Mindtree
Welcome to possible

Ready to launch your business into the era of continuous delivery? Learn how.

Possibilities
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Composing a solution for strategic competitive advantage requires deep expertise in many areas. This month's newsletter covers a lot of ground – back office, sales and marketing effectiveness, internet-of-things and personalization. This should give you a good taste of what some of the specialized thought-leaders are working on. Suggest you also check out this hub of digital transformation insights: http://digitalhub.mindtree.com/. Enjoy!

MINDTREE MATTERS

Krishnakumar Natarajan's astute leadership fuels Mindtree's growth

In the 17 years of Mindtree's existence, Krishnakumar Natarajan (KK), Executive Chairman, has played a crucial role in building an organizational culture based on trust and respect. A Forbes India article etches out the roots of Mindtree and KK's approach towards colleagues, clients and investors which has brought the company this far.

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SPOTLIGHT

Ready to launch your business into the era of continuous delivery? Learn how

The need to reduce the time required to deliver value from IT and business operations has become critical for organizations moving toward the "As-a-Service Economy". Innovative approaches to develop new software and services, particularly Continuous Delivery—which combines Agile, DevOps, and Automation into a single team is the way forward. President and Global Head of Business Groups, Scott Staples in conversation with leading analyst firm HfS Research's Tom Reuner, talks about how Mindtree drives continuous delivery with its accelerators, frameworks, and more importantly, its mindset.

Download the report >>

DEEP THOUGHTS

SAP Suite on HANA Vs SAP S/4HANA – the differences explained

SAP Suite on HANA and SAP S/4HANA are two different and distinct products. Before deciding between the two, it is vital to understand the functionality and the contrasts in the journey to each product. Mark Chalfen, SAP S/4HANA Global Lead at Bluefin Solutions, a Mindtree company, provides clarity for those grappling with the differences between SAP Suite on HANA and SAP S/4HANA.

IoT – The information of everything

We are witnessing a massive disruption - the phenomenon of all devices connected and talking to each other. Enormous amounts of data is being dispersed; some beyond human comprehension. To unlock the Information of Everything and identify meaningful contextual information that provides strategic value and business sense, we need to get into the realm of adaptable digital algorithms, deep analytics, machine learning, cognitive computing, artificial intelligence, bots and robots, writes Subramanian Hariharan, Senior Director at Mindtree in an article in IoT Global Network.

Agile adolescence – The gawky teenage years

Young agilists start their Agile journey as Agile infants, move into childhood where they begin to develop competencies and enjoy success. And then, they become Agile teenagers! Agile teenagers typically know the basics – the practices of an Agile framework like Scrum – but may find it difficult to implement the harder improvements, such as the principles behind Agile. Agile Coach Dwight Kingdon explains the dangers of Agile adolescence and the importance of learning to grow past just the mechanics of Agile ceremonies and artifacts, and create an atmosphere of continual innovation, inspection, learning and adapting.

Driving growth through engagement: Marketing Cloud + Community Cloud

So you've invested in Salesforce Community Cloud. But, are you sure you're getting the most from your investment? The value of Community Cloud lies in audience engagement. If customers aren't making enough use of the social, knowledge, and self-service components of your Community, then you're leaving growth opportunities to die on the vine. This is where Marketing Cloud can help. Adam Post, Marketing Automation Practice Lead at Magnet 360, a Mindtree company, explains how to garner greater audience engagement by utilizing marketing automation in combination with usage data from Community Cloud.

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.