

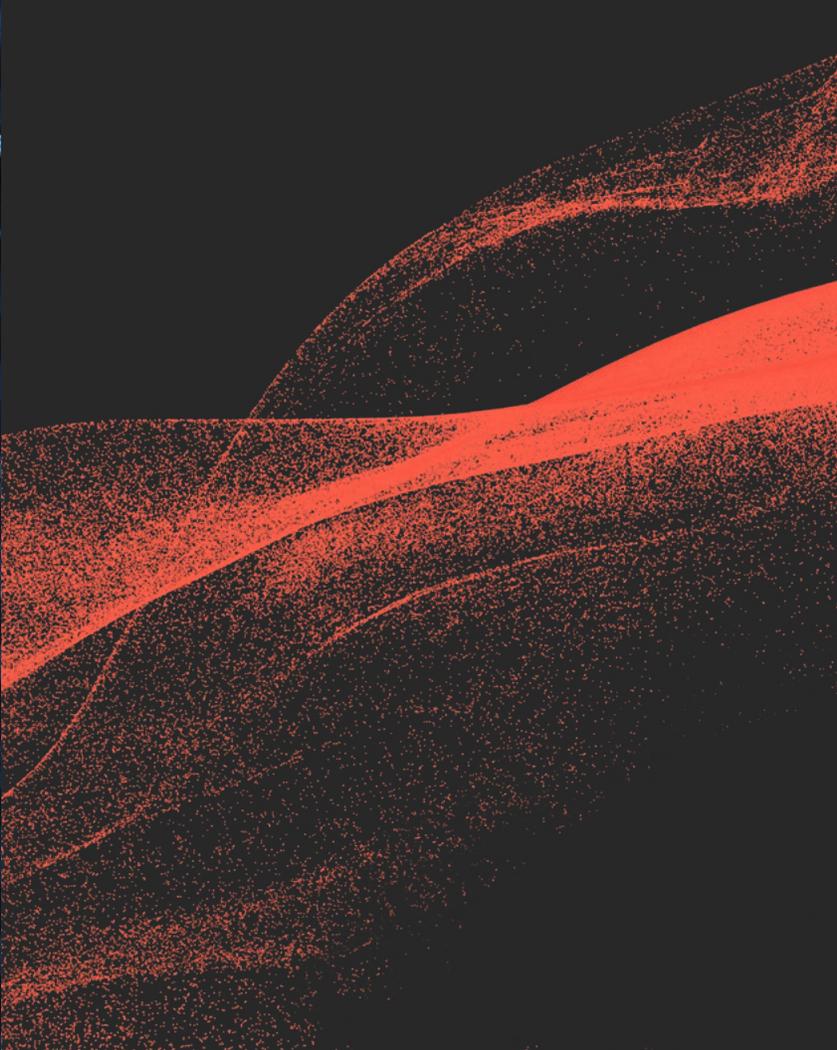


LTM

BROCHURE

AIMS

AI powered marketing
orchestration platform
Faster. Smarter. Scalable.



Is your marketing built for speed, scale, and control?

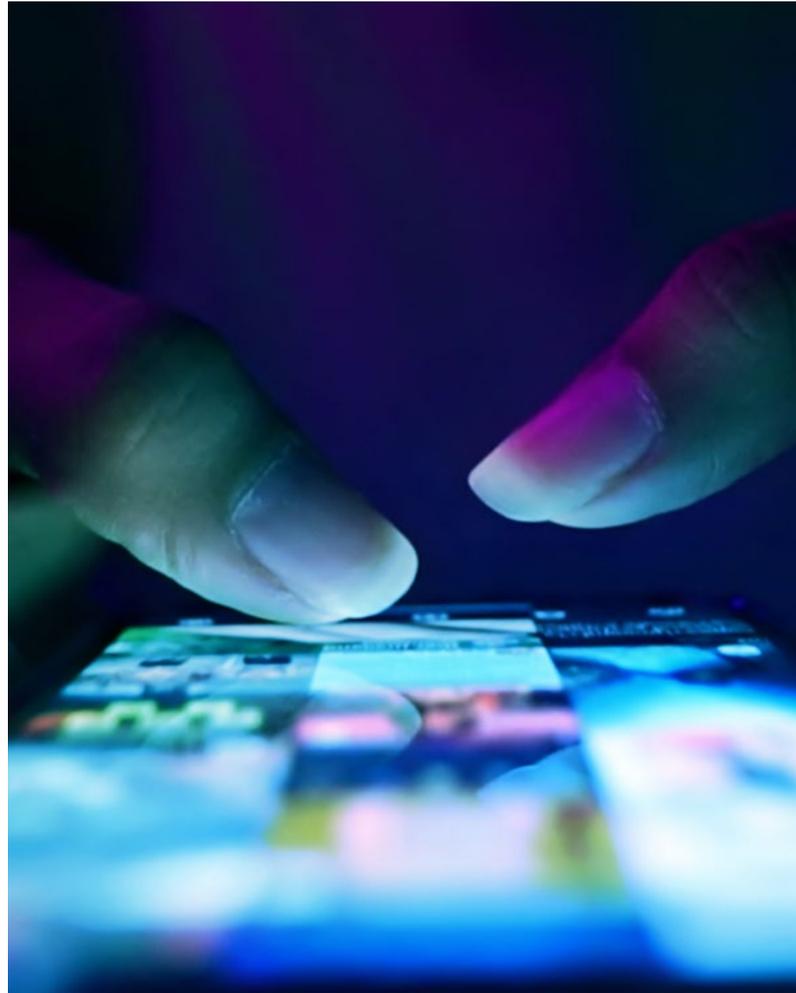
Modern marketing demands always-on execution across channels, regions, and audiences, with measurable impact and strong governance. Yet most marketing workflows are still fragmented, manual, and slow.

AIMS transforms how marketing teams plan, execute, and scale campaigns

Marketing leaders today face:

- Increasing channel complexity
- Rising content and personalization demand
- Tight budgets and greater accountability
- Inconsistent brand and compliance enforcement
- Slow go to market due to manual workflows

The result is delayed campaigns, higher costs, and reduced ROI.



AIMS

AIMS is an AI powered, agentic marketing orchestration platform that brings strategy, execution, governance, and insights into one unified workflow. From campaign brief to publishing and performance tracking, AIMS orchestrates the entire lifecycle intelligently and at speed.



What AIMS delivers

- **End to end marketing orchestration**
Plan, create, localize, publish, and measure campaigns from a single platform.
- **Accelerated go to market**
Reduce campaign timelines from weeks to hours.
- **Built in brand & compliance governance**
Ensure every asset meets brand, accessibility, and regulatory standards — automatically.
- **Global scale with local relevance**
Instant language translation and cultural adaptation across regions.
- **Lower marketing operating costs**
Reduce dependency on agencies and Manual processes.
- **Real time performance visibility**
Track engagement, effectiveness, and outcomes across channels.

AIMS enable you to achieve

- Up to 90% faster time to market
- Consistent brand experience across channels
- Scalable global execution
- Improved marketing ROI
- Greater operational efficiency

Who AIMS is for

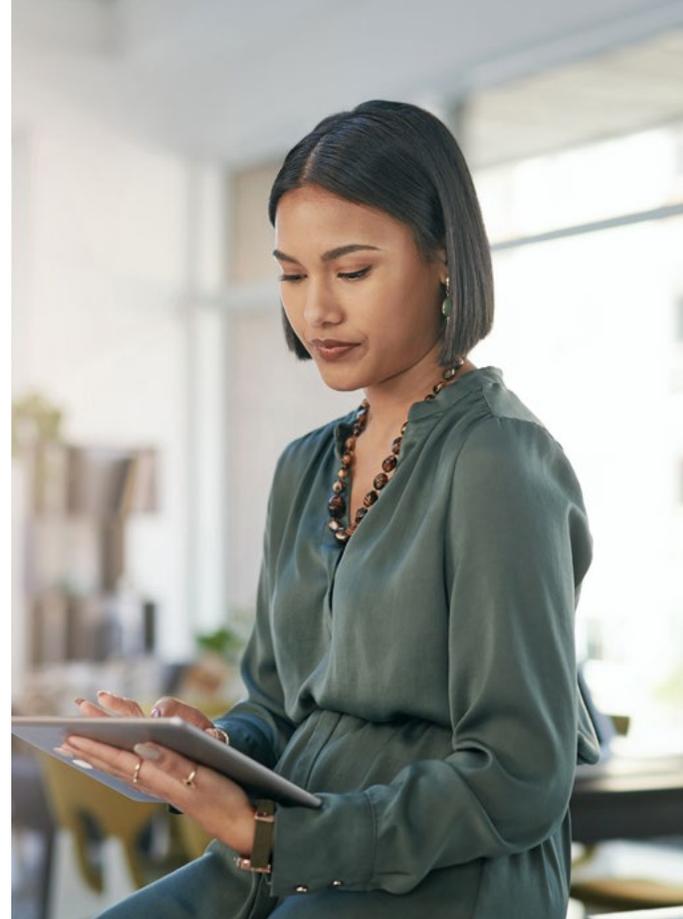
- Marketing and growth teams
- Digital and social teams
- Content operations
- Brand and creative teams
- Product and campaign managers

AIMS is built for organizations that need to scale marketing impact without scaling complexity or cost.

It's time to Outcreate! Ready to transform your marketing operating model?

Create more. Publish faster. Operate smarter.

Discover what AIMS can do for your marketing teams. As your Business Creativity Partner, we bring together the very best of human insights and intelligent systems.



Write to us at
Karthikeyan.Dhayalamani@ltm.com

About us

LTM is a global technology services and consulting company and the business creativity partner to the world's largest and most disruptive companies. We bring human insights and intelligent systems together to help enterprises across industries rewire their business models, accelerate innovation, and drive AI-centric growth. With our integrated operations, transformation, and business AI services, we design and deliver solutions that create new productivity paradigms and new roads to value. Together with 87,000 employees across 40 countries and our global network of hyperscaler partners, LTM - A Larsen & Toubro company - owns business outcomes for over 700 clients, helping them to not simply outperform the market, but to Outcreate it.