



Mindtree

A Larsen & Toubro Group Company

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From the editor's desk

2021 is off to a good start and we are very grateful for all of the recent accolades: Mindtree was named a leader in Public Cloud for Solutions and Services and we were recognized as a top performer for our climate change initiatives. We're also leading the charge with data-driven marketing strategies and implementing personalization engines.



Brendan Kavaney, Head of Field Marketing

Editor's pick

Mindtree named Leader in ISG Provider Lens™ Public Cloud — Solutions and Services for Midmarket 2020

"Mindtree's holistic cloud transformation services coupled with an automated approach towards migrating workloads on public cloud has garnered it a strong leadership positioning. Its strategic partnership with hyperscalers, especially Microsoft Azure and AWS, and an industry leading cloud management platform 'MWatch,' enables it to help clients manage their public cloud infrastructure efficiently," said Shashank Rajmane, Lead Analyst, ISG.

[Read the report](#)

Mindtree musings



How businesses can thrive in the digital age using data-driven marketing

Enterprises must understand that data-driven marketing is no longer just good to have, it has to be THE key area of focus for them to thrive in the digital age. In this point-of-view paper, we'll take a look at some of the challenges organizations face on their path to enabling omni-channel personalization at scale and suggest ways to help marketers implement data-driven marketing ecosystems that are scalable, easy-to-use, and future proof.

[Read more](#)



Product recommenders in the retail space: Everything you need to know

Online shopping experiences are lacking the digital version of the sales representative who can give each consumer a situational and contextual recommendation—this is where personalization engines come into play. In these detailed use cases, we cover what personalization engines can do, how they work, capabilities they offer, and how they're being used to provide customer-specific online recommendations.

[Read more](#)

Mindtree recognized as a top performer in Climate Change 2020 ranking by Carbon Disclosure Project (CDP)

Mindtree is in the top 6 percent of more than 9,600 companies worldwide across all sectors and is also one of only 15 companies in India to be recognized by CDP. See how we've incorporated an automation system and are using our AI expertise to carry out this forward-thinking sustainability strategy.

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