



Mindtree

A Larsen & Toubro Group Company

Keeping the Lights On In Times of Disruption

*How Mindtree ensured Zero Business Disruption for its Communications,
Media & Technology clients during the COVID-19 Crisis*



Welcome to possible

Abstract



The unprecedented spread of COVID-19 has taken the world by storm. Every industry is feeling its effects, with chaos and uncertainty prevailing everywhere. Amidst the mounting toll and indiscriminate spread of the virus, enterprises globally have struggled to keep normal office spaces operational. They were forced to swiftly move to remote operations, and at the same time, ensure that the bulk of the workforce can productively work from home.

In this report, we will take a look at how the Mindtree effectively handled the COVID-19 situation and ensured the safety of its employees while delivering **zero business disruption to over 60 communications, media & technology (CMT) client engagements globally.**

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The Mindtree CMT Industry Group, with over 4300 employees, is spread across 29 cities in 11 countries. It works with over 60 clients across North America, UK, Europe, Middle East and Asia Pacific regions. Clients in this industry group range from a very diverse set of industries with very varied requirements and project needs. What's more, while the whole world went into a lockdown and most industries almost shut down, many communications, media & technology enterprises saw a rapid and an almost unprecedented surge in demand for their products.

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At the same time, our clients continued to release new products, felt the need to onboard new customers online, automate processes to slash operations costs, upgrade products and platforms in response to rising demand, and serve their customers better.

How it all **began**



Late last year and earlier this year, when the Coronavirus scare was limited to China, there was little expectation that it would grow to such pandemic proportions. Business went on as usual and in small pockets, there was news emanating about this novel virus that was taking the lives of people. However, as it hit foreign shores in the second half of February, our clients began to worry and their businesses were left scrambling to devise ways to keep their operations running.

By the third week of February, things started to fall out of place as the deadly virus began its march toward the North American continent – Mindtree CMT's principal geography.

Crisis precipitates & Mindtree CMT's response

By the end of February, to tackle the problems that arose from the situation, Mindtree CMT (in consultation with the corporate risk team) devised a plan which covered four different, but essential areas - health and safety, business continuity, client support, and communications. The primary idea was to ensure that, even though the systems would be changing shortly, everything still functioned without a glitch. This meant that a lot of movement had to be done, and it had to be done very quickly.

By March first week, a 'War Room' had been set up and a core Crisis Management Team formed. Across geographies, supporting teams were also set up, and shortly afterwards, all internal events / large gatherings were deferred, Project Business Continuation Plan reviews were initiated, and all account teams were instructed to ask clients for work from home approval. Shortly, a COVID-19 awareness page was launched to ensure that all employees were aware of the gravity of the situation, with updates available in a single place.

By March 16, the entirety of our workforce in non-India locations was in remote working mode, while 70% employees in India were also working from home - well before the government-enforced lockdown, which was only a week later. Also, to encourage the idea of social distancing, our cafeterias had just one person per table.

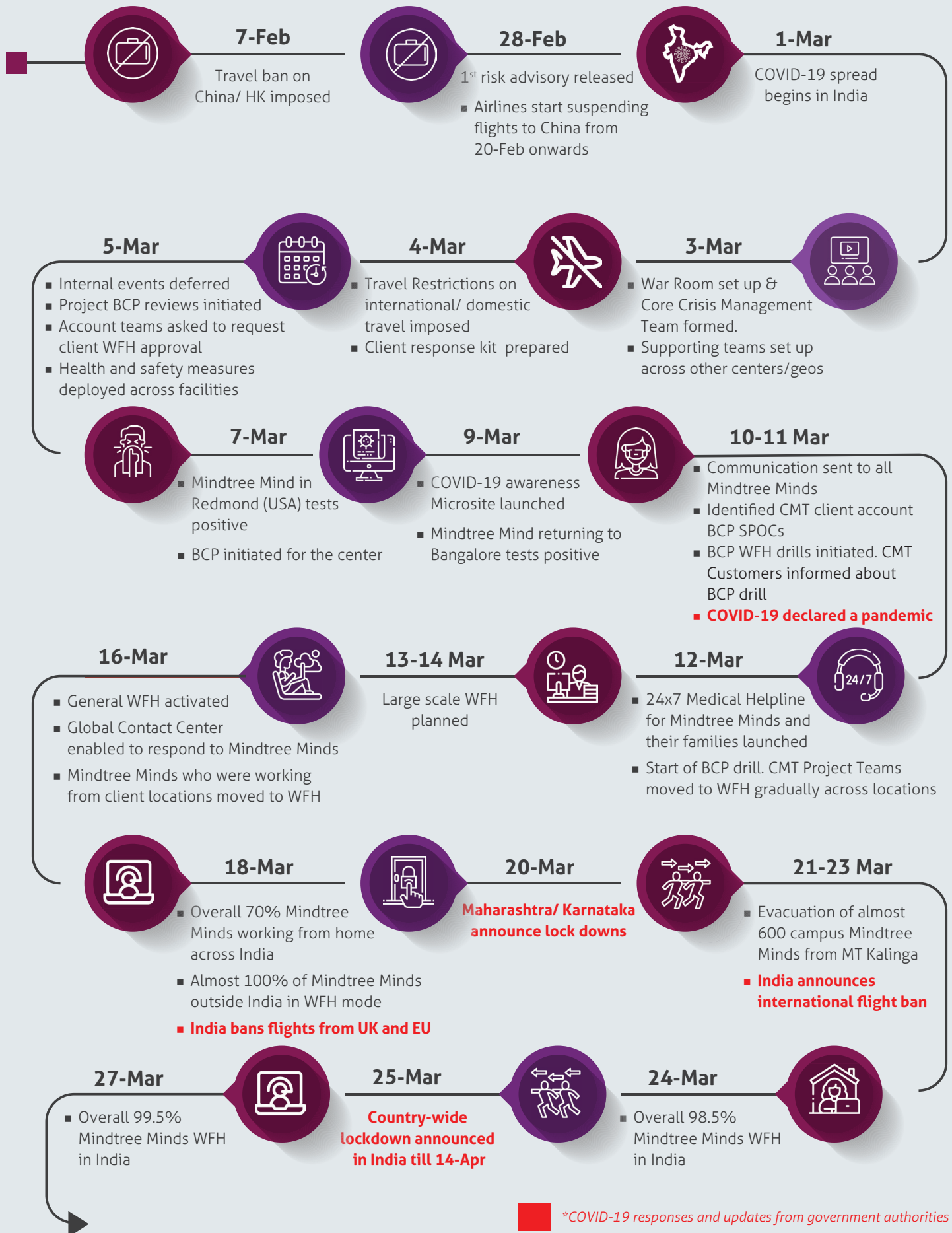


Remote Knowledge Transfer

General guidelines were established for all employees to work from home. Remote Knowledge Transfer during transitions for large and medium engagements was enabled swiftly and smoothly. Quick but detailed planning was done considering all constraints related to COVID situation for remote knowledge acquisition for both Apps and Infra Managed Services transition.

- Remote recruitment and virtual onboarding for new hires helped timely availability of the full team for transition.
- There was a seamless collaboration with the IT teams for hardware delivery to team members within 2 days of request followed by software enablement and expediting the approvals for software installations.
- 100% remote transition was achieved leveraging Mindtree and customer's existing collaboration tools. Pre-read material was provided to team followed by centrally controlled documentation to make knowledge acquisition effective. Questions were collated soon after every session to ensure timely clarifications.
- Governance by involving all key stakeholders to enable the whole remote transition was a key contributor to the smooth functioning of remote Knowledge Transfer.

Chronicle: Mindtree CMT's Business Continuity Plan





Key pointers that make us proud!


- Time to move from **0% to 95% WFH: 5 Working Days**
- Time to move to **99.7% WFH: 9 Working Days**
- Special **permits & logistical arrangements** for Mindtree Minds working on **client projects with key device and lab dependencies**
- Delivered **on-time resource** ramp-up using superior remote **onboarding for over 400 new Mindtree Minds**
- **BCP implemented** across all service lines such as including product engineering, digital transformation, sustenance, etc. and all industry segments such as hi-tech, media, services, education, real estate IT, healthcare services, and more.
- **Regular and transparent communication** between delivery and sales teams

By the end of it all, The Mindtree Communications, Media, Technology & Services (CMT) Unit Delivered '**Zero Disruption Business Continuity**' in **5 Working Days** for over **60 Clients** by mobilizing Remote Operations for **4300 Minds** working across **29 cities** and **11 countries**

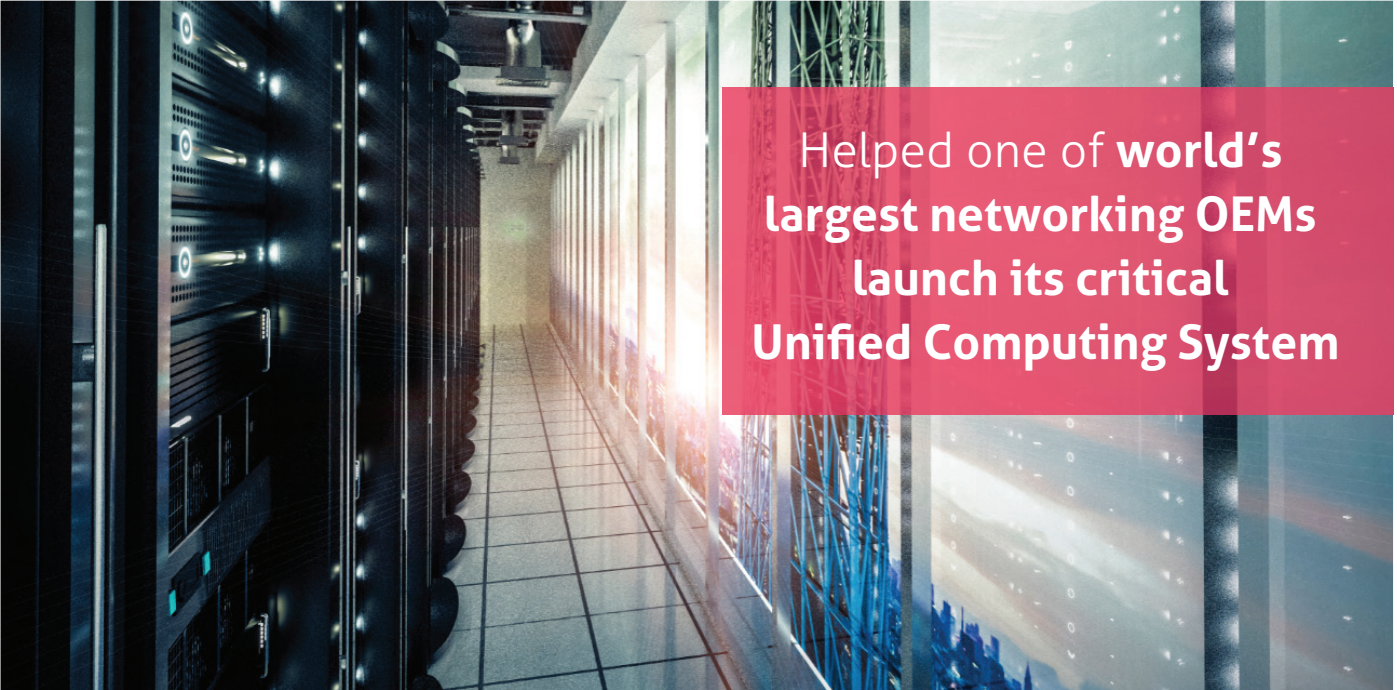
How **Mindtree CMT** continued to help its clients during the **COVID-19** lockdown

Despite the COVID-19-led lockdown, Mindtree's CMT practice ensured that clients not only face zero business disruption & business-as-usual, but also continue to grow, release products, serve their end customers. In addition to that, Mindtree CMT also enabled certain healthcare, government firms and humanitarian organizations to step-up in their fight against COVID-19. The response from our clients base has been extremely encouraging, to say the least.

Mindtree helped communications, media & technology clients **release new products, & drive growth** amid lockdown



Helped one of **world's most prolific audio brands** release a **first-of-its-kind video conference** solution



Helped one of **world's largest networking OEMs** launch its critical **Unified Computing System**


“ *Team Mindtree provided critical support to secure a very key deal for the customer in a critical situation*

– *Senior Director,
UCS engineering BU at one of world's largest networking OEMs*

”

Helped one of the **world's leading consulting firms** launch its **B2B platform** for rapidly onboarding **B2B clients**

Mindtree helped communications, media & technology clients with **solutions to optimize costs**



Helped one of **America's biggest real estate providers** slash **\$1million cost savings** through **Robotic Process Automation** deployment

Mindtree helped communications, media & technology clients with **solutions to scale up their business operations**



Helped one of **world's most reputed universities** scale up their **online presence in response to 30X surge** in demand for its **online education**



Helped one of **UK's most reputed media & broadcasting orgs** to scale up operations in response to **steep surge in media content demand**

“ *As usual, Mindtree continue to meet and surpass expectations. Thank you also for your continued flexibility in light of the global pandemic. Stay safe and well!*

– Test Team Lead
at one of UK's biggest news broadcasters

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Mindtree helped communications, media & technology clients so they could **serve their customers better**



Helped **end-to-end device testing** for one of the **world's largest geospatial technology firm**, so they could serve their automobile client better



Helped one of **America's biggest integrated managed care consortiums** launch a platform that **provides information, tips and emergency alerts related to COVID-19** to its patients, medical fraternity, caregivers and families. Also **enabled video consultation** with the doctors for millions of Americans.

This is great! I continue to be impressed with the new features and how quickly the team can move to meet today's needs. I realize it is a challenging time for all of us and I wanted to express my appreciation to the entire team for these efforts

*– Associate Executive Director,
one of America's biggest managed care providers*





Round-the-clock support to America's leading digital government platform. Mindtree CMT supports 4500 US government entities (city, state, federal), unprecedented traffic levels of **140 million mailers / day, and more**

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.....If we had not been informed officially that Mindtree team is 100% working from home during this crisis, we wouldn't have even made out the difference. It has been seamless and we've not seen any degradation in the support.

*– Director IT Operations,
America's leading digital
government platform*

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.....my appreciation with them for all that they are doing to keep the lights on, even when the whole country is locked down

*– Senior Technical Manager,
America's leading digital
government platform*

”



Launched a **gifting and donation management platform** for one of the **world's largest humanitarian organizations** so that it could **raise more money to fight the global pandemic**

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This is definitely one for the record books.... One day we'll all look back and say "ah, GMS..." and remember the "fun" we had. You guys are strong as steel But the big prize is the trust you have with these colleagues, trust that will last the rest of your career"

*– Missy Jaroneski,
Executive Director at one of world's largest humanitarian organizations*

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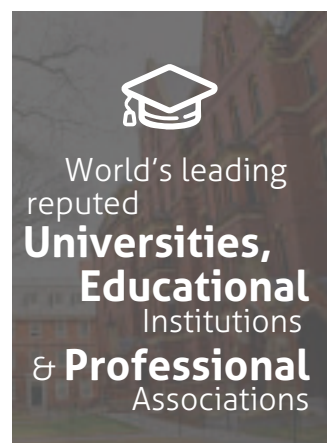
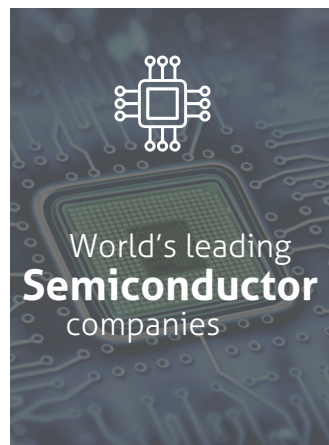
Mindtree **Communications, Media & Technology** Industry Group

Established in 2000, Mindtree's Communications, Media & Technology (CMT) Industry Group has over 4300 employees, more commonly known as Mindtree Minds. Within this industry group, Mindtree works with Communications, Consumer Electronics, Enterprise Technology, Semiconductor, Automotive Technology, Media, Publishing & Entertainment, Advertising, Education, and Tech-Enabled Services companies like Professional Services, Real Estate, etc.

With a revenue base of over \$220 million annually, the Mindtree CMT Industry Group has executed over 500 projects for over 60 clients across North America, UK, Europe, Middle East and Asia Pacific regions.

The services portfolio encompasses Infrastructure & Application Managed Services, Product Engineering, Application Development & Maintenance and Quality Engineering, not to mention best-in-class industry-specific solutions and accelerators.

The Mindtree CMT works with marquee Fortune 1000 clients across every industry segment within communications, media & technology.



A Note of Thanks

Business Continuity is a joint effort between Mindtree and its clients. It would not have been possible without their support and cooperation. Thanks to all who made it possible. At the same time, we would like to take this opportunity to express our gratitude and solidarity with thousands of healthcare workers, city administration and others who are working round-the-clock to fight this pandemic.

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 300+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in 18 countries and over 40 offices across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 21,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."