Paul Gottsegen
Chief Marketing and Strategy Officer

Now that it's getting to be late January, I'm wondering how many of you are sticking to your resolutions. Regardless, now is a perfect time to reflect on past lessons learned and set your sights on seizing new opportunities. While digital transformation continues to accelerate the pace of change for many organizations, innovations in human-to-computer interaction and ubiquitous computing are pushing the envelope in new directions. From context brokering, artificial intelligence and robotics, to virtual reality, chatbots and smart environments—these advances will continue to provide competitive advantage opportunities in 2017. At Mindtree, we're embracing these important solutions and looking to help navigate our client's success in the ever-changing digital landscape.

MINDTREE MATTERS

ISG Names Mindtree among Top 15 Sourcing Service Providers

Mindtree was named a Top 15 Sourcing Standout by Information Services Group (ISG), a leading technology insights, market intelligence and advisory services company. See why Mindtree continues to establish itself as a leading player in the global market for digital services.

SPOTLIGHT

Application Outsourcing Leadership

Forrester Research evaluated Mindtree and 11 other midsize vendors against 33 aspects ranging from offerings, strategy and market presence. This report highlights that businesses are leaning on midsize companies more due to greater flexibility and customer focus. See that Mindtree received the highest scores for current offerings, strategy, design, and analytics.

Read the report >>

DEEP THOUGHTS

The 7 Most Underrated Technology Trends for 2017

Most people talk about the top technologies of the moment, but what about the underrated ones? With each New Year comes another set of technology trends, some of which will change business models significantly. Mindtree's Anshuman Singh leverages his background in industrial design and architecture to examine important trends that may not be on top of everyone's list—and why organizations should understand them.

Read more >>

Is 2017 the Year of the Chatbot? See What Analysts Predict

Thousands of chatbots were developed in 2016 to help ship gifts, book flights, order food and assist with banking. But chatbot technology is just picking up steam. Learn why analysts

Zinnov Positions Mindtree as an Expansive and Established Player

Mindtree was featured in the Expansive and Established zone of Zinnov's global study of product engineering services titled Zinnov Zones 2016 – PES. The study placed Mindtree in the leadership zone for consumer electronics, enterprise software, semiconductors, and telecommunication and consumer software.

believe conversational commerce will become more prevalent in 2017 to help companies communicate directly with customers and enable more detailed analytics than traditional transactions.

Digital Transformation in 2017: 3 Essentials for Success

Together with our partners and industry experts, Mindtree continues to explore the most important and anticipated digital trends for 2017. Praveen Bhadada, Partner and Global Head for Digital Transformation at Zinnov, examines changes in the transformation journey—and what it takes to succeed.

Make Betters Decisions with SAP BW/4HANA and AWS

Decisions, decisions. Where's the data when you need it fast? This case study describes how Bluefin, Mindtree's SAP HANA practice and Amazon Web Services enhanced Noble Corporation's reporting performance, showing them the true power of SAP HANA and rolling out the world's first proof of concept for SAP BW/4HANA.

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.