**CASE STUDY - ESG MARKET THOUGHT LEADERSHIP – SOME OF OUR PUBLISHED CREDENTIALS...**

**THOUGHT LEADERSHIP – CASE STUDIES**

“For commercial clients, deploying a Web Content Management (WCM) system can be an extensive as well as a very expensive process. An enterprise needs to plan a sequence of suitable steps to ensure the best fit of a WCM system with that of the organizational initiatives and goal. This guide offers general understanding of WCM, the pre-requisite assessments that need to be conducted while evaluating a WCM for any commercial enterprise, and the typical business challenges encountered during the deployment of WCM.”

**BUYERS’ GUIDE**

Buyers’ Guide for WCM

“For commercial clients, deploying a Web Content Management (WCM) system can be an extensive as well as a very expensive process. An enterprise needs to plan a sequence of suitable steps to ensure the best fit of a WCM system with that of the organizational initiatives and goal. This guide offers general understanding of WCM, the pre-requisite assessments that need to be conducted while evaluating a WCM for any commercial enterprise, and the typical business challenges encountered during the deployment of WCM.”

**BLOGS**

Bentley Nevada - Impact created around their GTM strategy leading to:–

• Increased 3X Sales Funnel
• Enhanced Brand Image

Multi-Cloud Management for Doublehorn, a prominent vendor in the CSB space highlighting the Benefits, Challenges and Opportunities of the ecosystem and Doublehorn’s features and differentiators

**PODCASTS**

The episodes of our Podcast series revolve around:-

**Episode 1**: What does the COVID19 pandemic mean for the "Labs of the Future" (Apple, Spotify, and Amazon Music) with Marcelo Prado, Vice President-Marketing and Strategy at Thermo Fisher Scientific

**Episode 2**: Sustainability in Data Centers (Apple, Spotify, and Amazon Music). Steven Carlini, VP-Innovation & Data Centre from Schneider Electric talks about Sustainability in Data Centres and also about the Future of the Data Centers amidst the disruptive ecosystem.

**Episode 3**: Why Utilities Need to Care about EV Charging? (Apple, Spotify, and Amazon Music)

**WHITEPAPERS**

Bentley Nevada

Doublehorn

1. **Bentley Nevada** Impact created around their GTM strategy leading to:-
   - Increased 3X Sales Funnel
   - Enhanced Brand Image
2. **Multi-Cloud Management** for Doublehorn, a prominent vendor in the CSB space highlighting the Benefits, Challenges and Opportunities of the ecosystem and Doublehorn’s features and differentiators