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Mindtree

DIGITAL CASE STUDY BOOK

Delivering on the Promise of Data

ISG Preface

The stark reality of the COVID-19 pandemic is forcing companies of all sizes to conserve resources, contain costs and reduce risks. Organizations need to tread carefully in the current situation without losing sight of their long-term ability to recover and thrive in the future. Every company needs to simultaneously navigate through short-term pressure and invest now to accelerate the pace of digital transformation. Companies that demonstrate resiliency and sharpen their digital agendas will find a way to come out of the pandemic poised for growth.

ISG continues to remain at the forefront of helping organizations across the world refine their operating strategies in this uncertain environment. As the leading technology research and advisory firm, ISG has helped hundreds of clients clarify their vision, match buyers to the right providers and implement their transformation programs. But, with so much change occurring during these unprecedented times, the Digital Case Study Book is a welcome reading accompaniment that provides refreshing perspectives.

As the world rallies to contain the damage, ISG launches the third edition of the Digital Case Study Book to identify and publish the top examples of how organizations are currently accelerating the use of digital technologies. ISG Research used our research expertise and worked with leading technology companies around the globe, both large and small, to build this unique compendium of compelling case studies that demonstrate real-life business issues.

Each of the 25 transforming organizations featured in this book has a remarkable story to tell. Their case studies present real, unique challenges organizations faced during the shifting tides of rapid technology changes. Partnering closely with technology and service providers, these organizations are achieving incredible results. We hope that you enjoy this book and find the content illuminating and inspirational.

You can visit our website (research.isg-one.com) where you can access the Digital Case Study Book, alongside a world of content and data to support your decision-making.

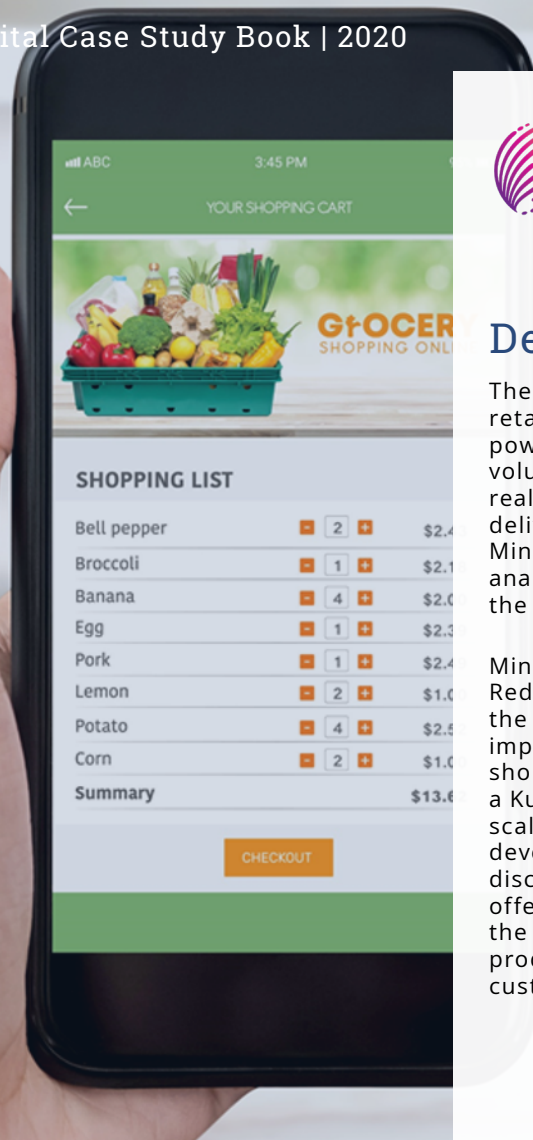
Sincerely,



Paul Reynolds

Partner and Chief Research Officer





Delivering on the Promise of Data

The Mindtree client is one of the largest online grocery retailers in the Asia Pacific region and recognized the power of data as a strategic lever for growth. As data volumes from a variety of sources increased, the company realized that its analytics platform needed to scale to deliver a superior customer experience and drive growth. Mindtree worked alongside this retail giant to upgrade its analytics platform to support future growth and deliver on the promise of data.

Mindtree used Snowplow, Amazon AWS and Amazon Redshift as tools for the transformation. Snowplow allows the client to understand user behavior and thereby improve product features to deliver a seamless grocery shopping experience for its customers. Mindtree built a Kubernetes-based microservices architecture that is scalable and reliable to deploy analytical solutions. It also developed a recommendation engine that helps customers discover products from a vast range of more than 20,000 offerings available on the platform. With Mindtree's help, the client is developing a forecasting model for perishable products that promises to improve product availability for customers while cutting down write-offs.

These optimizations helped reduce the time from data to insight to action from 24 hours to just six. This allows the analytics and business teams to spend 300 percent more time analyzing data to deliver critical business outcomes, rather than processing and transforming data. The analytics platform now has the ability to provide information to an online predictive analytics engine to optimize channel campaigns, build campaign journeys and personalize customer experience. An integrated and enriched view of customers also helps understand buying patterns and customer shopping trends. The business is now agile and quickly responds to changes in customer buying patterns and competitive scenarios. The upgraded data warehouse platform and the portfolio of analytics solutions that have been deployed position this major APAC online grocery retailer for continued growth in the coming years.

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