

Investor & Analyst Meet 2017



Mindtree

*Welcome to possible*

# Mindtree 3.0

## POWERING NEW POSSIBILITIES

**Next Generation Digital**  
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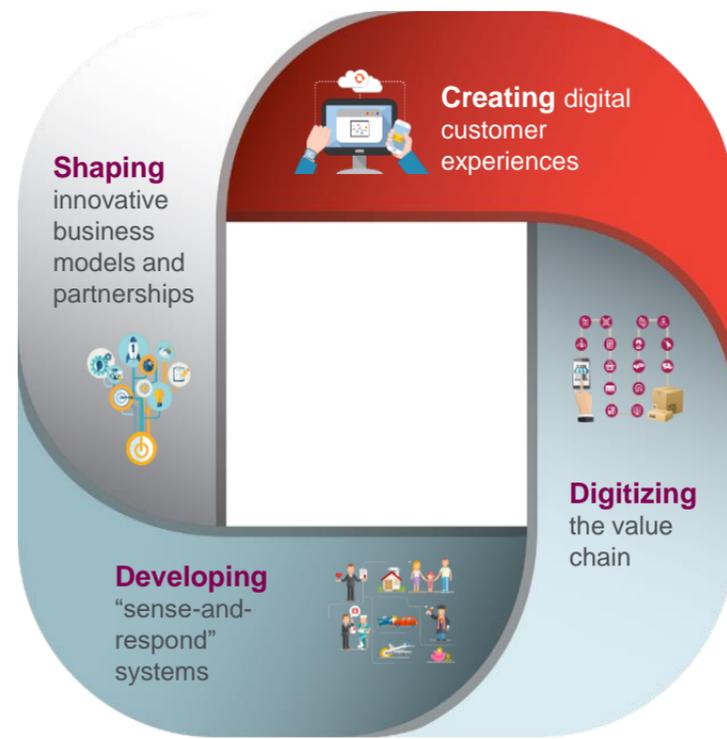
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# Digital is Business

Clients are becoming clearer on their Digital priorities



# Anchor Partner for Future Digital



## Faster Conversion

Reaching wider audience and knowing them better



## Increased Customer Lifetime Value

Driving multi-channel engagement at speed



## Improved NPS and Advocacy

Delivering customer delight and shaping advocates



## Staying Relevant and Differentiated

Building new customer engagement paradigms

# Elevating the Customer Experience (CX) is the New Battlefield

Customer experience shapes business models and processes



**2020**

CX will **overtake price and product** as the key brand differentiator.



**86%**

Buyers will **pay more** for a better customer experience.



**50%**

Organizations will **redirect their investments** to customer experience innovations.



**85%**

Relationships will be managed by customers with an **enterprise without interacting with human**.



**64%**

Customers want businesses to be available and interacting with **messaging apps**.



**50%**

Businesses consider that **IoT is important** in improving customer experience.

# Customer Experience Journey

## Conscious Experience

- Single View of Customer
- Omni-channel transformation
- Experience platforms

Customer Knowledge

## Pervasive Experience

- Conversational Apps
- Real-time Intelligence

Serviceability

## Immersive Experience

- AI and Cognitive Intelligence
- AR/VR-led
- IOT-enabled

Customer loyalty

# Blueprint for Elevating the Customer Experience



Re-imagine the Customer Experience		
<b>Next-Gen Experience Systems with AI</b>		
Connect Customer	Connect Context	Connect Experience



Modernize the Ecosystem and Processes		
<b>Legacy Migration to Cloud</b>	<b>Process and Asset Modernization</b>	<b>Platform Build and Factory-based Delivery</b>
Innovate at Speed	Responsive Systems	Agility and Lower Cost



Harness the Power of Data		
<b>Data Integration</b>	<b>Advanced Analytics</b>	<b>Customer Segmentation</b>
Get Unified Customer View	Bridge Anonymous-Known Divide	Personalized Engagement

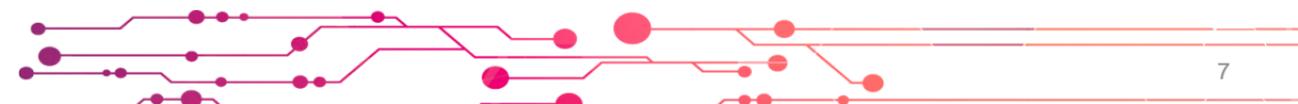
A woman with long blonde hair is looking at a product in her hands in a beauty store. The background shows shelves filled with various beauty products.

## Creating Unmatched Individualized Experiences for Top Beauty Brand

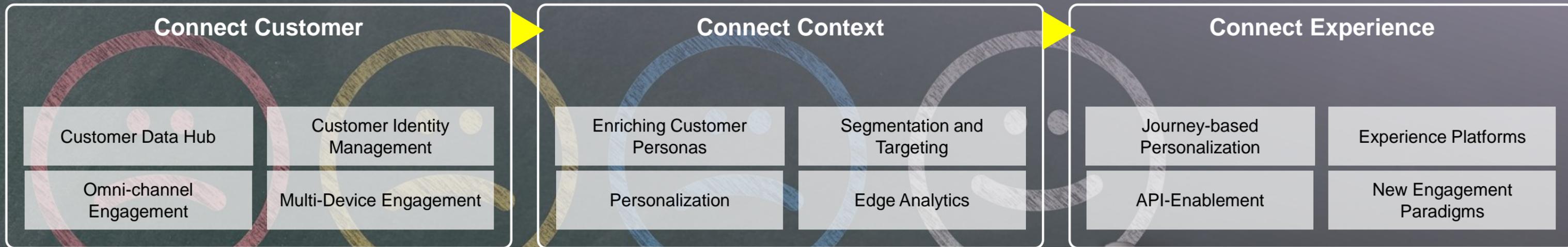
Driving omni-channel experiences in-store, digital channels (paid, owned or earned), B2B partner channels

Enriching 220M consumer personas on 500 attributes for personalized engagement across 1B touchpoints

Reinventing processes for advertising, marketing and loyalty to deliver contextual experiences at real-time and speed



# Re-imagine the Customer Experience



## Design Thinking

Strategy Consulting

Customer Journey Mapping

Interaction Design

Digital Studio

Innovation Sandbox

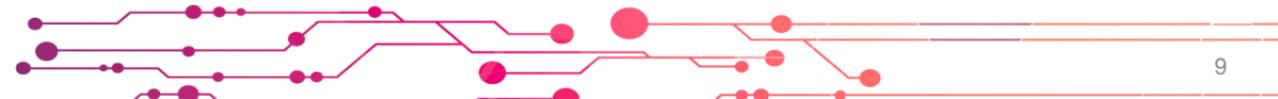


# Delivering Connected Experiences to Car Rental Customers

Reengineered the car rental process for new generation of customers

Online-marketing and commerce platform driving \$2.2B revenue

Enabling self-service with APIs for connected cars



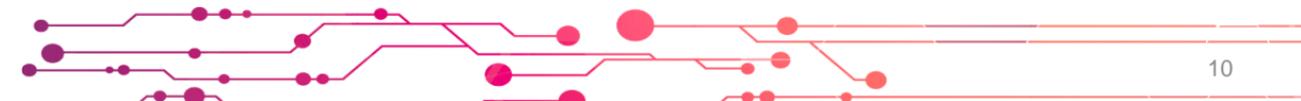


## Enterprise Conversational Platform for Providing New Employee Experiences

HR, IT and Admin departments improving employee engagement and service across 9 countries

Delivering — Conversational design, BOT Training, Integration services, and Conversational KPI analytical service

Cost saving with automation and higher employee satisfaction



# New Engagement Paradigms Across the Enterprise

## Consumer Engagement

Content management and administration handled by Bots for a leading CPG

## Service Operations

Fully automated access provisioning for a CPG major

## Digital Marketing Operations

Automated Server monitoring for one of the world's largest CPG

## Business Process Management

RPA bots performing automated claims registration

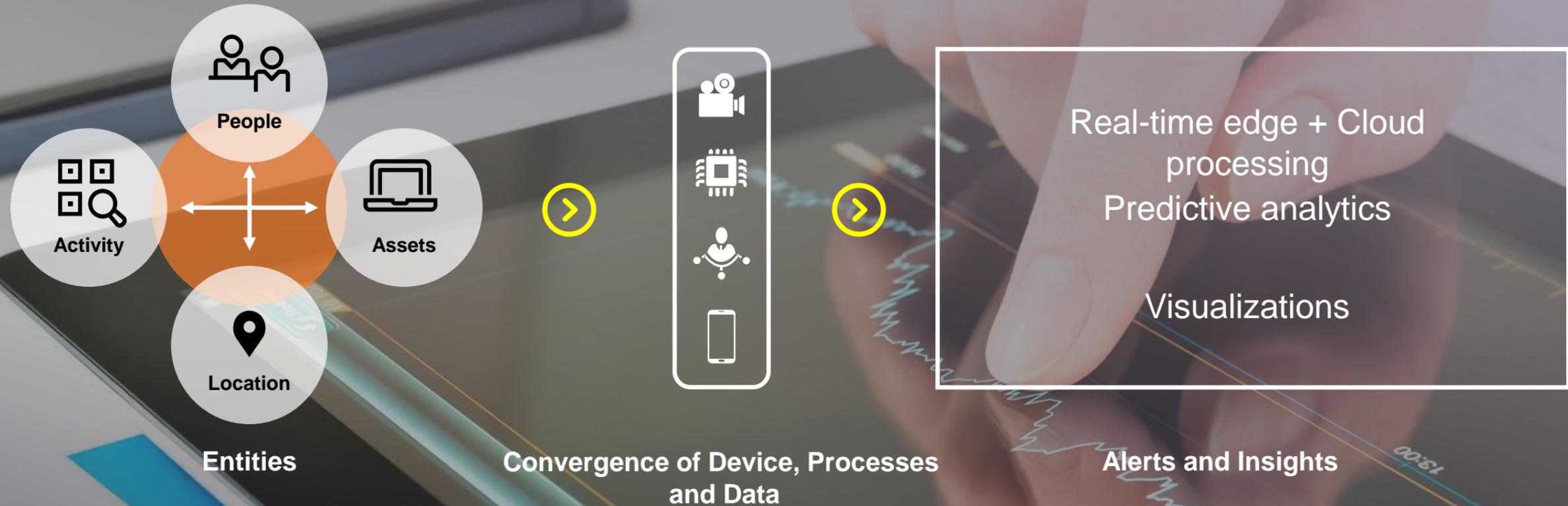
## Production Support

RPA bots augmenting engineers in 24x7 production support for one of the largest insurance group

## Customer Delight

Automated customer experience survey for a mid-sized marketing services company

# Modernize the Ecosystem and Processes



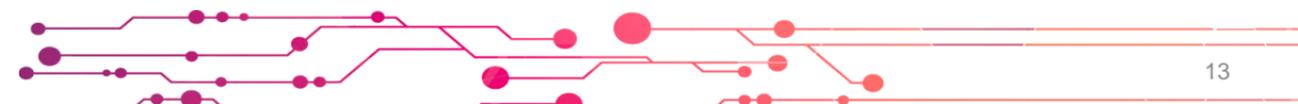


## IoT and Cloud-based Next-generation Platform Driving Personalized Experiences

Redeveloping 400 airport systems to increase market share

Developed Azure-based modular platform for high availability of cloud solution

Onboarding airports and systems for improved operational efficiency





## Modernizing and Standardizing Digital Marketing Ecosystem

Architected and operationalized agile and transparent digital operations

Reduced time-to-market for designing and delivering brand experience from 11 months to 3 weeks using a cloud-based platform

Anchor partner managing agencies, marketing, brands and technology teams

# Harness the Power of Data

## Test and Learn Data Analytics Sandbox

Preset machine learning algorithms

Business apps

Prepopulated data sets

Modeling sandbox



## Operationalizing Advanced Analytics for Speed

Analytics COE

Business use case incubation

Distributed data management

Platform-led Scale

# Executing for Success

## Account Focus



Driving growth in key accounts with a structured approach, collaborative selling and systemic governance

## Sell by Play



Proactively selling with targeted sales plays to unearth and qualify opportunities faster

## Strategic Partnership



Strengthening our offerings and improving market access

## IP Creation



Developing quick win and door opening offerings

## Strategy Services



Building consulting services to shape digital transformation roadmap

Thank you

