



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



BLOGS

"Picture the lab of the past- a dreary space where scientists and researchers are expected to think creatively, solve complex problems, and unlock the latest breakthroughs, yet are limited by mostly manual, laborious processes, data entry errors and fragmented information. The Labs of the Future is very different, say key stakeholders in the field. It is an exciting space where academic researchers, computing giants and large companies come together to blend **Artificial Intelligence, IOT and Robotics** in a way that may **herald a new way** of researching every product we use and consume in daily life, from food to self-driven vehicles to voice-activated devices that make our daily tasks safe and convenient."-Click [here](#)



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](#))



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."



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