Mindtree

Mindtree Retail

Transforming every encounter into a sale

Welcome to possible

Retail evolves dynamically. Mindtree moves with it.

Retailing now, more than ever before, is at crossroads – stuck between customer-driven innovations and competition driving down the profits. An omni-channel shopping experience is the customer mandate and this is taking the lead over the traditional brick and mortar model in the retail industry. With blurring channels, shopper purchase patterns and psychology rapidly changing, shoppers are now directly interacting with brands and demanding superior experience at a lower cost. This has led retailers to compete with each other on price, service and customer centricity to keep the shoppers happy. To help retailers cope with this dynamic business landscape, Mindtree offers them end-to-end IT services and customer centric retail solutions.

We think Retail

100+ successful engagements

1,000+ consultants, SMEs and Tech Minds

5+ Fortune 500 customers

93% high customer satisafction

- **Our people:** Mindtree's 1000+ retail consultants have the credibility of working with Fortune Retail and CPG enterprises and have leveraged their expertise to shape the future of the global retail industry.
- **Our partnerships:** Mindtree Retail's alliance with leading technology providers and academic institutions gives it real time access, product expertise and process rigor to benefit retailers.
- **Our processes and platforms:** Our OneMind™ platform improves the quality of delivery and reduces the time to proof the delivered value. Our Retail Innovation Hub provides a platform to co-innovate with our customers.

One stop shop!

Be it IT strategy, its implementation or support, Mindtree owns and provides 'future-proofed' domain intensive retail solutions and services, through a single window of responsibility for business and IT transformation.

Our approach

- Focus on business value addition for customers
- Domain centric approach
- Collaboration with all stakeholders
- Cross leveraging learnings and best practices across customers
- Thought leadership and innovation
- Industry solution and frameworks as solution accelerators

DEPTH AND BREADTH OF OUR SERVICE OFFERINGS

	Supply chain	Merchandising	In-store	Omni channel
Domain offerings	▪ Integrated demand and replenishment planning ▪ Transportation management ▪ Warehouse management ▪ Procurement	▪ Merchandise planning and category management ▪ Assortment and space management ▪ Retail revenue management ▪ Marketing resource management ▪ Item data management	▪ Point of sales ▪ Customer analytics ▪ Loyalty programs ▪ Workforce management ▪ Retail back office management	▪ E-com, F-com, M-com – architectural and technology solutions ▪ Content management solutions ▪ Store portal solutions ▪ Channel analytics ▪ API based cross channel integrations

	Consulting	Package implementations and integration	Outsourcing	Innovation
Service offerings	▪ Business blue printing and re-engineering ▪ Change management and training ▪ Business and technology road mapping ▪ Package evaluation	▪ ERP (SAP, Oracle) ▪ POS ▪ CRM (Siebel, PeopleSoft) ▪ E-commerce (IBM. Oracle)	▪ End-to-end application development and support services ▪ Infrastructure services ▪ Assurance services	▪ MDM and Big Data ▪ Bluetooth ▪ Mobility ▪ Analytics ▪ Virtual shopping ▪ Cloud services

Assets	▪ 100+ retail business process codified with industry best practices ▪ Package evaluation framework across retail value chain ▪ Point of service accelerators – user stories and designs of custom-built PoS solution and related loyalty components ▪ Stores portal – a portal platform for seamless collaboration, training and process management across the retail enterprise ▪ Distress control framework for stock quantity optimization ▪ Store operations maturity framework ▪ Warehouse maturity assessment framework ▪ Retail metrics and KPI benchmarks	▪ Omni channel maturity analysis framework ▪ New store opening accelerator ▪ Holiday readiness diagnostic framework ▪ mWatch – an infrastructure monitoring solution for infrastructure IT assets ▪ Search effectiveness diagnostic framework ▪ mPromo – mobile enabled promotion solution, certified by SAP for optimized trade promotion managements ▪ Mobile shopper applications – mKonnect, mCoupon, mRetail, mShopper, mPayment ▪ mSales and mobile business solutions for sales force ▪ mEnterprise – an executive dashboard and operational workflows on a hand held device ▪ Integrated customer insights framework

Success stories

Transforming customer experience through point of service and loyalty

Enabled a leading Asian jewellery brand with custom built PoS implementation and launch of Golden Harvest (loyalty scheme). This multi-phase program increased customer trust through pricing logic and improved shopper experience. A similar PoS development service was provided to an UK based rent-to-own retailer.

One stop shop for global apparel, footwear manufacturer and retailer

Mindtree is an enterprise-scale IT services partner, providing IT solutions and services in more than 15 solution areas. This covers consulting, new application development, and application maintenance services with a joint goal of building a digital ecosystem for the enthusiastic consumer and the empowered employee.

Multi channel commerce enablement for a leading industrial equipment distributor and retailer

Mindtree is the strategic IT services provider helping the trading of 600,000 products from more than 2,200 suppliers. The solution offering includes consulting, e-commerce implementation, application development and maintenance across key business areas such as finance, sales, product & purchase and logistics.

Testimonials

'It's so refreshing to work with a partner that is flexible and mean what they say and say what they mean. This is part of the reason why I looked at Mindtree for the second time for WebSphere commerce development. It wasn't because they were an incumbent, it was because they earned it with their track record and commitment to us.'

Alan Yang,
Senior Director IT, MSC Direct

'The roll out of the MoMA online store has been exceptional in terms of reliability, scalability and quality of the deliverables.'

Steve Peltzman,
CIO, MoMA

'Their results-oriented approach, combined with their uncommon ability to tackle and solve challenging problems make Mindtree a premier partner for MoMA.'

Michelle Gershkovich,
Director of Direct Response, MoMA

'The response time is spectacular! In many cases, the home page is loading twice as fast in the new environment. This will translate into a much better user experience and hundreds of thousands if not millions of dollars a year in revenue.'

Vice President,
Online Marketing, AVIS

About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 430 million. Our team of 12,000+ experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers to achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.