Paul Gottsegen
Chief Marketing and Strategy Officer

The pollen count is sky high now, but don't let all of that sneezing distract you from the main issue at hand - creating an agile technology foundation that can keep up with the ever-quickening changes required from your business teams. From transforming application services, to re-architecting marketing, or even getting you ready to take full advantage of the new world of smart sensor devices, Mindtree's experts are eager to help you compete.......and win.

SPOTLIGHT

Is IT driving your company's growth? Win the checkered flag with Atlas

Moving IT from a reactive support role to a proactive business leadership role that helps you drive the company forward requires the agility to handle the fast pace of change. Is your IT winning the race?

The key to staying ahead of the competition is having the best support team. Find out how Atlas, Mindtree's end-to-end, results-based managed services framework, transforms an outdated IT business model into one that focuses on driving real business value for your company.

Read more >>

MINDTREE MATTERS

ISG names Mindtree a Top 10 EMEA outsourcing service provider

It's nice being at the top! Information Services Group (ISG), a leading technology market intelligence company, named Mindtree among the top 10 leading providers in its Breakthrough 10 Sourcing Standouts category for the Europe, Middle East and Africa (EMEA) region. The designation recognizes Mindtree's technical services growing market share and industry leadership over the last twelve months.

Paul Reynolds, chief research officer of ISG, states, "Mindtree continues to establish itself as a leading and growing player in the global market for technology services, based on its volume of business in relation to other industry providers."

Read more >>

DEEP THOUGHTS

Banking's game plan for wearables includes some surprising moves

As Apple Watch launches a new era of personal computing, leading banks are not sitting around to see what happens next. In fact, banks are making some pretty bold moves in the wearable space.

In an article for online magazine *The Financial Brand*, Mindtree's Shobhit Mathur, Ajay Yadav and Craig Besnoy explain why wearables should be part of every financial company's omni-channel customer strategy.

Read more >>

Five field-tested recommendations to transform your marketing team

Our own CMO, Paul Gottsegen, shares five lessons he's learned during a very busy year transforming Mindtree's marketing organization in an April 29, 2015 *CMO.com* article.

With a mixture of humor and straight talk, Paul imparts advice that can only come from living on the front lines. While he appreciates the increasing spotlight on marketing as a vital component to the business, he warns that success can only be sustained by embracing digital innovation and building strategic partnerships with the organization.

Back to basics: It's not the data, it's what you do with it!

From his front-row seat to innovation, Mindtree's Debjyoti Paul, GM, Retail, CPG and Manufacturing gives his view on the doings at the recent Retail and Consumer Goods Analytics Summit in Chicago, Illinois.

The main topic, of course, was data and analytics. Speakers ranged from the profane to the practical as they shared their views on the power of extracting useful information from data in our new world. Find out Debjyoti's take on what they had to say.

Traditional testing doesn't cut it in an "Internet of Things" world

Nischal Varun, Senior Director of Mindtree's Testing Services shares his thoughts about the trials and tribulations of testing. He first notes how the need for big data by both corporations and consumers is creating a "perfect storm" of challenges for quality assurance (QA) teams scrambling to catch up.

Learn his three key reasons why old tried and true QA and testing approaches are no longer adequate or even relevant in our "consumer is king" and "data is everything" Internet of Things world.

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.