

magnet 360
a Mindtree company



Mindtree acquires Magnet 360, a Salesforce Platinum Consulting Partner



Paul Gottsegen
Chief Marketing and Strategy Officer

Last week, those of us in the US mid-Atlantic were suddenly hit with a nearly record-breaking blizzard. There was no way to avoid it as it came through but we prepared and faced it, I hope everyone stayed safe. Speaking of unstoppable forces, the tidal change of digital transformation is something that no business can avoid. The question is – how can you make successful digital transformation a reality? Typically, when we hear 'digital' we first think of the all-important front end user experience. However, equally important and often the most impactful leverage-point is digitizing the back-end value chain, the systems-of-record. In this winter edition, you will see many thought-provoking viewpoints and updates to help guide you in your digital journey. This includes Mindtree's just completed acquisition of a Salesforce Platinum Partner. Enjoy.

MINDTREE MATTERS

GlaxoSmithKline on digital transformation

Mindtree announced the launch of its Flooresense platform to increase in-store conversions for retailers. The solution will enable retailers to enhance customer experience and improve the productivity of store associates.

[Read more >>](#)

Mindtree shows 24.8% Y-o-Y revenue growth

"We saw good revenue growth in Q3 as we continue to strike the right chord with our clients. This broad-based result reflects the ongoing momentum of our key focus areas such as Digital and Managed Services," said Krishnakumar Natarajan, CEO and Managing Director, Mindtree.

[Read more >>](#)

SPOTLIGHT

Mindtree acquires Magnet 360, a Salesforce Platinum Consulting Partner

Mindtree acquired Magnet 360 to strengthen our cloud offerings and help deliver improved digital experiences through Salesforce applications and tools for customer relationship management, multi-channel digital marketing, branded apps, websites and online communities. Magnet 360 works with some of the world's largest companies across the full suite of Salesforce solutions including social campaign strategy and management, and marketing automation.

[Read More >>](#)

CLIENT SPEAK

GlaxoSmithKline on digital transformation

Watch this video of GlaxoSmithKline's Global Digital Marketing Head Matthew Pritchard discussing their digital transformation journey, deploying digital marketing across 200 websites and applications in over 50 countries..

[Watch Video >>](#)

DEEP THOUGHTS

Make tangible, positive impacts on your business with DevOps



Mindtree announces top-level organization changes effective 1st April 2016

Mindtree's Board of Directors is pleased to announce the appointment of Rostow Ramanan as the CEO and Managing Director, and Krishnakumar Natarajan as the Executive Chairman. Subroto Bagchi will step down as Executive Chairman, but continues on the Board as a non-executive director.

[Read more >>](#)

Prachi Ravichandra explains that when it comes to DevOps, the trick is to move quickly, but efficiently.

[Read more >>](#)

Mindtree sinking deep roots in Gainesville

Mindtree's U.S. president, Scott Staples was in Gainesville, Florida recently to welcome recent college graduates to its local Agile Center of Excellence.

[Read more >>](#)

A new model for transforming IT to align with business

The proliferation of connected devices, ubiquitous computing and 24/7 access to information has created a sea change in consumer behavior. Monideep Chatterjee discusses how IT must now operate at three speeds in order to ensure the stability of the core business while future-proofing the business through innovation.

[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 to learn more.

Possibilities is our monthly newsletter.

Mindtree © 2016. All rights reserved.

