

Winning in the age of personalization



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Customers already expect your brand to be present across the different channels and devices they use. Your current challenge is to deliver right-time experiences that satisfy individual customer needs the moment they arise. To stand out, you must meticulously map the customer journey and deliver helpful, personalized offers in near real time that fit their specific context. This requires insight into customer profile information, including preferences, interaction history, and social media connections, as well as location data. Personalization hinges on mapping customer purchase paths and creating compelling offers that meet consumers in the moment and invite them to take the next steps on their journey. Check out a global survey, an e-book, and further thought leadership on this crucial topic in this month's newsletter.

MINDTREE MATTERS

What Mindtree study means to the booming travel industry



Millennials will soon outspend any other generation before them on travel, according to a new [global study](#) from Mindtree. To learn how companies are using personalization to satisfy millennials and increase revenue, Travel Pulse interviewed Karthik Balasubramanian, Mindtree's North American head of travel and hospitality.

SPOTLIGHT

Winning in the age of personalization

Our newest [global study](#) reveals that personalization is a critical investment area. Most companies are not yet investing enough in an area that quite obviously drives new revenue. 74% of consumers say that personalized promotions encourage them to buy products and services they have never purchased before. However, only 28% of organizations are making significant investments in personalizing the online buying experience.

[Download the eBook on Personalization >>](#)

DEEP THOUGHTS

SAP Cloud for Analytics for planning: A new-generation of SaaS



In a recent blog, Matthew Ainsworth, a consultant at Mindtree's Bluefin Solutions, takes an in-depth look at SAP Cloud for Analytics for planning. He provides some basic FAQs and guidance for implementing this new generation of Software-as-a-Service, which provides all analytics capabilities for all users in one product.

[Read more >>](#)

Data as a Service, at your service

While the Data as a Service (DaaS) model enables easy enterprise-wide data access, it also puts stress on the data governance processes. But with most bandwidth limitations being resolved, there's little to stop enterprise data from flowing to the cloud, whether through existing systems or via databases and applications residing entirely in the cloud.

[Read more >>](#)

Introducing our Digital Hub

We're launching a content hub with original and curated articles on the latest in digital solutions. The Digital Hub centralizes access to original blogs, papers and success stories on digital solutions. You will also find articles from top news sources and analyst firms, so that you can stay on top of everything digital.

[Digital Hub >>](#)

Soumendra Mohanty, Head of Mindtree's Digital Solutions business discusses the enterprise risks and advantages of using DaaS.

[Read more >>](#)

Three Salesforce enhancements to stay competitive

Magnet 360, a Mindtree company, uses its deep expertise as a Platinum Salesforce partner to ensure that clients optimize their Salesforce implementation. In this thought leadership article, National Consulting Service Vice President Allen Debes shares how to integrate testing, analytics and integration with Microsoft Office.

[Read more >>](#)

Omnichannel banking: How to get it right

The omnichannel approach used widely in the travel, retail and restaurant industries has come to banking. Non-bank competition challenges the traditional position of a bank as the primary owner of the customer relationship. We help banks reinvent themselves with omnichannel banking and our three-stage Omnichannel Assessment Framework.

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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.

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