



# Mindtree

*Welcome to possible*

## Solutions for idea management e-business.

### Need for innovation in idea management

Today businesses need to constantly innovate in order to stay competitive. As a result, idea management systems are fast becoming the catalyst for growth. This has led to increased demand for businesses offering products and services on innovation and idea management. These pure play internet businesses often compete with traditional vendors. They offer innovation management solutions along with PPM, EPM, ERP or other enterprise solutions.

### Our solution

It is vital for e-businesses to offer innovative solutions quickly. If timely action is not taken they risk losing existing customers apart from new business opportunities. Mindtree has helped several businesses reevaluate and reengineer their products and services. We have helped leading innovation management companies develop solutions that activate crowd, engage communities and drive results through crowd innovation.

Idea Management e-businesses leverage Mindtree's services spanning across strategy and architectural planning, development, testing, deployment and sustenance support.

Mindtree's global footprint and vast experience helps innovation e-businesses accelerate the time to market and leverage the benefits of global delivery model.

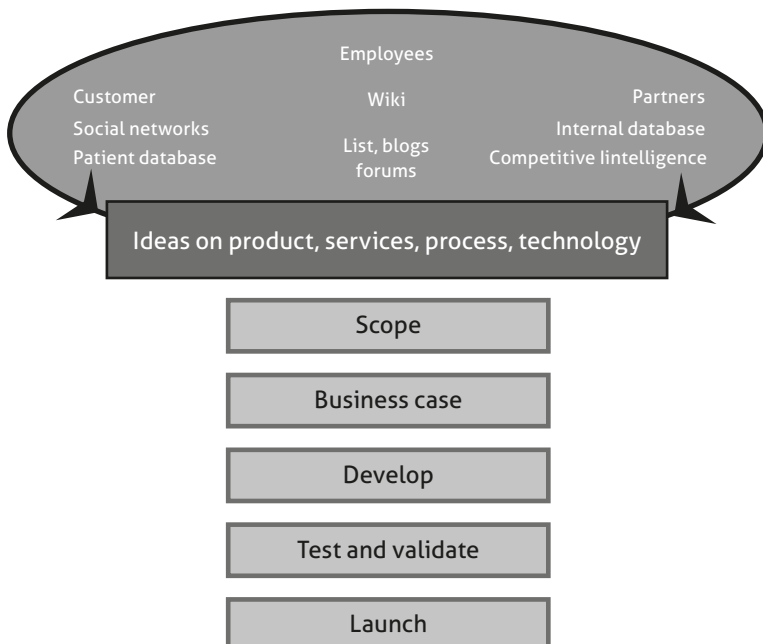
### Business challenges

- Ever changing customer requirements and market demands
- Low customer participation, low quality ideas and implementation oversights
- Improving the quality of customer experience
- Advancement in technologies and communication approaches
- Increasing adoption of mobile as a platform
- Proliferation of social media crowd innovation
- Migration to cloud
- Re-engineering to SaaS application

Our unique approach to development and testing helps innovation management e-businesses to:

- Develop new modules that integrate seamlessly with existing application
- Use RIA tools for engaging user experience & high quality user interface
- Develop custom adapters to integrate with popular social platforms such as FaceBook, Twitter, Jive, Yammer, Socialcast, ChatterBox, etc.
- Develop native mobile applications on iPhone, Android, BlackBerry and Windows Mobile
- Develop mobile WAP site
- Incorporate web and data analytics for complex scenarios
- Re-engineer applications and products using latest technologies and frameworks
- Reduce administrative overhead by migrating to cloud and adopt SaaS model for the product
- Efficiently conduct end to end QA
- Reduce overheads on sustenance engineering
- Provide Infrastructure maintenance & technology support

## FRONT END



### About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our team of 11,000 experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.