

Phy-gital



Paul Gottsegen
Chief Marketing and
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The digital transformation sweeping retailing and consumer product goods manufacturers is also bringing tidal changes to every other industry. Our global shopper survey analyzed how the next generation of digital technology is continuing to merge the experience between digital and physical worlds. Check it out.

CLIENTS SPEAK



Hans Aerts, VP Custom Systems, TomTom discusses on what it takes to deliver innovative products.

They are a global leader in navigation and mapping products, and has sold over 75 million navigation devices since 2004.

"The real hallmark is the collaborative culture of Mindtree without which any technology project cannot be successful", says Hans Aerts.

[Video >>](#)

SPOTLIGHT

What do Phy-gital shoppers want? See how it differs by region.

Thanks to the Internet and the sweeping adoption of mobile devices, today's customers have access to more information about products, services, reviews and trends than ever. The shopping experience has changed, too. Many consumers now blend online and in-store shopping seamlessly. We call these shoppers "Phy-gital." Read more about the five most fascinating findings from our global survey of phy-gital shoppers in Germany, Benelux, the U.K. and the U.S.

[Read more>>](#)

DEEP THOUGHTS

Why are so many enterprises moving to a hybrid cloud solution?

Large enterprises that have been in business for decades typically have a complex IT landscape including legacy systems. For these organizations, moving their critical workloads into the cloud can be challenging. Yet all businesses see the value of the cloud to improve efficiency and lower costs. To bridge the best of both worlds, the hybrid cloud has arrived and many enterprises are embracing it. See why Mindtree CTO Madhusudhan is confident that hybrid cloud solutions have a bright future.

[Read more>>](#)

Got room in your business for digital wallets? They're coming.

Everyone seems to be launching a digital wallet these days. In his humorous style, Indy Sawhney, General Manager, BFSI, Mindtree explains the allure of the digital wallet and why its possibilities are endless. Take a few minutes and enjoy.

[Read more>>](#)

MINDTREE MATTERS

Guess who's first to qualify Bluetooth Smart for next generation devices?

The world's first Bluetooth Smart 4.2 IP provider is.... Mindtree! The latest version of Bluetooth features stronger security and privacy, faster data rates and better power efficiency. It heralds a new wave of Bluetooth products and accelerates

growth in emerging categories such as wearables, smart homes, connected medical devices and smart location tracking. Learn more.

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Strategic acquisition extends Mindtree leadership in Property & Casualty packaged solutions

Discoverure has a strong track-record of deploying solutions based on major P&C insurance platforms, enabling clients to transition to a more modern, agile environment. The addition of Discoverure, combined with Mindtree's existing range of technology services and consulting combine for a full-suite of offerings to transform and run a world-class insurance technology platform.

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Mindtree profit jumps 59% in Q3; beats market expectations

Mindtree's net revenues surged 16.2% year-over-year in US dollars in 2014 thanks to strong business growth across ten verticals of focus. To reward investors for their longstanding confidence, the board of directors declared a special interim third quarter dividend.

Krishnakumar Natarajan, CEO & Managing Director, sums up Mindtree's recipe for continued successful growth, "Our clients continue to view us as their partner of choice for digital transformation. Our ability to drive significant optimization in IT and application management remains a strong foundation for delivering sustained value to our clients."

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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.

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