



Mindtree

A Larsen & Toubro Group Company



# Mindtree helps global IT solutions provider transform and grow by implementing a Customer 360° data platform

The **Customer 360°** data platform reimagines customer experience, boosts operational visibility by **36X**, improves decision-making and helps the client win new business worth **\$64 million**.



## Client overview

The client is a privately owned IT solutions and services company that provides hardware solutions, software licensing, cloud reselling, and lifecycle services, with \$2.4 billion in annual revenues. Its operations are spread across three business units – Value Added Reselling, Cloud Reselling, and Services. The client operates out of over 80 countries and 22 offices across North America, Europe, Singapore and India, and is headquartered in Washington state, US.

## Business challenges

The client had strategic aspirations to move towards a managed service provider model from a traditional value added reseller model (hereon mentioned as VAR). This required digital transformation across their customers, vendors, and internal employees' touchpoints, with streamlined internal supply chain processes and enhanced customer experience.

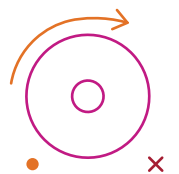
### Asking the right question – “Where's my stuff?”

In 2018, the management embarked on a mission to overhaul the customer experience because they believed this was key to driving growth in the IT services and solutions industry. They began by asking themselves the question, "How do I improve customer experience?" However, given that it was more important to put the customer at the center and ask what he/she wanted, the leadership realized that effective, accurate and timely tracking of shipments was the biggest customer pain point.

In other words, the client needed a solution to address the customer's moot question – "Where's my stuff?" The answer to that question was the solution.

## Why Mindtree

The client was looking for an implementation partner to invest in the transformation journey, provide technology leadership, implement a solution that would enhance the customer experience and help drive organization growth targets. With over 20 years of experience in leading digital transformation across industries, Mindtree was selected as a strategic digital transformation partner



Mindtree partnered with the client's Chief Digital Officer's organization to re-imagine the customer engagement through a well-defined digital transformation roadmap. Mindtree was responsible for user experience, design, solutioning, development and maintenance of the data platform and the customer experience portal, which formed the core of the digital transformation. Mindtree adopted a consulting-led approach that the client appreciated.



# Solution Highlights



## The Discovery Phase

The engagement commenced with Mindtree carrying out a detailed discovery phase at the beginning of 2019. The discovery phase achieved the following business objectives of:

- Understanding as-is processes and assessing business priorities
- Reimagining customer engagement by incorporating human-centered, persona-driven design
- Identifying the architecture and understanding the technology stack
- Defining a roadmap for the to-be state with an agile approach so that the client could realize business value in an expedited fashion

## The implementation phase comprised of three aspects:

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### The Data Platform

- Collate information across all systems of record
- Enhance business intelligence
- Provide the ability for deeper data analytics



### Customer Engagement

- Personalized omnichannel view into service delivery
- Compelling user experiences
- Automated notifications and alerts



### Workforce Empowerment

- Productivity and collaboration enhancements
- Deeper data integration driving a 360 degree view of the customer

## The Technology Landscape

The solution involved rebuilding the foundation for the client's digital operations. This included **designing and constructing a data platform** to collate information from all systems of record. The platform provided accurate insights and intelligence into customer profiles, which in turn helped enhance business intelligence and drive transformation in business processes:

- **Implement an integration platform** - that provides consistent and seamless data integration across all systems of record and the data platform



- **Hyper-personalized intelligent platform** - by surfacing the data and related analytics in a hyper-personalized fashion to the internal workforce so they could deliver enhanced customer experiences
- **Operationalize the findings** - with data-driven business processes and workflows
- **Cloud-first** development approach using Microsoft Azure stack and platform services

### **Data Platform**

Azure Data Factory for data acquisition and ETL, Azure Databricks, Azure SQL for data persistence & transactions, Power BI for visualizations

### **Business layer**

App services (API), Azure API Gateway

### **Front End**

App Services (web), WebApp, PWA, AngularJS

## Client Benefits

### **New Business Wins:**

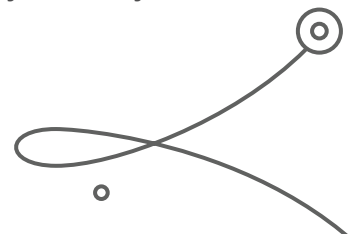
The digital platform enhanced customer experience and was a key contributor to win a \$64 million deal from a marquee end customer.

### **Improved visibility into real-time data for clients:**

With the new digital platform, clients can now track real-time shipment data as recent as 40 minutes old (compared to 24 hours old earlier) – a 36-fold increase in operational visibility.

### **Enhanced data-driven reporting and decisions:**

The new platform ensured faster and more frequent reporting, up from weekly to a daily basis. This translated to the management taking more timely decisions.



## 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 more than 260 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 24 countries 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 29,700 entrepreneurial, collaborative and dedicated "Mindtree Minds."