



Paul Gottsegen
Chief Marketing and
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Dear Reader,

A strategic approach to testing gets products to market faster. Our unique MindTest capability uses automated tools to manage risk and deliver defect-free products for a quantifiable ROI. Just recently, the British Broadcasting Company hired our team to help test their digital product line. Read about how Mindtree independent testing services ensure your products and applications are ready by deadline and meet customer expectations.

SPOTLIGHT

Empowering enterprises to deliver superior customer experience through smarter testing approaches



James Bach,
Test Consultant and
Founder of Satisfice Inc.,
explains the value of
testing in an exclusive
interview.

An outside-in approach enables enterprises to realize the true benefits of transforming your testing environment. Creating a roadmap to align testing portfolios with customer processes minimizes changes and creates an organization that meets the needs of an omni-channel world.

[Watch the video](#) | [Download the white paper >>](#)

CLIENTS SPEAK



Ivan Brooks
CIO
BrightHouse

Mindtree helps BrightHouse, UK's leading rent-to-own retail chain, develop an enhanced Point-of-Sale solution across all its stores

"We chose Mindtree for their in-depth knowledge in Retail. They have catered to our needs by providing personalized services. The combined offshore-onshore teams work as a unit to a level that I haven't seen in my 30 years in IT."

[Watch the video >>](#)

MINDTREE MATTERS

Transformational testing techniques and solutions for a connected world



Mindtree is a platinum sponsor at STARWEST 2014, the premier software testing and quality assurance conference.

Mindtree is meeting the digital wave of innovation. We will exhibit our integrated and holistic testing techniques for the connected world at the event.

[Read More >>](#)

Meaningful insights to enhance customer experience



Mindtree is a Gold Partner in the Oracle Partner Network. We will demonstrate innovative solutions built to provide enterprises with "Connected Customer Insights" at Oracle Open World 2014.

Mindtree's Customer Insights Solution integrates data from key performance indicators, dashboards, data models and analytical algorithms on Oracle Exalytics to help enterprises consistently deliver perfect experience across all customer touch points.

[Read More >>](#)

MINDTREE IN THE NEWS

How holiday readiness testing is different from routine testing?



Holiday season shopping reached a billion dollars last year. In this blog, Abhishek Raj, Performance Engineer with Mindtree's Testing practice, talks about the difference between holiday readiness testing as opposed to traditional performance testing.

He explains how proactive and exhaustive planning can lead to huge business gains during the holiday season.

[Read more>>](#)

Meaningful digital transformations for banks - substance over style



In a bid to stay ahead of the competition, most banks are channeling a large part of their IT investments into digital initiatives. Shobhit Mathur, Head of the Banking Center of Excellence at Mindtree, talks about how banks will have to rethink their fundamental business models and processes - from policy to risk management to distribution channels, for meaningful digital transformation and to remain relevant to their customers.

[Read More >>](#)

The future of retail is "Phy-gital"



Retailers are continuing to make significant enhancements to their in-store experience to keep up with consumers' heightened expectations.

In this article, Radha R, EVP, Retail, CPG, Manufacturing, Mindtree, speaks on the four cornerstones of omni-channel marketing where shoppers are offered the best of both physical and digital worlds at all times.

[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.

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