



Operations 360° Virtual Tours

MUMBAI

Marketing Operations
Video Transcript

Welcome to the virtual tour of our Intelligent Operations Center in Mumbai.

This short video can be paused at any point if you want to look around for longer. If you are watching this on your laptop, you can navigate the 360-degree experience using your cursor or touchscreen. You may also use a virtual reality headset for a fully immersive experience.

Ready?
Let's go!

Welcome to Mumbai!

One of the world's top 10 commercial hubs, this city is the financial, commercial and entertainment capital of India.

Our flagship Intelligent Operations Center in Mumbai is the catalyst of our "experience activation network" as one of our 50+ centers around the world dedicated to enabling your journey to intelligent operations, and one of 9 experience activation centers dedicated to powering brand experiences that deliver marketing-led growth.

Our Experience Activation Network is among the world's largest concentration of marketing activation experts, bringing together tens of thousands of professionals worldwide.

This includes digital marketing professionals working together in a collaborative and innovative space, focused on Next Generation Content Services, Digital Marketing Services, eCommerce Services and Programmatic digital media Services.

The Mumbai Experience Activation Center is unlike any other facility available in the industry, with more than 160,000 square feet available to serve more than 30 clients across 75 different countries, including highly skilled and diversified professionals with multilingual capabilities.

Co-created with our clients and employees, the center has two floors dedicated to design thinking, immersive demonstration zones and interactive digital surfaces, as well as open collaboration zones for clients to co-create alongside industry-specialized teams with 24/7 support.

It is here where we would work with you to pave the way with a new, data-driven, content powered approach to achieving marketing-led growth.

Enabling you to captivate your customers with experiences that draw from local language, client and context knowledge, top talent, automation, and collaboration while achieving seamless execution at scale.

At the heart of our approach for accelerating the journey to digital, data-driven, intelligent operations is our SynOps platform.

SynOps orchestrates the optimal combination of human + machine talent, driven by data and insights, to create an evolved, intelligent operating model, to deliver target business outcomes.

The SynOps dashboard help us continuously monitor the performance of people and technologies. Ultimately, giving us the control to get ahead of issues before they become critical.

These elements give us all control to get ahead of the issues before they become critical.

Exceptional talent.
Innovative technology.
Powerful Insights.

SynOps is powering intelligent operations.

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