



Mindtree

A Larsen & Toubro Group Company



Seamless service integration of
supplier provided services for
**leading digital marketing
platform provider**





About the client:

The client is a leading personalized digital marketing platform provider that helps more than 500 global major brands and retailers increase sales and market penetration.

Business Needs

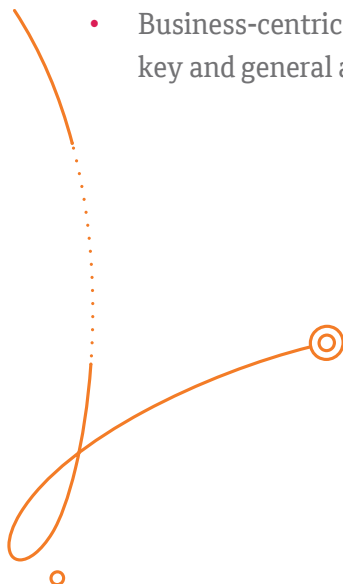
The client was keen on cost optimization in a multiple vendor landscape. The key challenges faced by the client were:

- Inefficient processes leading to communication breakdowns
- Lack of business level observability, due to disparate monitoring and reporting
- Governance and operational challenges in managing next gen services, where IT service levels were not aligned to business service levels
- Slow continual innovation and improvements leading to increased time-to-market
- Digital transformation initiatives affecting Business as Usual



Solution:

- Service integration and management in a box, creating multi-supplier integrated managed services model encompassing application support, maintenance, infrastructure management, and testing services
- Mindtree Proprietary Centralized delivery platform - enabling end-to-end management of the IT services
- Unified performance monitoring and measurement
- Business-aligned service level agreements
- Business-centric reporting and dashboard, encompassing 39 metrics classified into critical, key and general areas





Benefits:

Seamless integration of multiple product vendors and cloud service providers, which unified the service view to the customer

Business view of service levels, increasing visibility in service performance across suppliers

Platform-centric delivery reducing operational overheads

Clear business 'line of sight', paving the way for modernization initiatives

Service levels restored to 98%+ from less than 50% before transition

46% reduction in major incidents by proactive monitoring of services across suppliers

57% increase in throughput of service requests through integrated use cases across suppliers

73+ bots deployed, and increasing operational velocity leading to enhanced user experience



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.

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