



Who are the new winners? They're the ones who can cleanly execute the most sophisticated new digital strategies, while not leaving behind their traditional applications. Accomplishing this requires a strategic partner that can do 3 things: Digital experience front-end implementations including mobile, Digital experience back-end including e-commerce, Digital experience optimization including analytics.

## SPOTLIGHT

### BBC selects Mindtree as a Digital Testing Partner



BBC signs GBP 25 million contract with Mindtree to test applications and websites that run on a variety of digital and broadcast platforms. BBC selected Mindtree for its testing capabilities, test tools expertise and the ability to effectively deliver a successful, hassle-free engagement.

[Read more >>](#)

### ING Vysya selects Mindtree as its Strategic Digital Partner



ING Vysya, a premier private bank, has chosen Mindtree as its strategic digital partner for a next-generation mobility transformation. Mindtree will help ING Vysya deliver multi-channel and -platform banking experience to its customers.

[Read more >>](#)

### Introducing "The Digital Pumpkin" - Mindtree's futuristic ideation workspace that inspires imagination



Translating ideas into concepts and solutions is the greatest challenge in creating innovative digital consumer experiences. The Digital Pumpkin is Mindtree's futuristic ideation workspace that inspires imagination. It is a hub where we collaborate with our clients to generate out of the box ideas and create meaningful digital experiences.

[Watch the video >>](#)

## MINDTREE MATTERS

### Mindtree celebrates 15 years of Unleashing Possibilities



Subroto Bagchi, Chairman, Mindtree, talks about Mindtree's 15-year journey and shares his vision for the future.

[Read more >>](#) | [Watch the Video >>](#)

## Mindtree and SAP announce first Managed Mobility Offering



SAP ANZ launches SAP Mobile Platform 3 and Managed Mobility by Mindtree. Craig Besnoy, Mindtree's Digital Evangelist, and Malachy Martin, Head of Mobility - APJ, SAP, talk about the future of mobility, its impact on enterprises and how Mindtree and SAP can help clients in their mobile adoption journey.

[Watch the joint webinar >>](#)

## CLIENT SPEAK

### Mindtree's Retail Banking Solution leads to richer customer experience for ING Vysya



"Digital banking is the breakout strategy to outsmart our competitors. And Mobility is the core component of Digital strategy. Mindtree helped us to be the first ones to hit the market with innovative mobile banking features. Mindtree's broad understanding of the domain and technology expertise helped us create an innovative and path-breaking banking application for our customers."

**Aniruddha Paul, CIO, ING Vysya Bank**

[Watch the video >>](#)

## MINDTREE IN THE NEWS

### Uncovering the business value of social media



Social media is data intensive, unstructured and characterized by changing behavioral patterns. Soumendra Mohanty, Global Head of Data and Analytics, Mindtree, explains the importance of the ability to "speak data" as enterprises become increasingly dependent on external signals to influence decisions and take action.

[Read more >>](#)

#### About Mindtree:

Mindtree [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit [www.mindtree.com](http://www.mindtree.com) to learn more.