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At Mindtree, we like to say we were "born digital" since digital transformation has been at the core of our business from Day 1. We know that digital is more than technologies and tools. Like the Internet of Things, it's a game changer that offers a world of new opportunities for our customers. This month's Spotlight features an interview that takes a close look at our digital practice and why Mindtree's unique, collaborative approach delivers real business results.

MINDTREE MATTERS

flydubai Selects Mindtree as a Strategic Technology Partner

Mindtree announced a strategic partnership with Dubai-based flydubai to shape the full digital experience of the connected traveler. Mindtree will focus on transforming flydubai's information technology to support passenger sales and service systems, including services such as electronic ticketing and real-time baggage tracking.

[Read more >>](#)

Mölnlycke Health Care Selects Mindtree for SAP Application Management

Mölnlycke Health Care, a world-leading provider of single-use surgical and wound care solutions, selected Mindtree to enhance business efficiency using the SAP application suite. Mindtree will help drive strategic transformational programs for Mölnlycke by implementing lean IT practices to further improve efficiencies. This will result in cost-effective delivery globally, on a single service management platform.

[Read more >>](#)

SPOTLIGHT

Mindtree's Digital Practice Forecast: Clear Vision in a Cloudy Market

A new report, "Mindtree's Digital Practice Brings Clarity to a Cloudy Market," from Horses for Sources (HfS), a leading global services analyst firm, spotlights Mindtree's growing digital practice. This Q&A with Mindtree's Digital Business leader, Radha R., shares insights into how clients can harness a digital transformation for long-term competitive advantage.

Read the report to learn why HfS Managing Director for Digital Ned May says Mindtree's Digital vision is "one of the clearest in the market today—one that can serve to help frame the conversation for any enterprise buyer."

[Download the report >>](#)

CLIENT SPEAK

CIO Report: Leading Industrial Supplier Discovers Digital Success

The move from paper catalog-based sales to a robust ecommerce system delivered \$1 million in savings and \$1 billion in annual revenue for MSC Industrial Supply Co. See how our Digital Team helped MSC get its tech groove back with an agile solution that keeps pace with a changing digital landscape.

[Read the CIO report >>](#)

DEEP THOUGHTS

Five Tips for Evaluating Trade Spend ROI

For consumer packaged goods (CPG) companies, it's no secret that managing trade spend is a number one priority when it comes to controlling costs. Without the right analytical tools, many companies only have ROI insight into less than 10% of their promotions.

Janet Dorenkott, AVP and co-founder of Relational Solutions, a Mindtree Company, offers five important tips that can help CPG companies get closer to true ROI.

[Read more >>](#)

Mindtree and MetricStream Partnership Offers Relief for Financial Regulation Headaches

Financial firms are faced with complex and cumbersome compliance regulations. Mindtree's partnership with MetricStream, the market leader in governance, risk and compliance (GRC) offers relief with support for multiple regulations such as the Dodd-Frank Act, European Markets in Financial Instruments Directive and the upcoming Markets in Financial Investments regulation. Mindtree will leverage MetricStream's Zaplet, a cloud-based open platform to build, deploy and manage a variety of GRC applications for financial firms globally.

[Read more >>](#)

SAP Cloud for Customer: Managing Different Versions in the Customer Service Categories Catalog

SAP recently released SAP Cloud for Customer (C4C), a Cloud solution for customer engagement and relationship management. SAP C4C enables a company's business analysts to create a comma separated value (CSV) file to upload the entire Service Category Catalog, rather than creating each entry manually in the system. However, uploading a Catalog into SAP C4C can be a tricky task.

Davide De Luca, consultant at Bluefin, a Mindtree company, provides a seven-step process for streamlining successful Catalog uploads.

[Read more >>](#)

Make HR Transformation a Destination Rather than a Journey

Traditional strategies make human resources transformation more of an arduous journey than a straight-path to a destination. Mindtree architect Pamela Kundu examines how Mindtree's Oracle services can change how our clients hire, grow and retain a workforce.

[Read more >>](#)

How to Engage Financial Services Customers, Part 2: Omnichannel Solution Go-to-Market Challenges

Financial services organizations often face roadblocks to implementing omnichannel solutions that seamlessly integrate online and physical banking channels. These roadblocks typically include the usual suspects: systems integration, legacy enablement and data analysis, and the budget monster.

Mindtree Principal Consultant, Capital Markets Nagaraj Modur explains how Mindtree's approach to engaged banking addresses these challenges to help financial institutions achieve omnichannel success.

[Read more >>](#)

Mindtree and Accenture Duck Creek Suite Help Insurers Achieve Business Agility, Growth and Profitability

To stay competitive in a rapidly evolving market, today's insurers need to be highly nimble to launch products and enhance services as new opportunities emerge. But modernizing core insurance policy, billing and claims systems is not an easy undertaking.

This report describes four important aspects of modernizing core insurance systems-and how Mindtree and Accenture Duck Creek Suite doubled an insurer's revenue in four years.

[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.

Possibilities is our monthly newsletter.

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