



Paul Gottsegen
Chief Marketing and
Strategy Officer

Dear Reader,

Customer expectations are changing faster than you think. Even with all of the progress companies have made to date, they've just scratched the surface of what's possible using digital transformation. How do you stay ahead of your customers? By injecting faster growth in your business through emerging business models and technologies that ensure customers have a wonderful experience whenever they interact with your brand.

Mindtree helps global companies like yours unleash digital possibilities in two ways - by designing better customer experiences and by enabling employees and partners to engage customers at the key points of contact.

CLIENTS SPEAK



Alexander van der Hooft, VP, IT Solutions, on KPN strategies in fiercely competitive market.

Find out how KPN stays ahead of competitors by moving beyond their comfort zone to explore new trends and enter new markets. KPN is the largest telecommunications and IT services provider in The Netherlands, with 27 million residential and business customers.

Alexander van der Hooft, VP - IT Solutions, KPN sees enterprise business

SPOTLIGHT

Newcomer Constant Commerce captures e-commerce crown



Digital transformation is upending the retail industry, creating a whole new set of winners and losers. The latest winner is Constant Commerce, who captured the [2014 IDG E-Commerce Award](#) with breakthrough technology and attention to detail. Founded less than three years ago, Constant Commerce embeds mini-shopping experiences in websites, apps, ads and social media for the world's top retailers.

"Constant Commerce's platform stood out because it has the ability to really drive change in e-commerce," said Radha R, the industry awards judge and Mindtree Executive VP for Retail, CPG and Manufacturing. "It's been developed based on strong shopper and customer insight and its execution has been absolutely first class."

[Read more >>](#)

IN THE NEWS - FOOD FOR THOUGHT

Three ways savvy companies use data

[ComputerWeekly.com](#) It's not so much the amount of data you have, but how you use it that matters. Learn three ways savvy companies use it to pull insights from a sea of data.

ComputerWeekly.com guest bloggers Soumendra Mohanty, VP - Data warehousing and Mark Wilsdon, VP - Sales, UK from Mindtree share what they've learned.

[Read more>>](#)

Two thirds of senior finance executives frustrated with FATCA complexity



Frustrated with FACTA? You're in good company. In a survey published this summer, 67% of finance professionals said the complexity of FATCA requirements is their top hurdle to achieving compliance. Survey participants were senior decision makers in risk, compliance and IT from companies with annual revenues over \$800 million.

[Read the Survey >>](#)

INNOVATION STARTS HERE

applications management as the next big venture for KPN.

[Video >>](#)

A funny name for a collaborative workspace may fire your company's imagination and make your ideas a reality



Send your top minds with their best ideas to The Digital Pumpkin, Mindtree's innovation hub. We help your engineers experiment with their next generation concepts and develop real business solutions that can drive your company forward.

[Video](#) | [Success story >>](#)

Zinnov predicts India's R&D globalization and services market to double by 2020 to \$38B



'Hang onto your seats, it's going to be a wild ride' predicts Zinnov Management Consulting, a leading globalization and market expansion advisory firm on India's R&D growth prospects.

Zinnov released its [Global R&D Service Providers \(GSPR\) Rating 2014](#), a survey of over 50 companies in the ER&D space. In addition to market prognostications, the survey helps business leaders in their search for top engineering services partners.

[Read more >>](#)

MINDTREE MATTERS

Strong revenue growth in second quarter FY15



Mindtree produced another strong quarter of financial performance with a robust revenue growth of 4.1% quarter-over-quarter in USD. We thank our customers who invest in us because they believe that we deliver value to their businesses.

[Read more >>](#)

2014 ASTD BEST award winner - Mindtree ranked 4th worldwide!



The ASTD BEST Awards are the talent development industry's most rigorous and coveted recognition. They recognize organizations that truly get the value of training by using learning functions as strategic business tools.

Check out all the big names that we beat- maybe you have heard of them- IBM, Deloitte, Verizon and Hilton, to name a few.

[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 to learn more.

Possibilities is our monthly newsletter.

