



Enterprise Reimagination- Unlocking New Possibilities

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How Customers are Articulating their Need for Reimagination



“What would a silicon valley Internet company do if they were to enter our industry today? Reimagine ourselves to be like that”

Car rental companies aspire to be like Uber
Manufacturing companies aspire to be like SpaceX

How Customers are Articulating their Need for Reimagination

”

“We are aiming for at least 80% automation in our back-office operations”

How Customers are Articulating their Need for Reimagination



"We want to totally reimagine BPO"

How Customers are Articulating their Need for Reimagination

”

“Our existing businesses are maturing. We want to enter new business lines with disruptive new business models”

Enterprise Reimagination

Fundamentally
reimagining an
enterprise along six
dimensions

Business
Models

Business
Processes

Offerings

Market
Segmentation

Sales
Channels

Enterprise
Experience

DOMAIN + TECHNOLOGY + CREATIVITY + CONTEXT

Enterprise Reimagination: Moving Beyond Transformation



Completely new.
Revolutionary

Inside-Out, end-to-end
operations focused

Redoing the core itself:
Enterprise core
reimagination
using PaaS micro
services and serverless
architectures

Apply Digital thinking
to core enterprise
technologies
and business
processes

Domain, creativity,
context and change
management skills in
addition to
technology skills

Line-of-Business
orientation

Why now?



AI



IoT



Blockchain



RPA, AR/VR

Help take Digital thinking to 75% of Enterprise Operations untouched by Digital

Digital Foundation

Mobile | Big Data | Social Media | Cloud

Megatrends in the Making

BPO Reimagination

Enterprise
Core Reimagination

AI First Application
Reimagination



How AI can help Reimagine BPO?

Neural network based AI systems with hardware acceleration aided by GPUs and FPGAs have surpassed human cognitive capabilities in key areas:

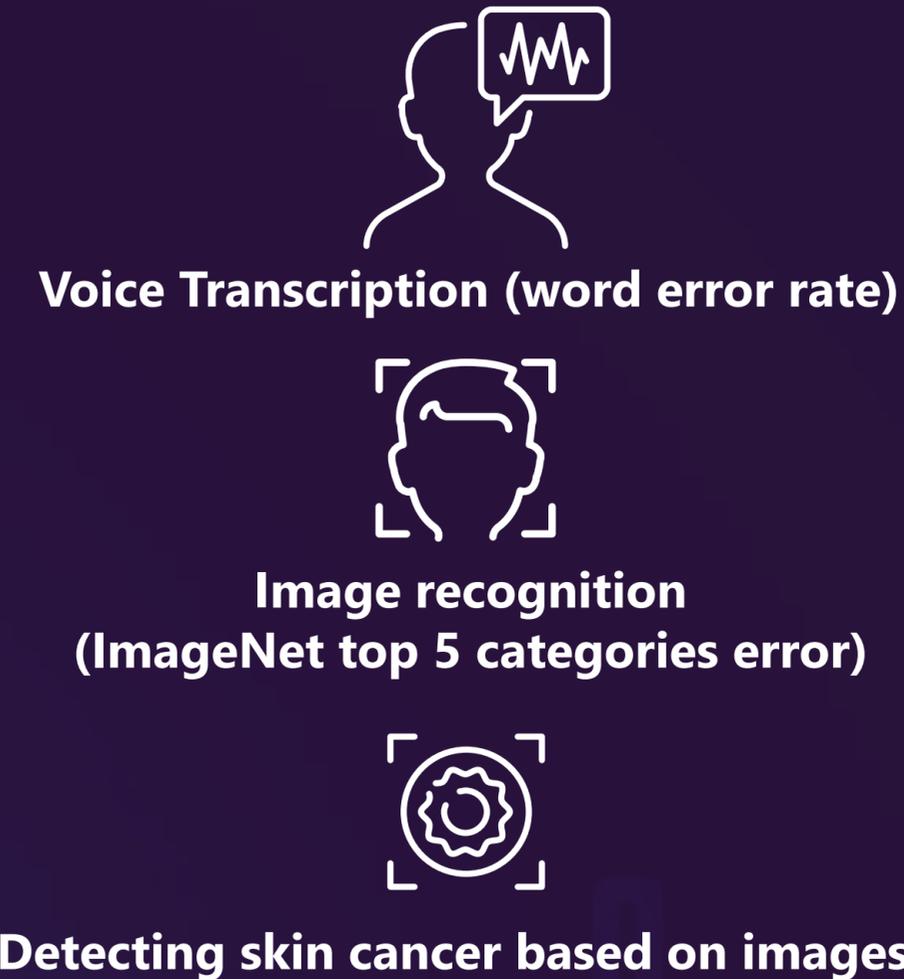


Humans

5.1%

5.1%

**Dermatologists
: 86.6%**



Google: 4.9%

ResNet152: 2.25%

CNN: 95%



AI

Size of the opportunity

> \$35 Billion Annually*

* - Mindtree estimate



One of the largest Grocery
retailers in Asia Pacific



Retail Point-Of-Sale Fraud Detection and Loss Prevention Powered by AI

*"POS related Fraud in Retail offers a complex behavioral challenge and we
choose Mindtree because of their AI capabilities"*

Why Reimagine

Internal theft represents 1/3rd of all the shrinkage in retail. No practical solutions available other than manual security

How is it Reimagined

Using modern deep learning based computer vision techniques leveraging Convolutional Neural Networks to micro-classify events

Benefits

Reduce internal theft by \$25M annually

One of the largest telecom operators in the world with 150 Million+ customers

Bold vision to automate more than 80% of backend business operations

"Ideally we want to completely reimagine our BPO"

Why Reimagine

Need to dramatically improve customer experience and operational efficiency by proactively fixing faults

How is it Reimagined

By combining Robotic Process Automation with significant AI technologies, eliminate need for human intervention

Benefits

Optimization of 80% back office functions and achieve corresponding cost reductions

Global leader in engineering
and construction for
Oil & Gas industry

**Ambitious vision to create digital twin of offshore platforms in order
to break into maintenance business**

*"With modern IoT we can create a new digital boots-on-the-ground service
without the boots on the ground"*

Why Reimagine

New commercial offering with disruptive new business model to enter an attractive downstream business

How is it Reimagined

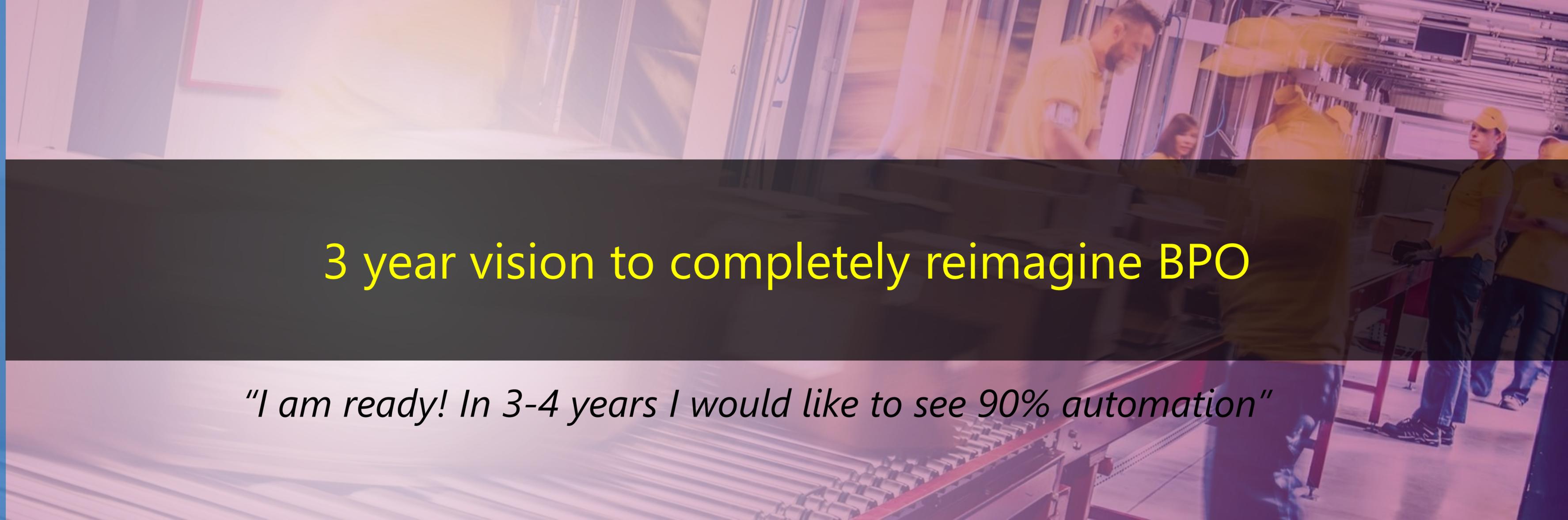
End to end modern IoT architecture with heavy use of AI and Vision technologies

Benefits

New revenue stream with much lower risk than traditional players that depended on human effort and aircraft working in dangerous conditions



Leading value added distributor of
services, solutions & products



3 year vision to completely reimagine BPO

"I am ready! In 3-4 years I would like to see 90% automation"

Why Reimagine

Improved cycle time and customer satisfaction are demanded by the market. Accurate payment processing is necessary to sustain margins.

How is it Reimagined

Domain rich process transformation maps for Accounts Receivable, Accounts Payable, HR and vendor management drive solution with Robotic Process Automation and AI.

Benefits

Elimination of manual steps to reduce cycle time and errors. Significant reduction of operating expenses.

Key elements of our strategy: emphasis on speed and positioning

NEW:
NEW BUSINESS MODELS
NEW ENGAGEMENT MODELS
NEW CLIENT STAKEHOLDERS
NEW CUSTOMER SEGMENTS

| | | | |
|---------------|-------------|--|--|
| Models | Traditional | 1 st priority Immediate | X |
| | New | 2 nd priority Medium term | 3 rd priority Long term |
| | | New | Traditional |

Offerings

MINDTREE POSITIONING

Mindtree agility and nimbleness

Mindtree's avoidance of legacy BPO

Tapping newer stakeholder types easier

Consulting expertise led, IP led. Not mass volume based



Our ecosystem approach

gamalon

CognitiveScale

kitaki

Microsoft

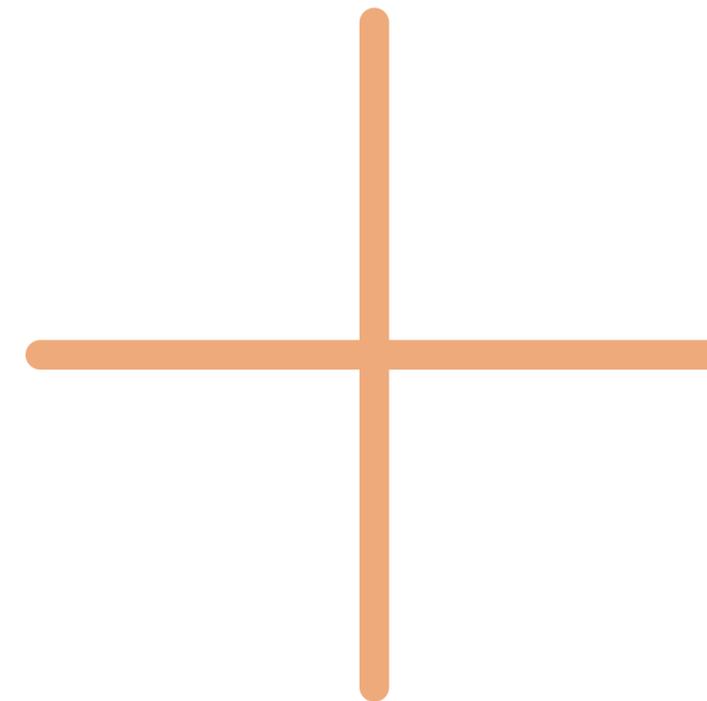
intel

SIEMENS

GHD

Global Startup & Partner Ecosystem

Customers



Academic Institutions

Mindtree Industry Groups & CTO Labs

Stanford University

Computer Vision
Explainable AI



Natural Language Generation
Smarter Chatbots



Driven by the upcoming Enterprise Reimagination Studio in Silicon Valley

Welcome to possible