



Mindtree

A Larsen & Toubro Group Company

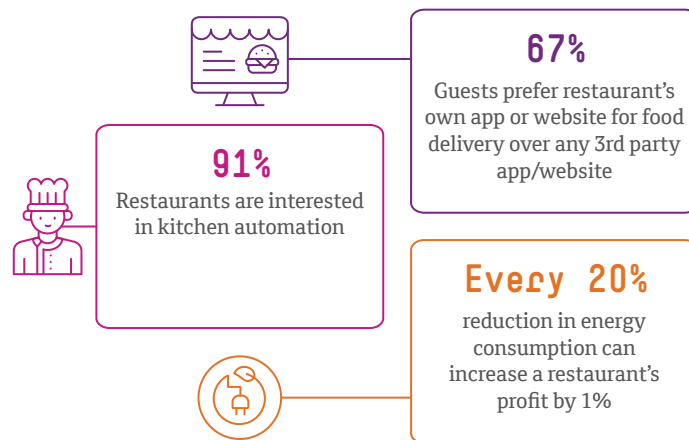
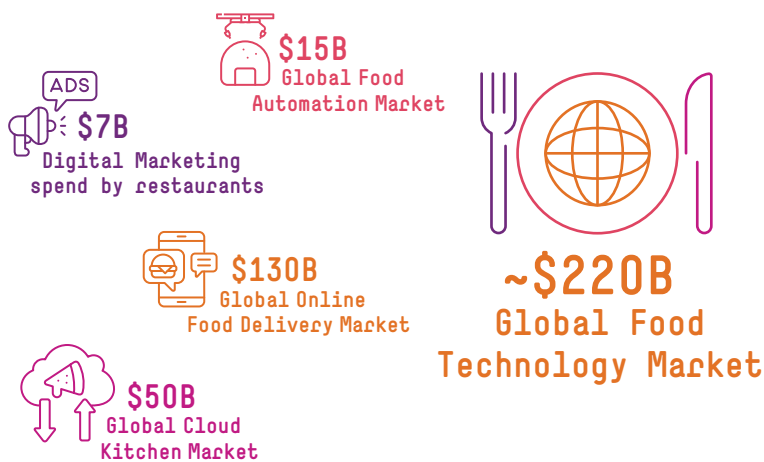
# Our Food and Beverage Services



*Welcome to possible*



The global Food & Beverage market is one of the few sectors that continued its momentum during the pandemic and has bounced back strongly. With the new normal settling in and demand hitting new peaks with each passing day, Mindtree anticipates that new F&B formats will continue to emerge. We expect these new formats to grow at different rates, based on the ever-changing market dynamics and technology disruptions.



## Pivots of Growth

The key factors that are currently influencing the F&B industry and will act as major forces in transforming this sector are:



**Seamless Customer Experience**  
 Engagement | Loyalty | Ordering | Payment | Multi-channel Delivery



**Thoughtful Employee Treatment**  
 Automation | Robotic Assistance | Streamlined Hiring | Ease of Learning



**Sustainable Processes**  
 Social Responsibility | Sustainable Choices | Health & Hygiene | Outdoor Focus



**AI-ML-driven Food Menus**  
 Designing menus that are fresher, tastier, and healthier, based on customer demand and preferences



**Connected Store Leading to Smart Ops**  
 Smart management of four critical pivots - Supply Chain, Inventory, Labor & Last Mile Delivery



**Cloud-Based Architecture**  
 Nimble and scalable architecture for POS, BOH, Above Store, and Enterprise systems

Based on our deep understanding of the F&B domain, we perceive a food organization to be analogous to a three legged stool. This unique way of looking at a F&B organization through the lenses of stakeholders and operations helps us easily categorize and understand the various issues and opportunities of the F&B organization.



## Our Understanding of an F&B Organization



### Lens of the Stakeholder

#### Customer

Digital communities, Omnichannel Ordering, SVOC/Customer 360, Frictionless UX, Loyalty, Sustainability

#### Partner

Collaboration, Onboarding, Training, Contract management, Performance Review

#### Employee

Collaboration, Training, Rewards & Recognition, HR & Payroll



### Lens of Operations

#### Store

FOH: POS/Mobile POS, Curbside, Last Mile Delivery, Social Integration

BOH: EOD, Smart Inventory, Smart Kitchen, Dynamic Labor Scheduling

#### Above Store

Data consolidation, Global Menu Standardization, OLO Rationalization, Global MDM

#### Corporate

Core Modernization, Enterprise Mobility, Ops Automation, Security Enhancement, Infrastructure

## Our Offerings

### Advisory Services

Functional Benchmarking & Gap Analysis | Build vs. Buy Analysis | Solution Definition & Roadmap Design | Global Rollout Strategy | Requirement Mgmt.

Accelerator: *Comprehensive F&B Evaluation Framework comprising of POS eVal, OLO eVal & BOH eVal*

### Technology Services

Application Development | Application Value Maintenance | Quality Assurance to Achieve Cloud Transformation, Core Modernization, Customer Success Enablement, Mobility Enablement (B2E, B2B, B2C), and Data Intelligence & Analytics

### Infra Services

L1, L2, L3 Support for Store, Above Store & Enterprise Operations | Intelligent Process Automation (AI/ML-based) | 24x7 Metric-driven Support Using 'Mwatch' (In-house Unified Command Center)

## Our Innovation Collaboratory

Handheld NFC-based marketing platform on cloud, comprising of a B2C & B2E component, to make your marketing props 'smart.'



## Our Key Partnerships



## About Us

We are a “Digital First” organization with a robust Retail & Hospitality practice.



## Success Stories:



World's Largest PaaS is Run by Us



Personalized Experiences for the Largest Hospitality Chain



Enabling contact-less Digital experiences for a large hospitality giant



Architected World's Largest Biometric Enrollment



Managing Global Digital Presence for 100+ Brands of the Largest CPG Company



Accelerated the digital marketing and e-commerce engine to boost the topline for a global timeshare company

## Digital Powerhouse

57%

of Mindtree's Business is Digital

8000+

Digital Tech Experts

220+

Digital Clients

9

Strategic Technology Partners

## Consumer Services Business Strength

24%

of Mindtree Business

7000+

Team size

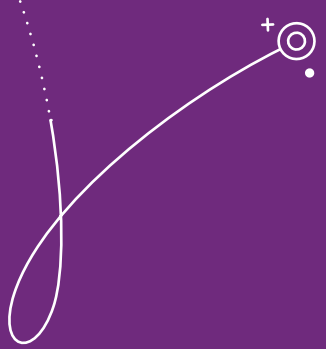
45+

Clients

10+

Tech Partners





## About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company that enables enterprises across industries to drive superior competitive advantage, customer experiences and business outcomes by harnessing digital and cloud technologies. A digital transformation partner to approximately 275 of the world's most pioneering enterprises, Mindtree brings extensive domain, technology and consulting expertise to help reimagine business models, accelerate innovation and maximize growth. As a socially and environmentally responsible business, Mindtree is focused on growth as well as sustainability in building long-term stakeholder value. Powered by more than 37,400 talented and entrepreneurial professionals across 24 countries, Mindtree — a Larsen & Toubro Group company — is consistently recognized among the best places to work.

To learn more about us, visit [www.mindtree.com](http://www.mindtree.com) or follow us @Mindtree\_Ltd