been partnering with its clients to drive operational excellence and process enhancement, helping them grow their businesses. We leverage cutting edge technologies like cognitive automation, RPA, advanced analytics, machine learning and Blockchain, to elevate business value and enable competitive differentiation.

Multinational Engineering Conglomerate Drives Industrial Efficiencies Using Digital Technologies

LTI enables operational efficiency and cost reduction across the engineering and construction value chain through digitization and automation.

Business Challenge

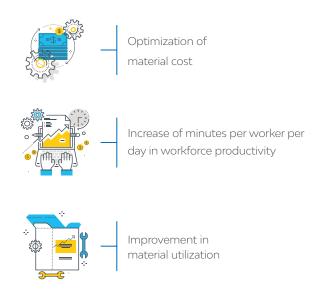
The company was looking to design and execute an enterprise-wide digital transformation program, covering workforce productivity and safety, material management, and asset monitoring and maintenance. It wanted to collaborate with a digital consulting partner to help achieve operating cost reduction and superior operational efficiency.

What LTI Did

LTI worked with business stakeholders from different business units to identify critical pain points, and explore opportunities for digitization and automation. We covered various business functions, including planning, tendering, procurement, execution and support, to pinpoint process and technology gaps that needed to be addressed. We built an IoT-driven solution encompassing workforce management, material tracking and reconciliation, asset performance management, and predictive maintenance.

LTI leveraged its core expertise in designing large innovation ecosystems and its Design Thinking approach for problem identification to successfully deliver this project.

What Was Achieved







Leading African Bank Improves Operational Efficiency, Reduces cost through Robotic Process Automation

LTI undertakes an RPA deployment for processes across business banking, retail banking and corporate banking.

Business Challenge

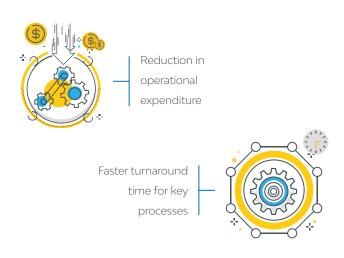
The lender was facing poor process turnaround time and high operating expenditure due to complex, manual business processes. There was a need for optimizing and automating these error-prone workflows to drive enterprise-wide efficiency.

What LTI Did

LTI engaged with a team of subject matter experts from various banking sectors to eliminate or expedite mundane, IT-enabled tasks using Robotic Process Automation (RPA). Our team performed a thorough feasibility study and carried out in-depth cost-benefit analysis to identify processes that should be automated. Relevant stakeholders were empowered to make informed decisions by elucidating the risks involved in implementation of the RPA solution.

Finally, LTI defined the run model for the implementation, covering capacity planning, Key Performance Indicators (KPIs) and the necessary process handoffs.

What Was Achieved



Consumer Goods Major improves Collections Efficiency by Overhauling Accounts Receivable Function

LTI designs and deploys a next-generation AR application leveraging its digital, process re-engineering, machine learning and AI capabilities.

Business Challenge

The consumer goods company was looking to reduce its DSO and enhance its Accounts Receivable (AR) productivity to improve cash flows. There was a lack of real-time visibility into the collections process, and users could not identify and act on specific transactions or customers in case of delayed payments.

What ITI Did

LTI employed its operational execution model, based on principles of Design Thinking, user-sensing, agile, and disruptive innovation, to understand the company's pain points and need for a solution addressing key needs. We created user persona profiles and journey, and empathy maps to identify opportunities for process simplification and automation, and technology architecture transformations. The team then collaborated with the company to build an on-premise Minimum Viable Product (MVP) to tackle AR-related challenges in the US and the UK. This prototype was rolled- out to 50

users with successful results, and then subsequently to 500 users globally.

What Was Achieved

The application was deployed in a quick and cost-effective manner, and helped reduce DSO and Unearned Cash Discounts (UCD) significantly. Role-based contextual analytics were enabled to help users make data-driven decisions and take a suitable course of action in case of delayed payments. The new technology architecture and solution design reduced TCO exponentially, and automation across the cash collection cycle resulted in productivity improvements.



Working capital improvement owing to DSO reduction



Improvement in AR productivity



3-5x jump in user experience index across geographies





Hospitality Major Revamps Cleaning Service Division through Digital Initiatives

LTI envisions next-gen cleaning service facility, using digital levers such as IoT, analytics and human-centered design.

Business Challenge

A global hospitality major wanted to control the operational cost of linen procurement and cleaning. The client also wanted to meet its future demand by streamlining its industrial cleaning operations.

What LTI Did

LTI helped create a 2022 vision for a next-gen cleaning facility that was technologically advanced and operationally efficient. LTI also conducted a field assessment of the company's resorts and cleaning facilities to understand the existing procurement and usage trends. We observed large investments in linen and bin procurement, but no clear visibility on usage trends across resorts. We designed a solution blueprint to track the distribution process and bin usage using RFID tags. A smart maintenance strategy was rolled out to manage planned maintenance activities and unscheduled downtimes.

What Was Achieved

The solution blueprint provided the necessary means to track usage patterns, and increase the efficiency of cleaning operations by increasing the productivity of workers and maintenance staff. Key benefits included:



Leading Insurance Brokerage Firm Enhances Operational Efficiency with Digital Transformation

LTI implements deep domain expertise in insurance, and helps in digitally transforming an Insurance Brokerage company.

Business Challenge

The insurance brokerage firm wanted to do away with cumbersome manual business processes and physical maintenance of records to improve its overall efficiency, and reduce the cost of serving corporate clients. The company also wanted a roadmap to enhance customer experience and digitize internal records maintenance.

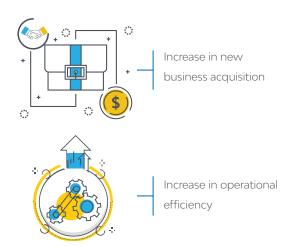
What LTI Did

LTI partnered with the insurance brokerage firm to understand the pain points and bottlenecks in its existing operations. LTI's insurance domain team defined the digital transformation strategy and helped the company in creating the architecture roadmap with their client teams.

We also implemented our proprietary solution to help drive operational efficiency, improve sales and claims servicing. Our solution provides end-to-end servicing capabilities, which include pre and post issuance processes, eligibility and enrollment validations, premium computations, portfolio access, self-service portals, mobile applications, analytics dashboard and pre-defined reports that provided valuable insights.

What Was Achieved

Implementation of the solution resulted in streamlined processes, improved efficiencies, better insights and visibility, management control, unmatched customer experience.







Global Natural Resources Company Bolsters its Asset Management by Leveraging IoT

LTI develops an IoT playbook, serving as the single source of truth for all architectural components across layers, accelerating Greenfield and Brownfield IoT deployments.

Business Challenge

The global natural resources major wanted to digitally-enable its mines, encompassing thousands of fixed and moveable assets, to drive productivity. It was looking to transition from an ICT-based architecture to an overarching Industrial IoT solution, powered by cloud computing, to gather real-time operational data and derive actionable insights.

What LTI Did

We put in place a dedicated innovation team to create a holistic, future-ready roadmap for the IoT deployments. The team carried out in-depth research to develop a comprehensive IoT playbook, consisting of the mining reference architecture. It was based on leading industry standards and best practices for both Greenfield and Brownfield implementations. This technical document served as a single version of truth for all IoT deployments, and covered every solution component, including

intelligent assets, sensor networks, machine gateway, cloud gateway, cloud infrastructure and the services layer.

What Was Achieved

Through this engagement, the company was able to significantly reduce the time required to design the IoT architecture for its digital mining programs. The natural resources company rapidly created proofs of concept for the IoT solution, and built a robust business case for the same. The company created a replicable architectural design for the asset management system, which could help in scaling up faster in the future.

Global Mining, Metals & Petroleum Company Deploys IIoT to Improve OEE of Gas Compressors & Boost Productivity

LTI designs a customized solution to collect sensor data, analyze it, and trigger realtime alerts for enabling effective preventative maintenance.

Business Challenge

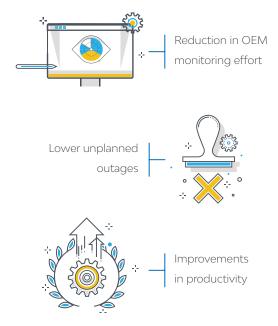
A global leader in the natural resources sector, wanted to minimize unscheduled outages as a result of gas compression equipment failure. It was looking to implement a preventative maintenance solution, leveraging cutting-edge technologies like IoT and advanced analytics, for boosting asset performance.

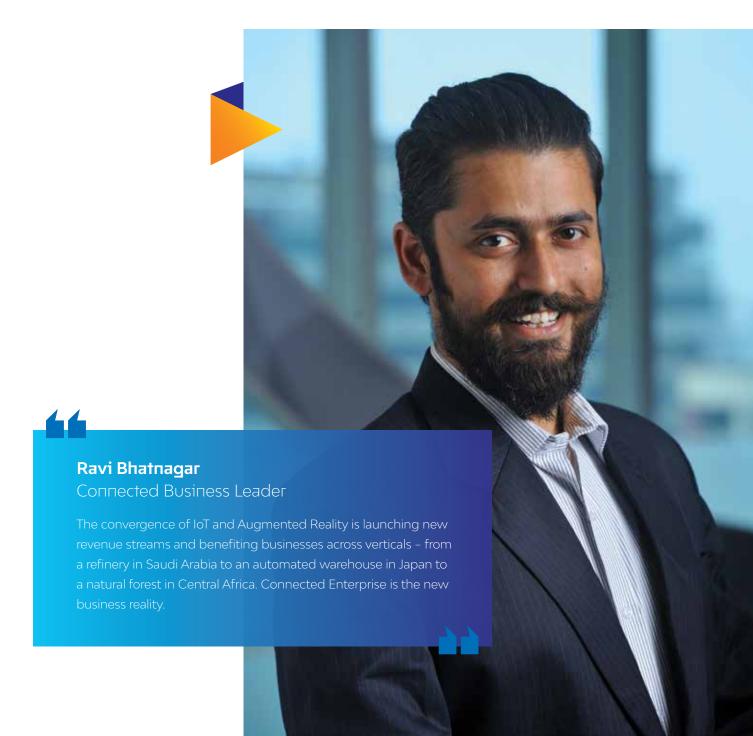
What ITI Did

LTI built an Industrial IoT (IIoT)-based solution to track asset performance using sensors that could gather data, to which deep analytics could be applied for triggering appropriate alerts. The onshore engineers monitored these alerts via a dashboard and acted swiftly in case of potential failure of the equipment. These alerts consisted of diagnostic information to help teams across operations, maintenance and management, take necessary action. The solution ran a powerful algorithm that analyzed the sensor data to anticipate replacement

of the compressor, allowing engineers to do so, during a planned outage.

What Was Achieved







Multinational Technological Manufacturer Launches Inventory Financing Program for Suppliers

LTI formulates a customized Blockchain solution to enhance supply chain visibility and boost auditability.

Business Challenge

The manufacturer, operating in multiple countries, has a network of suppliers spread across the globe. Due to the nature of its business, production requirements change rapidly, pushing the entire supply chain to adapt to the changes quickly. As a result, discrepancies arose while recording information because the data was being managed in silos and individually by each participant in the supply chain. This led to a lot of reconciliatory and operational effort being wasted for resolving data conflicts. Therefore, to ensure the success of its inventory financing program, the company wanted to put in place a holistic solution for enhancing visibility into the supply chain.

LTI's team of Blockchain experts designed a tailored platform, which was consensus-driven and immutable, to provide a consistent, comprehensive view of the supply chain to all parties involved. This was done by setting up a Blockchain and connecting various suppliers to it.

What Was Achieved

The manufacturer enhanced global supply chain transparency and lowered instances of data disputes arising during procurement. The solution helped maintain a verifiable audit trail of transactions, establishing fact patterns among entities in the supply chain and bolstering overall compliance.

What LTI Did

We worked closely with relevant stakeholders within the company and other participants in the supply chain to identify key business challenges.

Global Oil & Gas Company Improves Decision Making by Digitizing Physical Documents

LTI implements Data-as-a-Service model to enable the petroleum company to achieve its business goals.

Business Challenge

The Oil & Gas major wanted to digitize its historical assets and make this information easily available for end-user interpretation. The company wanted to improve its reservoir utilization levels by reassessing the existing reservoir formations and re-interpreting the basins based on historical data.

What LTI Did

LTI analyzed the scope of conversion, including metadata capture and advanced processing. LTI involved its domain experts like geologists, geophysicists, and petroleum engineers to conduct brainstorming sessions, Design Thinking workshops, and understand client requirements.

LTI enabled various petro-technical applications to facilitate online digital data interpretation by implementing a Data-as-a-Service model for the enterprise. LTI also created a centralized data factory

model that improved data longevity, and saved lot of revenue in managing the physical documents.

What Was Achieved

The implementation of the Data-as-a-Service model enabled the company to streamline data management, facilitating superior business decisions. The company was also able to reassess the existing reservoir formations and re-interpret the basins. Other benefits delivered include:



Automated spatial positioning of seismic data made possible by custom plug-ins





Global Consumer Products Major Assesses Cloud Alternatives for Source-to-Pay Solutions to Streamline Indirect Procurement

LTI uses a comprehensive scoring model to evaluate eight platform vendors and recommend the most cost-effective source-to-pay solution.

Business Challenge

The company wanted to transform its indirect procurement function by deploying a robust Source-to-Pay (S2P) solution. It was looking to engage with an experienced technology partner to evaluate S2P platforms available in the market, and shortlist a solution suitable for their specific business requirements.

What LTI Did

LTI engaged with the CPG major's business operations team to create detailed process maps covering spend analysis, strategic sourcing, supplier management, and direct and indirect Procure-to-Pay (P2P) cycles. Our team conducted multiple sessions with key stakeholders to gauge their expectations and developed a holistic scoring mechanism to rate various Commercial-off-the-Shelf (COTS) platforms, while specifically focusing on cloud alternatives.

The platform vendors were rated across various dimensions, including technology, scalability, financial strength, and more.

What Was Achieved

The company used multi-dimensional scorecards to evaluate vendors and assess COTS cloud solutions that could reduce operational complexity. It was able to narrow-down on the most cost-effective S2P solution available in the market, which would result in TCO optimization in the long run.

Leading Commercial Insurer Improves New Policy Turnaround Time with Next-Gen Digital Platform

LTI implements digital transformation for insurance company, helping it achieve operational efficiency.

Business Challenge

A leading commercial insurer wanted to upgrade to next-generation insurance platform to improve new policy issuance turnaround time for their primary business line. The company was also looking to improve operational efficiency and boost workflow consistency across the organization.

What LTI Did

LTI actively engaged with the business leads to identify crucial pain areas and use cases across the entire sales cycle, right from quote request to quote generation.

LTI also created a digital transformation strategy and execution plan for the transformational program. The implementation, change management and domain consulting teams then analyzed the impact of the program on the company's people, processes and applications

What Was Achieved

The company was able to improve the turnaround time for new policy issuance and enhance overall efficiency through the upgraded platform. Key benefits achieved were:







Global Industrial Manufacturing Conglomerate Accelerates Rollout of Condition-based Monitoring Solution

LTI partnered with the manufacturer to create a Deployment Strategy playbook, covering architectural design and detailed steps for the global roll-out of the solution.

Business Challenge

To tackle the recurring problem of frequent 'service call backs' that increased cost-to-serve and lowered profit margins, the company wanted to deploy a Condition-Based Monitoring (CBM) solution. The solution was expected to enable predictive maintenance, and a PoC was built to test its feasibility. Once, the PoC had been carried out, the manufacturer wanted to prepare for the global roll- out of the CBM solution, by crafting an all-encompassing implementation strategy.

What LTI Did

LTI worked closely with the manufacturer's digital transformation team to create the CBM implementation strategy playbook. This technical document established a single source of truth for all architectural components across layers. It was to be used as the reference point during the roll-out at operations sites and manufacturing

facilities across the globe. Our team collected inputs from key stakeholders via a series of discussions and interviews, and recorded each step in the proposed implementation process sequentially with all the necessary details.

What Was Achieved

The manufacturer was able to build a replicable architectural design of the CBM solution, helping it significantly reduce time-to-production during the global roll-out. This ultimately minimized implementation effort and complexity, and reduced deployment cost.

OTT Service Provider Reduces Monthly Financial Closure Time Through Data Reconciliation and Improved Visibility

LTI addresses data gaps, reconciles financial information, enables customer analytics and deploys real-time dashboards.

Business Challenge

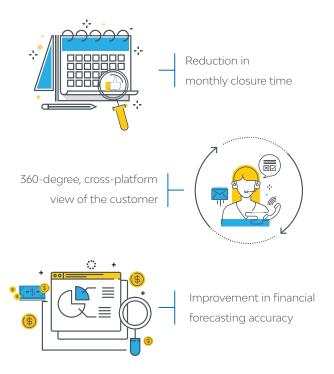
The video streaming website, with one of the largest libraries of licensed international programming in the US, wanted to carry out financial reconciliation and eliminate data gaps for streamlining the reporting process. It wanted to enable a comprehensive view of the customer to enhance operational visibility and drive efficiency.

What LTI Did

LTI partnered with the OTT service provider's leadership and finance teams to identify gaps in the existing data, flow of information from payment gateways to the backend system, and the IT architecture. We analyzed how these fallacies were impacting business operations, and designed a customized framework for financial reconciliation.

LTI delivered a deep customer analytics solution to enable superior decision support for the marketing and finance teams. Rich, near real-time dashboards were deployed to allow top leadership to get better visibility into operational health and various consumer metrics across geographies.

What Was Achieved







Global CPG Major Modernizes its Supply Chain to Boost Visibility with Blockchain Technology

LTI builds a tailored solution for enabling real-time and secure access to accurate information, by bringing all parties on a common Blockchain platform.

Business Challenge

The company's data associated with its supply chain was being maintained in silos, independently by suppliers, freight forwarded, testing labs and warehouses in their own systems. All communication was being carried out via emails. This led to poor visibility into the supply chain, and tracking shipments required a lot of time and effort.

What LTI Did

Our team built a supply chain monitoring system, based on Blockchain technology, and on-boarded the company's purchase, planning, logistics and quality teams, as well as third party laboratories and shipping partners. The solution integrated the internal systems of the various participants in the supply chain and aggregated data on a common Blockchain. This enabled real-time visibility into the supply chain in a tamper-proof environment. Moreover, the system sent notifications to help participants closely track shipments.

What Was Achieved

With the deployment of the Blockchain solution, all participants were able to access relevant information, and make data-driven decisions. Shipment tracking was simplified, and participants could plan their inventory and purchases more accurately. The company also enhanced business processes across the supply chain by eliminating wastages and bottlenecks.

Leading Global Automotive Manufacturer Improves Equipment Utilization and Reduces Unplanned Downtime with Smart Factory Implementation

LTI implements analytical capabilities and improves operational efficiency for the automotive giant.

Business Challenge

A global automotive manufacturer was looking for ways to improve operational efficiency and reduce unplanned plant downtimes to stay competitive in the digital age. The automotive manufacturer also wanted to adopt predictive analytical capabilities in line with its vision of embracing Industry 4.0.

What ITI Did

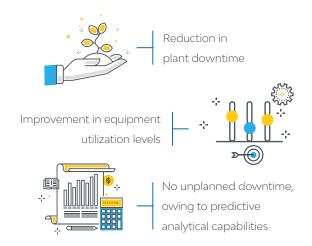
LTI engaged extensively with the automotive manufacturer to understand existing operational procedures, process bottlenecks and analyze the scope for implementing analytics in the existing framework.

LTI also leveraged Edge Analytical Technology to assess the impact of data polling on existing equipment, as well as network bandwidth, to minimize any disruptions to ongoing operations. By employing high-frequency data polling, LTI was able to analyze all trends and anomalies. LTI connected robots and weld timers to smart switches with cutting edge analytical capabilities

for micro-insights. LTI also employed the analytics platform to generate real-time insights into cell health and Equipment MTTF.

What Was Achieved

The Smart Factory implementation by LTI, enabled the auto manufacturer to enhance operational efficiency drastically. The availability of real-time data and analytical insights provided the auto manufacturer with a comprehensive dashboard of operational statistics. Other key benefits delivered include:







Global Banking Major Increases Customer Satisfaction with Streamlined Processes & Automation

LTI revamps banking operations flow using BPA and LEAN principles.

Business Challenge

A leading global bank wanted to overhaul its back-office processes, with a view to delivering better customer experiences and achieving radical cost savings. The bank wanted to minimize repetitive tasks, reduce the high turnaround time in business-critical applications and minimize manual intervention in operations.

What LTI Did

LTI engaged with the global bank to understand the existing workflows and analyze the operational bottlenecks. LTI implemented Business Processing Advisory (BPA) services to determine the automatability of processes, identifying user personas, customer journeys and empathy maps to help prioritize areas for automation.

LTI executed Robotic Process Automation (RPA) for more than 250 workflows, including securities processing, reference data processing, portfolio accounting, and risk and compliance.

What Was Achieved

The process automation helped the bank eliminate repetitive and mundane tasks, as well as reduce manual intervention, thereby saving precious time and reaping cost benefits. The reduced turnaround time and improvement in the quality of processes enabled the bank to focus on enhancing customer experience.

Multinational Consumer Goods Corporation Improves its Price Performance Ratio Exponentially by Overhauling Shared Services Processes

LTI benchmarks key processes across travel and expense, time and attendance, MRO procurement and smart manufacturing, and designs disruptive process enhancement solutions.

Business Challenge

The client was looking to drive exponential results with an idea to find disruptive concepts and move beyond linear improvements.

What ITI Did

The CPG major put in place a next generation services team comprising of top executives, industry experts, vendor partners and academia, to experiment with transformational approaches for augmenting selected business processes. LTI partnered with the company to drive process innovation, leveraging the philosophies of collective creativity, Design Thinking, Agile development and failing fast. Critical processes across travel and expense, time and attendance, MRO procurement and smart manufacturing, were enhanced by benchmarking against 100+ start-ups. LTI functioned in the 3D mode of discover, dream and design, over a typical period of three days, three weeks and three months. Once the

Minimum Viable Product (MVP) was piloted successfully, it was handed over to the service lines for a full-fledged implementation.

What Was Achieved









Global Reinsurance Major Enhances Productivity & Reduces Process Turnaround Time with Robotic Process Automation

LTI implements RPA for a reinsurance major, enhancing business agility.

Business Challenge

A global reinsurance major wanted to automate repetitive and tedious business processes to improve its responsiveness and customer service quality. The company also wanted to reduce costs and enhance business agility by automating repetitive tasks and handling transaction spikes better.

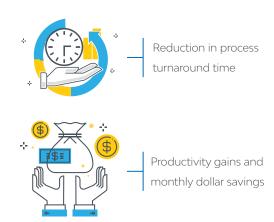
What ITI Did

LTI partnered with the reinsurance company to identify processes that were repetitive and calculated their automation index. Processes that had a high index were analyzed for their return potential and were selected for the Robotic Process Automation (RPA) implementation. LTI's RPA implementation covered multiple transaction types and handled volumes of transactions, which were primarily from the Finance and Accounting processes.

The business process automation by LTI, enabled the company to improve customer satisfaction through reduced turnaround time, and also allowed the company to handle transaction spikes efficiently.

What Was Achieved

The RPA implementation helped the reinsurance company achieve a seamless transition from a manual to an automated process execution. In addition to cost reduction, the company also achieved faster turnaround times for policy changes and was able to access upto-date information instantly. Some of the key benefits delivered include:



Oil & Gas Major Adopts Enterprise Mobility Solutions to Enhance Drilling Operations

LTI implements mobility solutions for the drilling giant, helping the latter achieve operational enhancement and business readiness.

Business Challenge

The client wanted to reinvent its drilling operations and adopt high-end technology to improve process and people management. The company also wanted to adopt best practices and upgrade existing technology infrastructure.

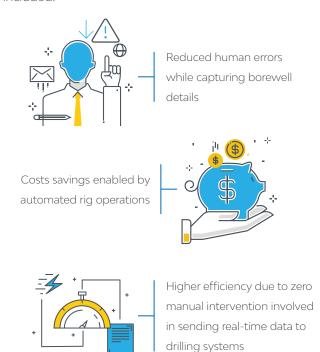
What LTI Did

LTI partnered with the drilling giant to understand and analyze existing operational procedures and technology frameworks. LTI engaged with members of the drilling operations and technical teams to identify impactful use cases around inventory management, rig scheduling, work orders and decision support systems.

LTI defined the mobility capabilities to build a mature mobility model, and conducted awareness sessions and workshops to demonstrate industry best practices and use cases. LTI also designed a mobility roadmap to define progress, and presented an impact analysis of existing mobility initiatives.

What Was Achieved

The mobility roadmap designed by LTI helped define the business vision by eliminating gaps in processes and operations procedures. Other key benefits delivered included:







US-based Consumer Packaged Goods Company Improves Efficiency with Smart Manufacturing

LTI implements sensor-powered supply chain management technology to improve machine utilization and operational efficiency.

Business Challenge

The US-based consumer packaged goods company wanted to implement a gold standard 'Smart' manufacturing plant to improve its supply chain efficiency, and achieve a sustainable model for energy management. The company also wanted to reduce operational costs and improve machine utilization levels.

What ITI Did

LTI extensively analyzed the existing plant operations to build a detailed business use case related to raw material, packing and other operational costs. We leveraged Design Thinking to understand the bottlenecks and identify opportunities for improving efficiency and reducing cost.

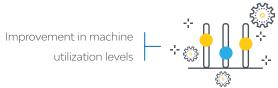
LTI deployed intelligent sensors capable of performing analytics and issuing auto alerts, and established a machine-to-machine network to automate logistics operations.

We also implemented remote and touchless monitoring to reduce packaging errors.

What Was Achieved

Sensor deployment across the process flow ensured prompt collection of vital data and enhanced machine-to-machine and machine-to-man interfaces, significantly enhancing productivity. Other benefits delivered include:





Global Auto Parts Supplier improves Equipment Availability, Reduces TCO through Smart Manufacturing

LTI delivers a seamless, step-by-step roadmap towards digitization of manufacturing operations.

Business Challenge

The company was experiencing suboptimal Overall Equipment Efficiency (OEE), resulting in low throughput and high Cost of Poor Quality (COPQ). Due to lack of real-time visibility into equipment health and performance, and reliance on manual monitoring, they suffered equipment-based productivity loss. The manufacturer wanted to enhance machine utilization, and improve workforce effectiveness by minimizing tooling failure, breakdowns, and unplanned maintenance.

What LTI Did

LTI partnered with the manufacturer to identify high value use cases for streamlining plant operations, plugging productivity losses, improving yield and minimizing process defects. We worked extensively with the teams on-ground to understand the existing manufacturing process, define foundational capabilities needed to accelerate digitization, and build a robust business case for the transformation. This was achieved through in-depth plant site assessments, design

thinking workshops with key stakeholders, and metric analysis. LTI also created rich visual dashboards to demonstrate how real-time 'plant analytics' could help the manufacturer realize superior operational efficiency. We delivered a future-ready architecture, supporting cutting-edge functionalities across decision support, inventory management, and production scheduling.

What Was Achieved

The digital transformation roadmap helped obtain the necessary business buy-in, and put the company on a path towards manufacturing excellence. With the implementation of the identified use cases, the company improved OEE, enabled manufacturing decision support, and optimized inventory. Other key business results include:



Significant improvement in ... machine utilization







Reduction in cost of quality, sending real-time data to drilling systems



I hope you enjoyed the insights from the stories and can relate them to the digital journey your organization is on. Digital brings about a unique opportunity to learn from across industries and this book is our endeavor to show how we amplify outcomes for our customers. We would be happy to engage with you to understand your journey and solve together.

Let's Solve

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