

CONSUMER PACKAGED GOODS

GLOBAL CPG COMPANY AUTOMATES CONTENT MANAGEMENT SYSTEM TO SPEED TIME-TO-MARKET FOR 200+ BRANDS



Mindtree

Welcome to possible

CHALLENGE:

This Mindtree client, a global CPG company, was facing significant quality and time-to-market issues due to the repetitive, time-consuming manual workflow required to provide its hundreds of agency personnel access to digital content in its consumer facing content management systems (CMS).

SOLUTION:

Deploy Automation Anywhere bots to fully automate the access provisioning workflow for the CMS, resulting in faster cycle time, improved quality, and redirection of resources to newer technologies and projects.

RESULTS:

70%

less time spent on
manual tasks

ZERO

Errors

100%

process
repeatability

60%

reallocation of
team members to
higher skill/higher
value projects