

Welcome to Possible



[The 2019 ISG Provider Lens™ Report on SIAM/ITSM Recognizes Mindtree as a Rising Star in Service Operation and Delivery \(US\)](#)

The 2019 ISG Provider Lens™ Report on SIAM/ITSM covers a spectrum of process automation capabilities that an enterprise client would require. It covers the functionality of products and portfolio of services provided by vendors in the heterogeneous SIAM environment.

[READ THE REPORT](#)

Introduction



Brendan Kavaney
Head of Field Marketing

It's great to be part of the ISG SIAM (Service Integration and Management) report and we hope you'll find it an interesting read. This month we've contributed to articles on Chatbots, we all want to leverage them, but how do you get started anyway? Also, a nice piece on the evolution of private labels in retail as well as a video from Optum Health.

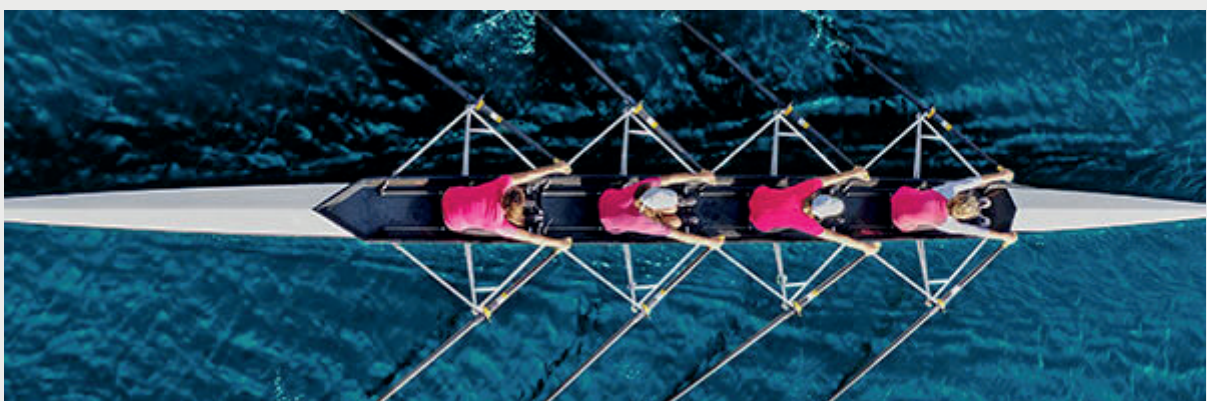


Deep Thoughts

[Private Label: A Growing CPG Crisis](#)

Throughout the history of private label products, most consumer product marketers could claim to be winning the battle for shoppers' hearts, minds and wallets. [Werner Graf](#), head of CPG industry at Mindtree said "In essence, many retailers are now CPG companies. That's a fundamental shift. What is a CPG company to do when its customer becomes a competitor?"

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Mindtree Matters

[Client Speak](#)

Matt Nyquist, CIO of Population Health at Optum, talks about how Magnet360, Mindtree's Salesforce Practice, helped them deliver their products in a more efficient and effective way.

[WATCH THE VIDEO](#)

[Developing chatbots in the enterprise: both for the customer and employee](#)

"It's important to pick up use cases that will deliver the maximum amount of business benefit, either in terms of taking a transaction cost away or improving convergence" — [Anshuman Singh](#), Head, Mindtree Digital (Europe)

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Mindtree Ltd.
25 Independence Blvd, Suite 401
Warren, New Jersey 07059
United States

+1 908-604-8080 | [Contact Us](#)

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