Mindtree

Digital business

Delivering agility with scale

Welcome to possible

The age of disruption

Digital disruption has set in. This has had a pervasive effect on enterprises, touching every aspect – from customer interaction, employee collaboration to partner integration. Conventional enterprise strategies and established paradigms have been challenged while evaluating past successes against new 'digital' criteria.

Digital disruption impacts industries and enterprises differently. All enterprises do not fully harness the advantages of a superior customer experience or a reduced time to market. Successful enterprises partner with 'digitalists' to navigate the complex maze of digital strategy, device proliferation and technology choices. This partnership helps them in creating differentiated consumer experiences and puts them on a path of long-term sustainable competitive advantage.

Overview

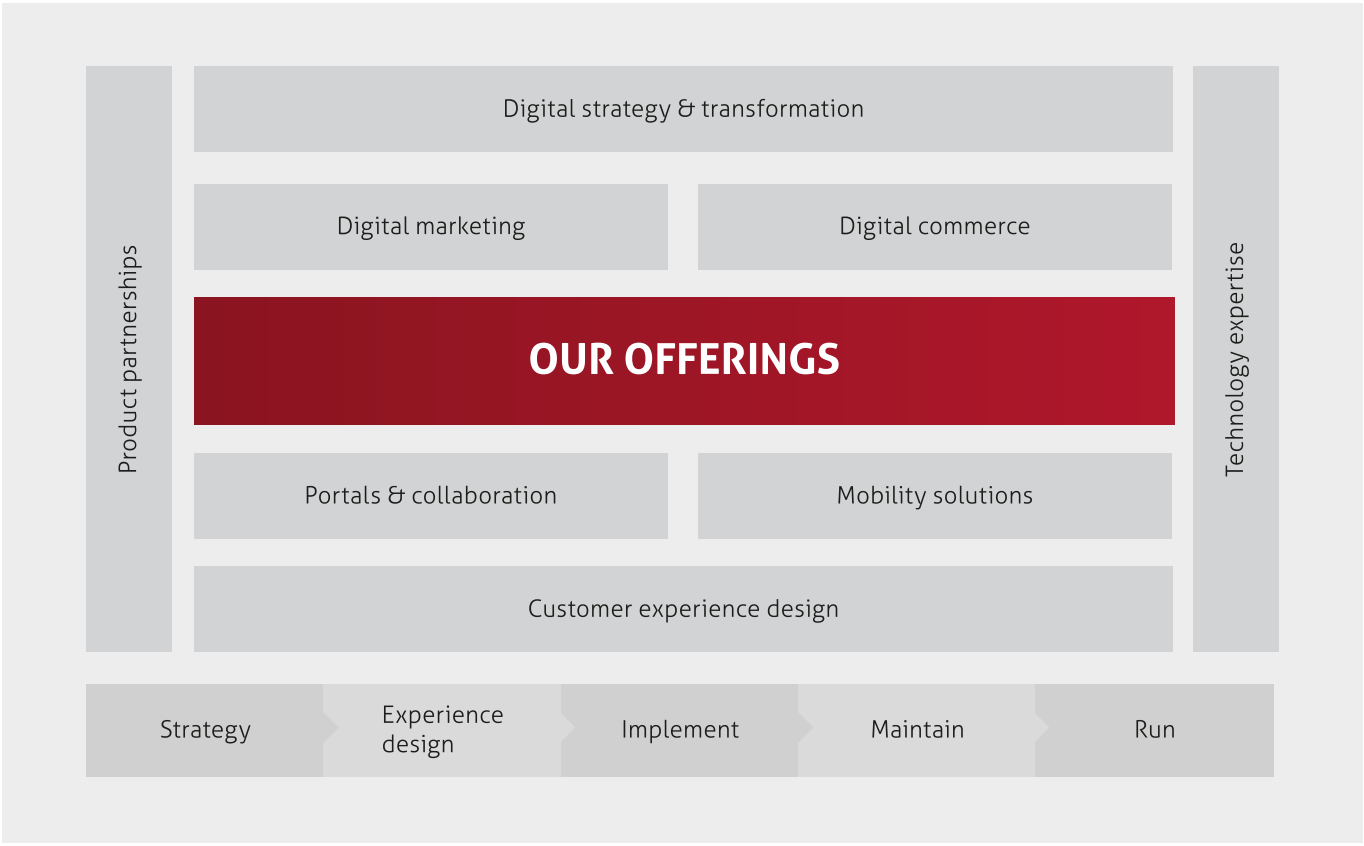
Digital businesses are at a unique confluence of social and technological changes. This has created some of the greatest opportunities and challenges for enterprises. Technologies such as mobile and social media are moving beyond the experimental stages, causing a disruptive impact. This has put every enterprise under pressure to provide a seamless experience for customers across multiple digital touchpoints, using innovative digital solutions.

Enterprises, aimed at customer centricity, have recognized that technology is the tool to drive their businesses: it is the key to long-term success. Thus, digital business is the way forward. Digital marketing, e-commerce, mobility, content and collaboration, Big Data analytics are at the top of every enterprise owner's mind. Enterprises which best utilize these digital capabilities are the ones which go ahead.

In this rapidly evolving environment there is a need today for digital partners who are capable of tackling the dual challenges of speed to market and global scale. Mindtree Digital, with its unique blend of the agility of a creative agency and the scale of a technology services provider, is optimally placed to help enterprises with their digital transformation.

Mindtree service offerings

Mindtree's in-depth knowledge of digital technologies and domain expertise enables us to deliver comprehensive and cost effective digital solutions. Our services range from strategy, assessment, design, implementation, operation and support, assisting enterprises on their digital journey. Our experience design group helps us deliver delightful, intelligent and effective solutions to customers around the world.



Mindtree's integrated set of offerings across the fields of digital marketing, e-commerce, content management and mobility, offers the following benefits:

- Enhance customer experience and engagement
- Facilitate employee engagement through employee portals and real-time collaboration
- Improve partner engagement through decision support systems, contract life cycle management and pricing frameworks

Consumers

Digital marketing
Customer experience management
Customer acquisition
Customer engagement

Employees

Information management
Employee engagement
Enterprise social computing
Real time collaboration

Partners

Decision support systems
Contract life cycle management
Product enlistment & pricing
Sales & distribution management

Mindtree brings to the table deep domain capabilities and advisory experience around digital strategy, digital consulting, brand assessment, competitor analysis and digital roadmap definition. Our comprehensive set of proprietary frameworks helps evaluate the depth and breadth of an enterprise's digital footprint across enterprise web, social media and mobile platforms. Our services include digital commerce, content, collaboration, devices and digital experience. These help our customers fine tune their competitive positioning, identify areas of improvement and formulate an end-to-end digital strategy. Mindtree's Digital business has a large team of consultants with expertise across various domains such as digital marketing, e-commerce, portals and mobility, working to deliver value with agility to the customers.

Our value proposition

- Deep domain, functional and technology expertise
- Strategic partnership with industry leading digital technology product vendors
- Rich expertise to engage with Fortune 500 customers and helping them in their digital transformations
- Execution agility of a start-up
- Reusable solution patterns, industry specific frameworks, diagnostic and optimization tools
- Service offerings and technology choices to suit every business need and digital transformation stage

15+ Solution accelerators

25+ Fortune 500 customers

75+ Active customers

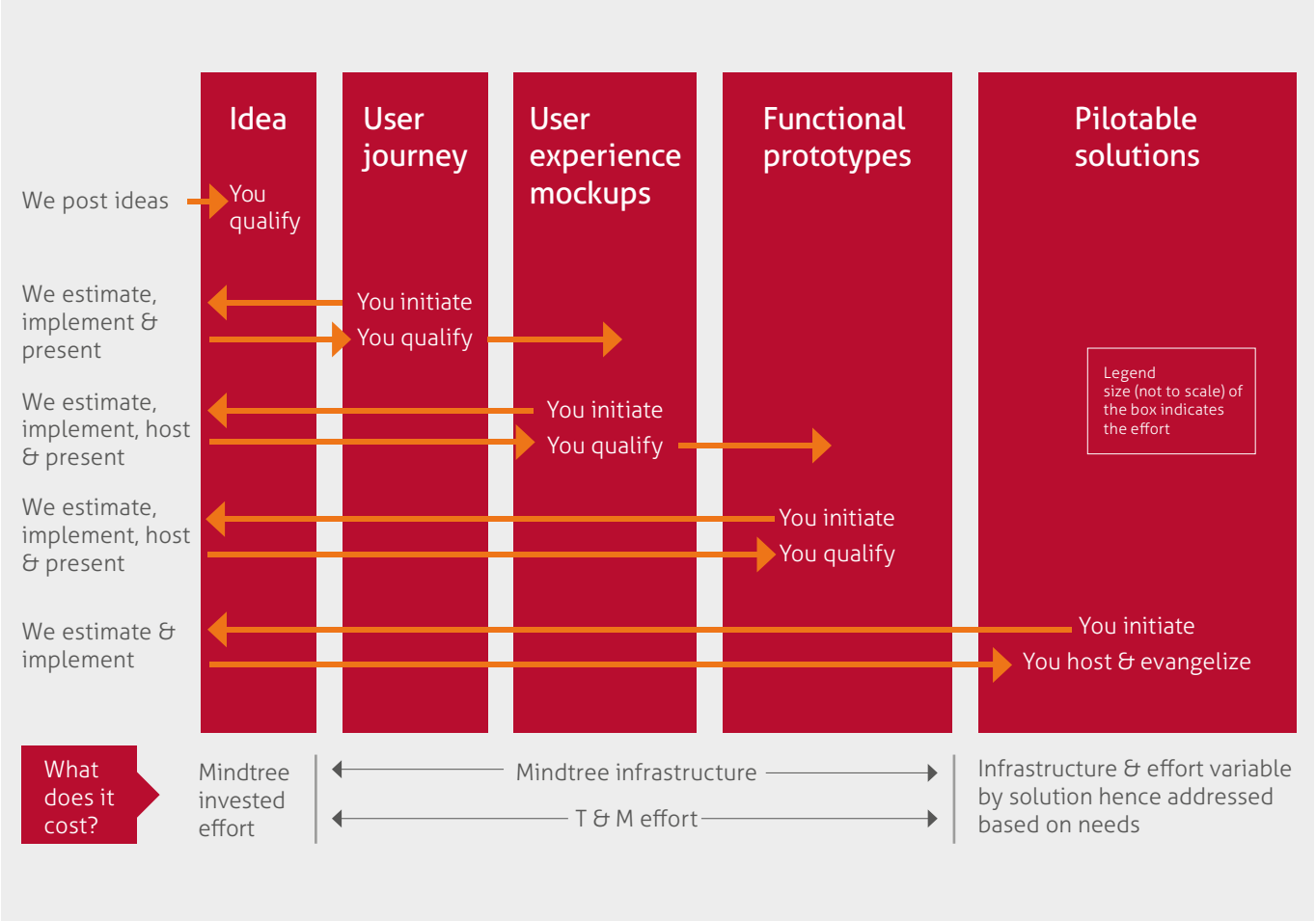
100m+ Annual revenues in USD

3,000+ Mindtree Minds

Innovation at Digital

Majority of the consumer facing enterprises struggle to develop more than two consumer innovations due to the sheer effort required to roll out such activities. Mindtree's proprietary innovation accelerator framework supports rapid innovation. It has developed a wide array of solutions and accelerator frameworks to help customers harness their digital potential. Solutions developed on this framework range from a consumer engagement platform targeting brand enterprises, to retail solutions using gesture-based technologies. We believe that with a little support, digital innovation in our customer enterprises can be accelerated significantly.

With this vision in mind, Mindtree has established its digital innovation laboratory, The Digital Pumpkin, a space for collaboration, immersion and introspection in transforming our lives through meaningful digital solutions. These solutions are aimed at supporting and accelerating our customer innovation programs in idea selection, primary research, concept detailing, user journey creation, business case creation, functional prototypes and creation of pilotable solutions.



Some of our digital solution offerings include:

Social analytic cell
Solution that translates solution chatter to actionable insights by different business groups in an enterprise.

Distributed franchisee collaboration system
The Hub and Spoke enterprise collaboration solution, for distributed franchisee businesses.

Multichannel site builder
Content management system that helps render multiple variations of websites dynamically.

Consumer engagement and loyalty platform
Multichannel consumer engagement and loyalty solution for enterprises.

Next generation unified interface for consumer centric enterprises
An interface for enterprises aspiring to keep the focus on consumers by integrating and aggregating complex enterprise systems.

Market scouting solution
Solution for scouting different markets for prospective customers through an 'Inspire to Buy' model.

In store flash deals solution
In the retail industry, footfall to purchase ratio for several categories like apparels, electronics and department stores is lower than 20%. Our in store flash deals solution uses a gesture recognition technology to improve this conversion rate with a high ROI for the retailer.

Virtual Assistant (VA)
VA is a cost effective digital innovation to address the consumer disconnect caused by standard digital solutions.

Our technology partnerships

- Microsoft gold certified partner
- IBM premier business partner
- Liferay partner
- Adobe implementation partner
- Oracle implementation partner
- SAP implementation partner
- SDL Tridion consulting and implementation partner
- Sitecore business partner
- Kony implementation partner
- Netbiscuits implementation partner

Our success stories

Global digital brand management (web, mobile and social) across 50+ brands, 40+ countries and 800+ digital properties for a leading CPG player.

Implemented an agent portal solution to reduce operating costs and time to market of insurance products for a leading insurance major.

Enabled one of the largest industrial equipment distributors to support more than 600,000 SKU's and 6,000 suppliers, on their e-commerce platform.

Sales force automation, field intelligence and optimized route planning solution for a global CPG player led to higher inventory turnover, improved profitability and increased revenues.

Implemented marketing solutions for product promotions over mobile channel which resulted in increased consumer engagement for a leading credit card provider.

Increased online sales for a leading car rental agency and saved USD 7+ per reservation on digital channels.

About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 435 million. Our 13,000 experts engineer meaningful technology solutions to help businesses and societies flourish. Mindtree's consulting-driven approach makes us a strategic partner to over 40 Fortune 500 enterprises.

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