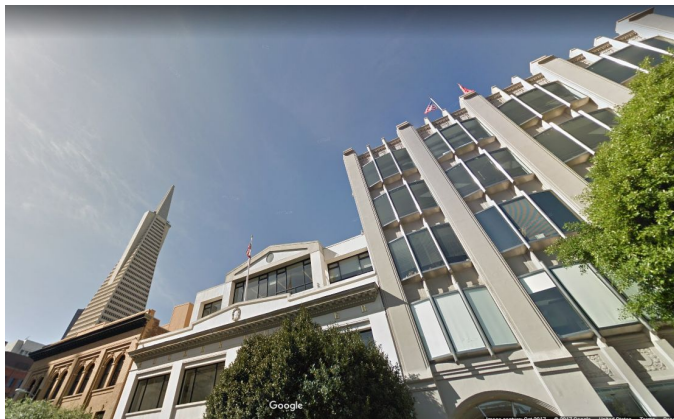

SAP To AWS Migration: Designed For Your Needs

A customer case study with a multinational group

The customer, Lingang Group, a government sponsored industrial park developer, provides industrial space leasing, cross border management, project based services, and investment promotion activities. Currently, Lingang Group industrial parks house more than 7,000 companies and over 400,000 staff.



Lingang Innovation Center (shliic.com), launched in San Francisco, is the global platform for innovation and cross border incubation and serves to realize "two-way integration" and provide "two-way incubator".

A combined partnership between Newstar and the Lingang Innovation Center, resulted in enabling a digital platform and product development

solutions that help US based enterprises increase market and cross border penetration.

Customer Challenges

Digital Awareness

Launching Innovation Center in San Francisco required the appropriate level of digital marketing presence to enable success.

Lean Innovation

As Lingang explored opportunities in the Enterprise space, offering solutions that tied into Enterprise pain points was critical.

Cross Border Challenges

A key challenge of the innovation platform is establishing cross border commerce and business growth.

The Solution



Marketing Platform

A digital marketing platform that combined organic and paid media engaged target persona and helped build brand recognition in creative and cost effective ways.



Lean Enterprise Solutions

Using Agile and Lean methodology to develop a program of ideation to help enterprises innovate in the cross border space.



E-Commerce Marketplace Enablement

A proof of concept solution that demonstrated how companies could leverage an online marketplace to engage in services transactions, find talent and arbitrage costs.

Results

Through a combination of agility, innovation and technical experts, Newstar and Lingang Group were jointly able to build on the launch of the digital innovation center by gaining marketing traction, driving enterprise agility and solutions while setting the stage for online commerce.