

MINDTREE IN THE NEWS

Scrum anti-patterns affect Agile development process



A manager assigning tasks and dictating effort is completely contrary to the Agile way of working. Great Scrum teams are self-organizing, the Scrum Master is a servant leader. Dwight Kingdon, Agile Coach at Mindtree talks about the significance of communication between business and developers for successful Scrum projects.

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Critical elements for successful monitoring of IT



Lack of visibility across IT environment can hurt performance, availability, capacity and efficiency. Learn more about the five critical elements for effective IT monitoring and how Mindtree's MWatch can help achieve the same.

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Banks unlock the true value of digital by focusing on disruption rather than incremental innovation



True transformation comes from addressing customer needs better, faster and cheaper. Anshuman Singh, General Manager - Digital at Mindtree, talks about how banks must integrate with the larger eco-system of innovators to deliver maximum value to their customers.

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Create a personal and individualized relationship with your audience

Digital marketing is one of the fastest growing channels of targeted communication, interaction, engagement and delivery. In a Huffington Post article about digital marketing, Radha R., Executive VP and Head - Retail and Manufacturing at Mindtree, talks about how retailers should rethink their online selling and marketing strategies to win millennial consumers.

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I Got Garbage - Cloud may rain solution on trash woes



[I Got Garbage](#), Mindtree's cloud-based platform aims at simplifying waste management and transform Bangalore's waste pickers into entrepreneurs through a structured and governed waste management framework.

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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.