

# Digital Content Monetization (DCM) SaaS Platform for Research Firms

# CURRENT LANDSCAPE & CHALLENGES



# Research Industry : Typical Business Offerings



Research  
Subscription



Research Reprint



Consulting



Assessments



Data & Insights



Events & Webinars



Vendor Listing



IT Solutions Listing - Reviews  
& Ratings



*And More...*



# Challenges in the Research Content Journey

## RESEARCH & STUDY



## CONTENT CREATION



## CONTENT CONSUMPTION PORTAL



## CONTENT DISTRIBUTION & ENRICHMENT



## WHAT ARE THE CHALLENGES & NEEDS IN THIS JOURNEY?

1

- Access to timely survey info
- Access to legacy and latest stats
- Intelligent prediction models

2

- Digital content creation tool
- Rich capabilities for content creation & Workflow for content edit/ review/ approval

3

- Inability to digitize as is content for better re-useability
- AI/ML driven Conversation Interfaces
- Limited to none- Seamless and smooth integrations between systems (For example, SFDC etc.)

4

- Inability to monetize and enrich content because of non-digital traditional content
- Providing a Highly Secure & Engaged User Experience
- Right Relevant Content in short time
- Inability to gauge user activity, engagement, usage
- Self-Service onboarding and Admin portal

# Typical Journey : For Content Consumers



Receive

Publish



Consume



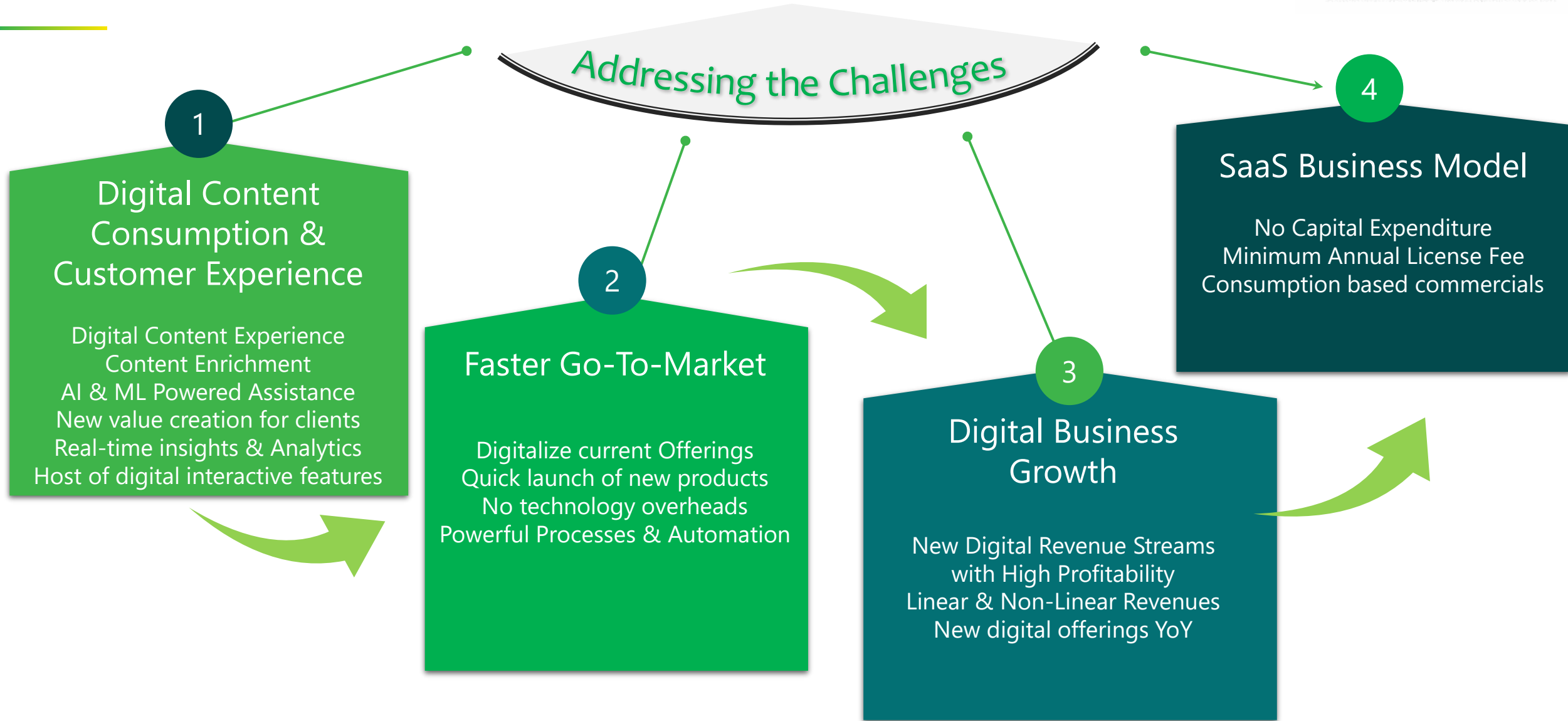
## WHAT ARE THE NEEDS IN THIS JOURNEY?

1. Easier
2. Secure
3. Quick & Timely
4. System Integration

1. Digital Content
2. Single Sign On
3. Content Exchange between Provider & Consumer
4. System Integration

1. Highly Engaged User Experience
2. Digital Interactive Features
3. AI/ML driven Conversation Interfaces
4. Right Relevant Content in short time
5. Insights and Reporting Dashboard Portal

# How can DCM help addressing the challenges?



# Holistic Value Proposition

Serving Market Research Industry since 2015 & contributing to Digital Business growth



## For Research Analyst Firms (You)

- Ease of consuming content
- Digitalize Customer and User Experience
- Monetize your content
- Stop revenue cannibalisation
- Cross Sell and Up Sell through digital engagement
- Consume Insights and Analytics of User Behavior and Content Consumption for profiling, segmentation and focused marketing
- Co-creating new digital business products
- SaaS Business Model



## For Analyst Firm's Customers (Your Customer)

- Relevant Content
- Rich User Experience
- Ease of Business Operations
- Insights and Analytics into their user's consumption
- Digital Interactions/ Digital Features & System Integrations



## For End Consumers

- Excellent Digital UX/ functionalities
- High Interactive and Engaging Experience
- Right & relevant Content in short time

**Without impacting your current content creation, content management systems and processes**

# Our Unique Positioning

## “Low Cost Of Ownership”

- No HW/SW Investments or any Capex
- SaaS Model, Minimum Annual Fee
- Consumption Based Model



## “Support & Maintenance”

- 99.95% Availability
- New features roll-outs that are both complimentary & commercial

## “No Rip & Replace & Ready to Deploy”

- Compliment's client systems with absolutely no changes required
- Content is consumed in as in format
- Our Digital business products are ready for deployment
- Most of the digital features are available off the shelf in our Feature Library
- Truly Omni-Digital

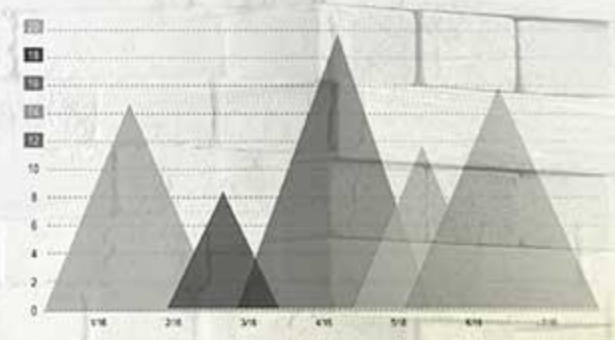
## “Adoption & Quick to Market”

- Rapid Go-To-Market
- Co-Creation & Launch of New Digital Business Products YoY creating new linear & non-linear revenue streams
- Flexible and Scalable platform with minimum client specific customization
- Seamless customer onboarding and content provisioning



# OUR VALUE PROPOSITION, PRODUCTS AND OFFERINGS

with 50 million reinvested in photo shoots. We could produce a music concert with a thousand fans and bands all model released. We could produce content equal or better than the best-branded photo shoots.



Imagine a revenue of hundred million with 50 million reinvested in photo shoots.

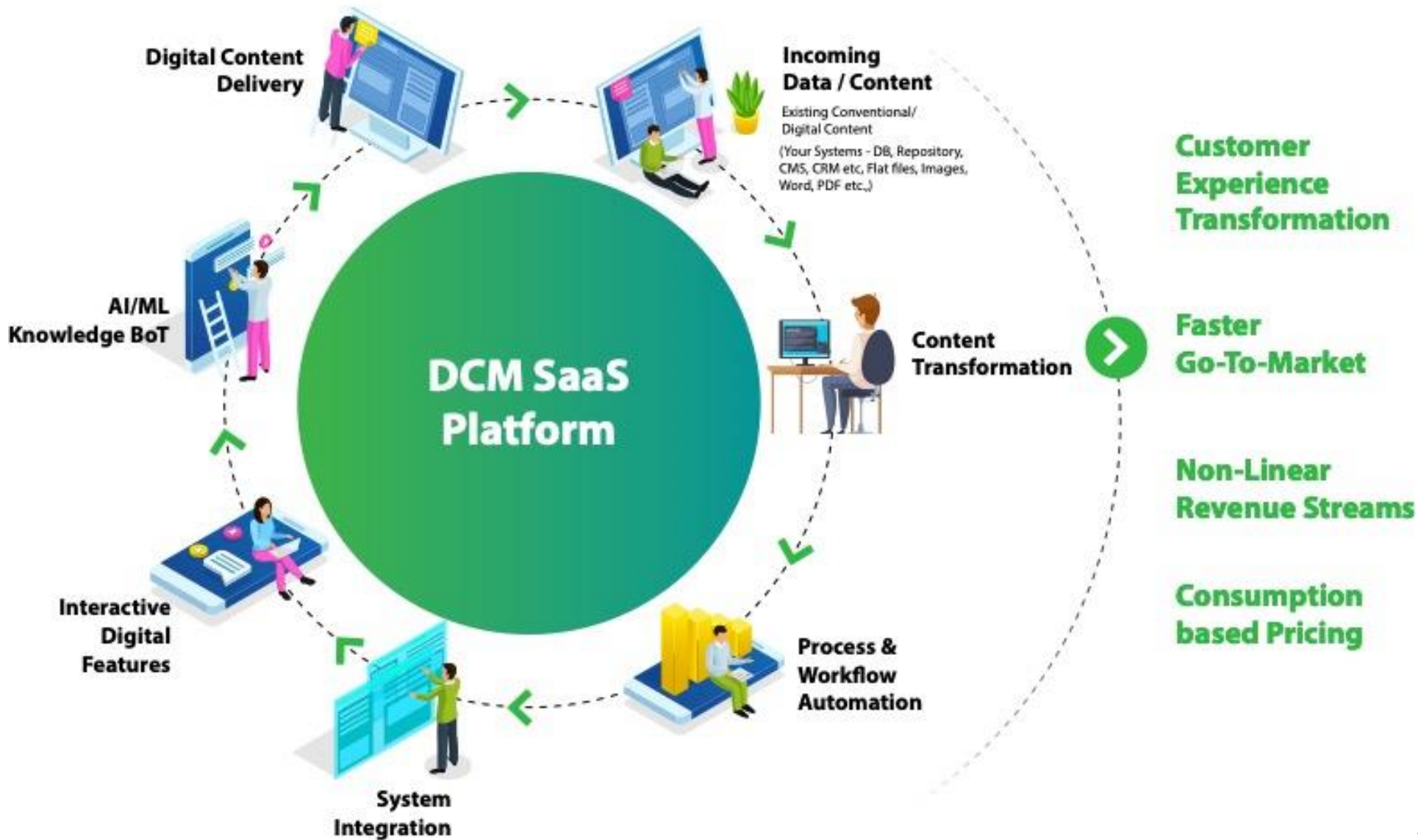
Then there is collaboration. We can hire creatives for specific projects. Hire a famous photographer for a shoot. Contract a font foundry to create a set of fonts for us. For about 3 years now I have been obsessing about starting our own stock agency. The big stumbling block has always been the complexity and capital required to start a site with other contributors. About a year and a half I realized we didn't need to if we could keep focusing on our own content. Adapting the same strategy of Company, our model there are potential millions traditional customers and billions of new customers of images, videos?

Although we are in the micro stock category we aim to produce better than the images in the micro stock category. We are in a position to invest more in shoots than our competitors.

I predict we are currently one of the top 2 micro stock content providers.



# DCM SaaS Platform



Products Offered on the Platform
Reprints
Subscription
Assessments
Consulting Reports

# Few of our Digital Capabilities..

## 1 INGESTION AND DIGITIZATION

Tools & Processes to convert your conventional content to digital

## 2 DIGITAL UX PORTAL

Portal for reading digital reports, Share, Collaborate, Search, Snip portions of report, Call outs, Interactive Charts, Real-time Polling & Results, Audio-Visual Content, Social Share etc.,

## 3 AI KNOWLEDGE BOT

Content retrieval for content based, light chat and FAQs

## 4 ONBOARDING PORTAL

Self-service onboarding of enterprises and users

## 5 INSIGHTS AND ANALYTICS

Dashboard with real-time statistics, charts & metrics

## 6 SYSTEM INTEGRATION

API Economy for seamless system integration with client or partner system

# Catalogue : Research Digital Products



## Subscription

*For Education & Collaboration*

- Interactive Digital Features
- Private & Public Collaboration
- System Integration



## Reprints

*For Content/Brand Marketing & Lead Generation*

- Content & Brand Marketing
- Digital Features, Client Thought Leadership, Lead Generation
- System Integration



## Consulting Reports

*For Consulting, Content/Brand Marketing & Lead Generation*

- Interactive Charts & Audio Visuals
- Digital Features, Real-time Polling + Results, Lead Generation
- System Integration



## Assessments

*For Education, Content/Brand Marketing & Lead Generation*

- Generic & Nested Questionnaire
- Digital Features, Real-time Results, Lead Generation
- System Integration

# Catalogue : Research Digital Products

**The AI/ML Knowledge Bot powers users to search content and retrieve information quickly and efficiently from the vast corpus of knowledge base**



## Capabilities

- **AI and ML powered bot**
  - AI and ML for content classification
- **Light Chat**
  - Salutations, greetings etc.,
- **Content Information Retrieval**
  - Search by title, sub-title, sections and content
- **FAQs**
  - FAQs around portal functionality and user profile
- **Feedback and Comments**
- **Download, Print Conversations**
- **Retrieve Recent Queries**
- **Web and Mobile Compatible**
- **Dashboard**
  - Insights and Analytics

## Case Study

**For Leading International Research firm** involved in market research and analysis, growth strategy consulting across multiple industries.

Corpus of 10K + reports | Auto data ingestion | Transformational Customer Experience

# Your Journey with DCM

- Customers, Users, Employees, Partners transformed Experience;
- Monetization / New Revenue Streams

## CX Transformation & Monetization

Due Diligence;  
Digitalization of your content; Process & Workflow Automation; System Integrations

### Content Transformation

### Your New Digital Offerings

Consumption, Distribution both through Digital Interfaces

### Content Acquisition

Acquire your content AS-IS ;  
Due Diligence;

1-2 weeks



2-4 weeks



1-2 weeks



Post GO-LIVE



- **Content Digitization**
- **Customer Experience Transformation**
- **Faster Go-To-Market**
- **Content based Monetization streams**

-  Client Program/  
Product Manager
-  Client Tech SPOC
-  Happiest Minds  
Consultant /  
Product Manager  
/ Business Head

# Platform Benefits

Value	Description
<b>BUSINESS</b>	Help Focus on Core Business & no technology overheads
	New Linear & Non-Linear Business Revenues
	Create Higher Levels of User Engagements with Research Content
	Partner to handle Digital Disruption in Market Research Industry
	Co-Create New Products providing new customer value
<b>TIMELINE</b>	Deployment ready Products with 50+ digital features
	With minimal UX/UI customization Go-LIVE in 4-6 weeks
	Smooth Product Launch with prior experience in Research Industry
<b>STRATEGY</b>	Digital Customer Experience to clients & end-users
	Accelerated Business Growth & New Digital Revenue Stream
	Faster Go-To-Market capability with new offerings
	Strategic Alliance & Modernized Cloud Offering benefits
	State of art cloud, process, technology and delivery offerings

Value	Description
<b>TECHNOLOGY</b>	24/7 High Availability, Performance, Scalability, Interoperability
	Information Security, Reliability, Technical Support
	DRP, BCP, Security, IT Compliances like GDPR etc.,
	AI/ML & Other Continuous State of Art Technology Adoption
	Ease of System Integrations (On-Premise & On-Cloud)
	Compared to In-House Setup, DCM SaaS Platform has 8X lower TCO
<b>COST</b>	Annual License Fee covers 100 reports complimentary delivery
	Reduced Annual License Fee if opted for more than 1 product
	Higher the Volume of Reports, Lower the Delivery Fee
	Two weeks Due Diligence & UX Customization Complimentary

