

Mindtree positioned as a leader for digital services by Zinnov



Possibilities
May 2016



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It's a cruel world. Every business must be driving growth to stay relevant and reinventing themselves along the way while at the same time continuously improving core operations. I once read that 'It is not the strongest or the most intelligent who will survive but those who can best manage change.' So what can you do to keep IT aligned to the business in a fast-changing landscape? Focus on agile development, actively deploy analytics, micro-personalize your marketing, and deliver digital transformation for clients. Read about it further in this month's newsletter.

MINDTREE MATTERS

Magnet 360 wins Best Cross-Cloud Solution award from Salesforce



Every year Salesforce recognizes five of its partners that have delivered digital marketing success to its customers. [Magnet 360](#) helped Purina bring multi-channel marketing in-house to create a streamlined sales and marketing automation solution utilizing Marketing Cloud, Sales Cloud, and Pardot. With this multi-cloud Salesforce solution, and an 80% internal adoption rate, Purina is able to build robust customer profiles to enable 1:1 customer journeys and greater sales effectiveness.

SPOTLIGHT

Mindtree positioned as a leader for digital services by Zinnov

Leading advisory firm Zinnov has named Mindtree a leader in 'Zinnov Zones for Digital Services'. This comprehensive analysis measured companies on digital prowess including the breadth of service offerings, ecosystem leverage, talent, proprietary assets, and new engagement models while also considering scale, clientele and product engineering capabilities. Mindtree has been recognized as a leader in Digital Consulting and Transformation, Design & Experience, Digital Platform Integration and Data Management & Analytics.

[Download the report >>](#)

DEEP THOUGHTS

Social media analytics: Insights that standard KPIs fail to generate



It's quite evident from the statistics that social media has been one of the key differentiators in the growth story of e-commerce firms. Companies are investing in social media for promotions and for customer acquisition and customer service. Mihir Kumar from Mindtree's Digital practice gives the lowdown on effective usage of utilizing social media analytics to create more business value.

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Mindtree achieves industry leading revenue growth of 22.5% in FY16

Mindtree delivered another year of strong financial results with annual revenue for FY2015-16 at \$715 million. The ongoing strategic focus on digital, managed services and delivery excellence in select industry segments has played a vital role in our growth story.

[Read more >>](#)

Personalization, banking's new mantra

John Ginovsky, Contributing Editor of Banking Exchange, leverages Mindtree's research to explain the importance of customer-centricity, personalized services and how banks can benefit by establishing agile platforms that personalize every engagement.

[Read more >>](#)

Dispel the myths of Agile

Given the demand for projects to deliver quick returns on investment, they need to be implemented rapidly and deliver exactly what the business needs. The Agile approach provides a much earlier indication of a project's success or failure. Yet myths like Agile cannot be used in very large projects and that it requires a lot of throwaway rework is making project managers fearful of adopting it. Samantha Hollingsworth, Principal Program Consultant at Mindtree's Bluefin Solutions, disrupts the traditional mind-set by dispelling the common myths surrounding Agile.

[Read more >>](#)

Fail-safe, always-on: Trends in Product Engineering by Zinnov

The outsourced engineering market is growing at a rapid pace and is expected to reach nearly \$23 billion by 2020. Today's consumers expect fail-safe, always-on products integrated with their digital identity. Meeting these demands takes engineering intelligence paired with a strong local delivery model. Zinnov brings out the latest industry trends and predictions for the future of the engineering outsourcing industry.

[Download the report >>](#)

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.

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