

From the editor's desk

They say every summer has a story—and this is one for the history books. Our team is busy focusing our efforts on helping clients navigate shifts during COVID-19. We're using our collective experience and expertise to make some amazing digital transformations happen in IT, retail, media/entertainment, foodservice and travel industries.

Be well and stay healthy, all.



Brendan Kavaney, Head of Field Marketing

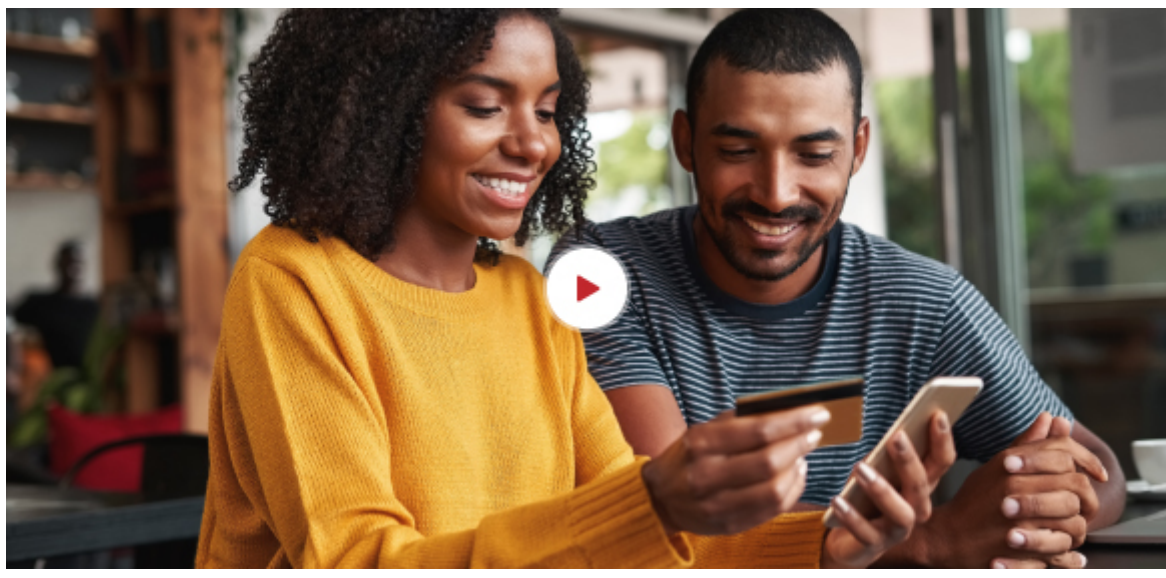
Editor's pick

Enterprise IT imperatives for the 'new normal'

The current COVID-19 situation has placed a new paradigm on business. Demand has moved from wants to needs; retailers are temporarily discouraging footfalls; logistics networks are strained due to lack of staff, forcing longer delivery timelines; and e-commerce players are accepting orders for essentials only. See how accelerating DevOps adoption through a composable automation solution can lead to quicker time to market and reduce costs.

[Read the whitepaper](#)

View from the top



Retail experience must-haves—2020 edition

E-commerce experts break down new consumer behavior patterns emerging in 2020, reveal best practices for keeping customers safe and informed, how to implement the most in-demand retail experience—BOPIS (buy online, pickup in store)—and what this all means for the future of retail.

[Watch video now](#)



Media & entertainment industry: novel strategies to thrive in the 'new normal'

The cancellation of large-scale sporting events, live concerts, and even the Olympics, has disrupted sponsorships, promotions, programming, advertising deals, and much more. See how media companies have adopted digital infrastructure to fit the growing demands of online immersive content.

[Read more](#)

Mindtree musings



Reimagined business strategies for the foodservice industry

Learn how Mindtree helped a foodservice giant make a radical change in two weeks—shifting from a high-touch in-person model, to a no-touch digitally-assisted service model.

[Read more](#)

Driving innovation and new revenue opportunities in the digital world with an API first approach

Mindtree conceptualized and built a scalable, cost-effective OpenAPI solution for a major European airline group. We further advanced the client's OpenAPI initiative by integrating the booking functionality for richer travel experiences, which in turn, strengthened their direct distribution strategy.

[Read more](#)

