Paul Gottsegen
Chief Marketing and Strategy Officer

In today's digital business environment, new tools and solutions are driving advantages for organizations in every industry. From embarking on a cloud-first journey or integrating Internet of Things (IoT) capabilities, to utilizing autonomic applications and blockchain technology, enterprises are discovering innovative ways to jump-start their digital transformations.

At Mindtree, we develop expertise in these next-generation solutions to help our clients navigate constantly shifting market demands and accelerate their digital success. One such change agent is how CIOs are now taking a unified view across the IT lifecycle.

MINDTREE MATTERS

GlaxoSmithKline Marketing Lead on Digital Trends for 2017

For our ongoing series with digital leaders on current trends and initiatives in digital transformation, Mindtree spoke with Matthew Pritchard, Global Lead of Digital Marketing at GlaxoSmithKline Consumer Healthcare (GSK). Learn his thoughtful insights on how the consumer packaged goods

WINNING IN THE DIGITAL AGE WITH CLOUD. SEE THESE 7 STAGES.

A cloud-first mindset is critical for achieving digital transformation and staying ahead of the competition in the digital age. But what are the key stages of the cloud-first roadmap and where is your organization in that journey? See our infographic that describes the seven stages of successful cloud-first journeys—from building strategies to gaining operational insights to achieving effective cloud management. It will help you transform your business and drive innovation.

Download the eBook >>

DEEP THOUGHTS

Consumer Tech Expected to Shine in 2017

Consumer technologies like Pokémon Go, Google Home, and Amazon Echo are increasingly popular with consumers—but are they ready for business? KM Madhusudhan, Mindtree's CTO, believes these and other consumer technologies of 2017 are making their way into the enterprise. KM examines new possibilities for IoT, augmentation, cognitive computing, autonomic applications, and blockchain technology. Find out how solution providers are leveraging them in exciting new ways.

Read more >>

Chatbot Apps: Winning the Hearts and Minds of Customers

(CPG) industry could be impacted over the next decade by the digital trends we're seeing now in 2017.

Orchestrating a Integrated Model for Coordinated Sourcing

More organizations are realizing that combining automation with Agile and DevOps delivers higher-quality IT services at a faster pace. But to get there means coordinating sourcing relationships in a new way. Yet, these organizations require more than sourcing providers working in parallel – they need strategic partners who can establish cross-functional communication, coordination and collaboration. Bill Huber of ISG, in his blog Taming the Multi-Sourcing Beast, highlights Mindtree findings that mid-sized companies are receptive to a model that integrates different parts of the IT lifecycle.

Chatbot apps are hot. How hot? Well, just ask millennials. 75% say they would rather be contacted via message apps than a human being via the telephone. So, companies in every industry are racing to use chatbot applications to communicate with these tech-savvy customers and enhance their digital experiences. See how these apps not only improve productivity in the workplace, but also deliver the more immediate, real-time service that millennials have come to expect.

Scrum Masters: Remove Impediments Like a Ninja

The best Scrum Masters know how to remove impediments to a project's progress. But destroying impediments requires different tactics depending on factors such as strength and frequency. Can you remove impediments like a ninja? Learn how to find impediments that aren't clearly visible and gain some advanced ninja tactics that can take your next Agile project to greater heights.

Blockchain is Happening: Learn how to Gain a Competitive Edge

There's a new record-keeping database gaining traction throughout many industries. It's called blockchain – and it's a secure, digital, chronological, distributed and cryptographic ledger of events. See the key benefits of blockchain through use cases for finance, real estate, travel, healthcare, and insurance. Learn how other companies leverage blockchain to build robust data systems and gain a competitive edge.

Possibilities is our monthly newsletter.