

## Introducing Mindtree's Integrated Services

Possibilities  
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Since change seems to be the only constant in today's world, Digital transformation has become imperative for all businesses – large and small. Whether it's in automation, logistics, software, retail or banking — Digital disruption is omnipresent. The smart enterprises are learning to harness emerging technology such as Blockchain, beacons and automation. Check out this month's newsletter for further direction, in addition to an all-new approach to integrating 'run-the-business' operations.

### MINDTREE MATTERS

**Announcing ConsumerConnect 360— a salesforce solution that accelerates firms to be responsive, proactive, collaborative, experiential brand**



To help customers succeed in this accelerating consumer world, Magnet 360's Salesforce Fullforce Solution Accelerator provides faster and more predictable deployments for consumer goods firms. Learn how to transform their traditional marketing, sales, and service functions into a multi-channel, customer-centric platform.

[Read more >>](#)

### RE-IMAGINE END-TO-END IT WITH INTEGRATED SERVICES

The digital era is dramatically transforming the pace of doing business. To stay relevant, IT leaders need to run core operations in an extremely nimble fashion while focusing on reducing cost and investing more in 'grow-the-business' initiatives. Learn how Integrated Services offer the most advanced end-to-end solution for tailoring 'run-the-business' IT – and how to gain up to 30% cost savings compared to traditional operating models. [Read more](#)

**Download the e-Book:** Three Steps to Transform your Business with composable Mindtree Integrated Services

[Download the e-Book >>](#)

### DEEP THOUGHTS

**Reskilling for a humane approach to automation**



The technology services sector is currently undergoing rapid technological change with the advent of artificial intelligence and machine learning, fueling concerns over the loss of traditional IT jobs. Mindtree CTO KM Madhusudhan explains a more humane approach for automation by upskilling and [reskilling](#) the workforce.

[Read more >>](#)

**SAP Analytics Cloud: A name changer or a game changer?**

## Demystifying 'Digital', the Mindtree way

"Digital" now represents all of the changes sweeping across the IT landscape. It refers to newer technologies with ultra-fast deployment cycles that threaten to upend the older monolithic systems that have proliferated all over the world. Learn what Mindtree CEO Rostow Ramanan has to say about the market impacts of Digital.

[Read more >>](#)

Is SAP Analytics Cloud just another name change or is it truly a solution worthy of consideration? The answer: it's both. Yes, the name was changed, but there is also new potential to offer your end-users. Peter Humble, director, BI and HANA Centre of Excellence, for Bluefin, explains how to rapidly deliver business results without consuming huge amounts of resources in development and maintenance.

[Read more >>](#)

## 5 loyalty secrets for Retailers to increase sales

Even though the average U.S. household is enrolled in 29 loyalty programs, they only participate in 12 of them. Read these five expert secrets from Bryan Pearson, an internationally recognized expert on enterprise loyalty and coalition marketing – and learn the keys to loyalty success.

[Read more >>](#)

## Discover the benefits of a Blockchain-powered agent collaboration

A sizeable portion of remittances move across global economies such as the U.S. and the U.K. to developing economies like India and China. Agent networks ensure last-mile connectivity for remittance service providers, but they suffer from a lack of financial incentives and poor networking. Discover how a Blockchain-based solution can enable better collaboration among agents, leading to increased engagement and improved incentives.

[Read more >>](#)

### 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](http://www.mindtree.com) to learn more.

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