



**Mindtree**

A Larsen & Toubro Group Company

[✉ Contact](#)

## From the editor's desk

We recently sat down with ISG to talk about the new normal and how we've not only pulled through, but thrived. We also joined InfoWorld and other industry heads to talk flexible cloud infrastructure. And since we have developed new apps and created omnichannel customer experiences, we've decided to share some how-tos with you!



**Brendan Kavaney, Head of Field Marketing**

## Editor's pick

**ISG talks to Magnet360, Mindtree's Salesforce practice, about being named a Salesforce leader and resiliency in the new normal**

Avinash Bhat, Global Head at Magnet360, The Mindtree Salesforce Practice, sits down with Jan Erik Aase, Director, Research at ISG Provider Lens, to discuss Magnet360 being named a Leader in the ISG Provider Lens™ Quadrant Report on Salesforce Ecosystem Partners 2020—and how the new normal has impacted and strengthened Magnet360.

[Watch Video](#)

## Mindtree musings



## Six ways to bring your spiraling cloud costs under control

Mindtree's Venu Lambu and other industry thought leaders sit down with InfoWorld to discuss the how the pandemic has accelerated cloud usage, creating longer-term challenges for some organizations looking to effectively manage their cloud costs.

[Read more](#)



### Mindtree helps Aflac simplify claims experience for customers

Mindtree works with Aflac to develop an enhanced mobile application, called MyAflac Mobile, to enable users to conveniently file claims directly from their mobile device, simplifying the claims process and creating a better user experience for their customers.

[Read more](#)

### Four strategic pillars that help you transform into an omnichannel retailer

Customer journeys today traverse several channels—with retail e-

commerce experiencing a major boost during the wake of COVID-19. Retailers who have made changes based on new consumer behaviors and invested in omnichannel strategies (connecting physical stores with digital platforms) are seeing a single view of the consumer and creating a seamless and effortless journey for their customers.



[Read more](#)



[Industries](#) [Services](#) [Blog](#) [About](#) [Careers](#)

Welcome to possible and Mindtree are registered trademarks of Mindtree Ltd. All rights reserved by Mindtree.com



---

© 2021 Mindtree. | [Share with friend](#) | [Unsubscribe](#)