Decision Moments –
Speed and simplicity for data analytics

Mindtree
Welcome to possible

Possibilities
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The speed of business is accelerating. To stay ahead, organizations need to make the most of their growing mountains of data, enable new approaches to testing and analytics, and find innovative ways to stay connected with customers throughout their purchase journey. For many organizations, keeping up with a rapidly evolving marketplace requires digital transformation. While embarking on a digital journey is no simple task, the game-changing benefits are well worth the effort. In this issue, we share some tips that will help you get started with digital transformation, as well as some exciting new data analytics and automated testing developments at Mindtree. As business environments continue to gain speed, Mindtree is staying ahead of the curve and helping customers take advantage of new opportunities.

MINDTREE MATTERS

Tech Beacon: Mindtree's Research and Guidance from our CTO

Check out Tech Beacon to learn about our latest research and technology adoption guidance for enterprises.

SPOTLIGHT

Introducing Decision Moments – Accelerate Data Analytics Using Your Existing Investments

Mindtree Decision Moments is the first data analytics platform to apply continuous learning algorithms to large data pools. Using this innovative sense-and-respond system, companies can uncover compelling insights that improve over time and create more value from their digital transformation. Decision Moments helps companies quickly use a wide variety of data to discover and validate hypotheses for industry-specific business problems in areas such as personalization, sales and marketing operations, and business efficiency.

Read more >>

DEEP THOUGHTS

Should Organizations Still Care About Agile?

In this interview, Scott Staples, Mindtree co-founder and president, discusses how shifting the focus from the goal to the outcome can improve the chances of success in an organizational transformation. He explains that the real question for companies seeking to increase market share and reduce costs is how to bring agile constructs to transform entire organizations, not just IT. Staples also addresses why some agile adoptions are unsuccessful, how organizations should approach agile adoption, and what lies beyond agile.

Breakthrough in Testing Automation

A recent blog by Dominique Raviart – IT Services Research Director at leading outsourcing research and analysis firm NelsonHall – discusses Mindtree's breakthrough in testing automation. Raviart examines how Mindtree's DTEP centralizes access to IP-based accelerators. He explains how DTEP goes beyond testing frameworks, expanding from pure test execution to Continuous Integration/Continuous Delivery (CI/CD) and to digital, and why full DevOps automation and AI/machine learning is on the testing horizon.

Are You Ready for the Emergence of the Citizen Data Scientist?

This CIO Insight article explores changes in the Business Intelligence landscape and why a new breed of business user – citizen data scientists – expects the latest analytical technologies to be available at their fingertips. It also addresses the proliferation of data discovery tools such as SAP Predictive Analytics, how to link big data analysis engines with tools including HANA VORA, and the advantages of these tools for end users.

Marketing and Service Cloud: How to Optimize Every Customer Interaction

This blog explains why customer service is crucial in differentiating your brand from the competition and keeping the business you've already won. It also shows how combining your Service Cloud and Marketing Cloud ensures a deeper connection with your audience and an opportunity to provide the kind of exceptional customer service that truly sets brands apart.

4 Tips to Help Launch Your Digital Journey

Does digital transformation seem like a daunting task? Adapting a firm's culture, processes and technology to meet the needs of fast-changing, multichannel customers isn't the kind of thing you'll have figured out before lunch. In this Digital Thirst article, Bluefin Solution's David Shukri presents four of the most common problems companies have when launching their digital journey – and how to overcome them.

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.