

Investor & Analyst Meet 2017



Mindtree

*Welcome to possible*

# Mindtree 3.0

## POWERING NEW POSSIBILITIES

**Partnering for Customer Success**  
Matt Meents

8141+3

212121891461654381433811941  
119411498 194+95941987414651257498

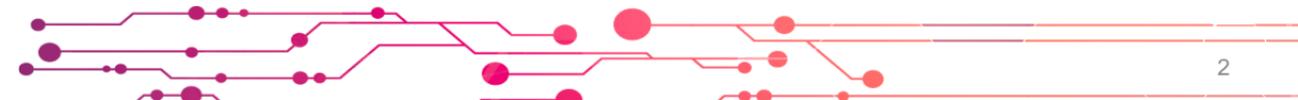
119411498 194+95941987414651257498  
7414651

2121218914616543814338119411498 194+95941987414651257498  
21212189146165 438141+95941987414651257498

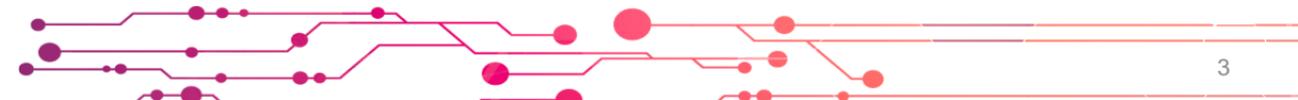
2121218914616543814338119411498 194+95941987414651257498  
21212189146165 438141+95941987414651257498

# Agenda

- Salesforce Market Opportunity
- Client Success
- Magnet 360/Mindtree Synergy

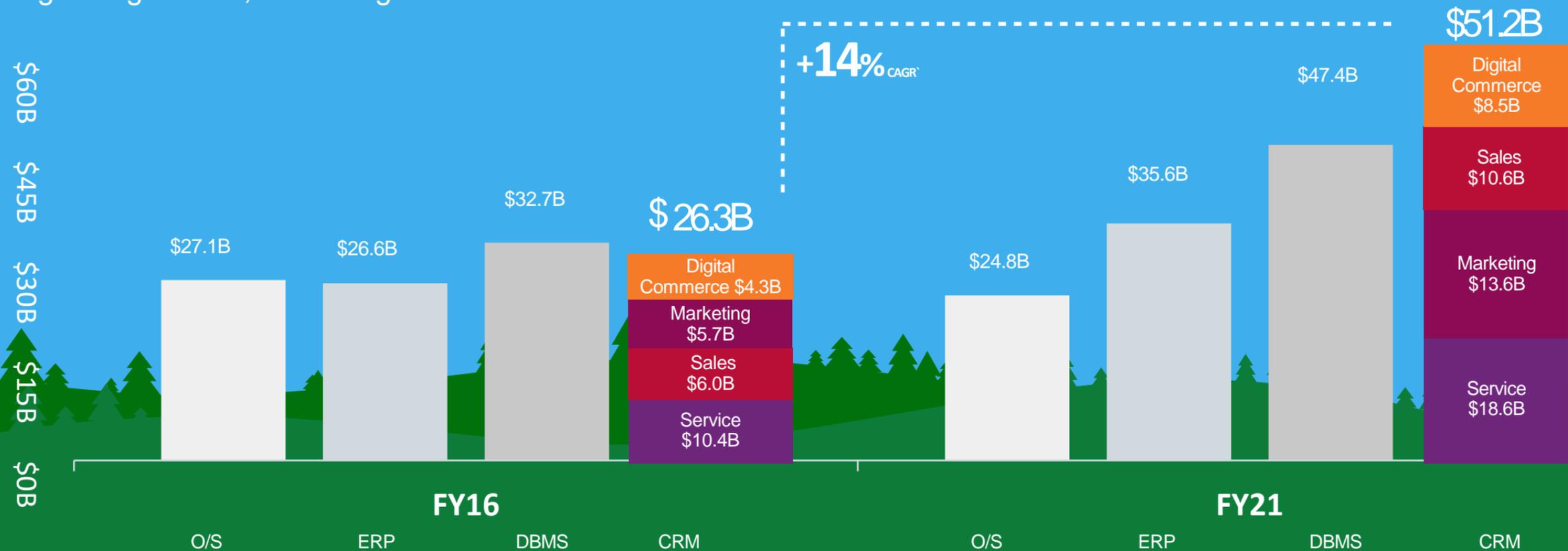


# Salesforce Market Opportunity



# The Fastest Growing Enterprise Software Company, Ever

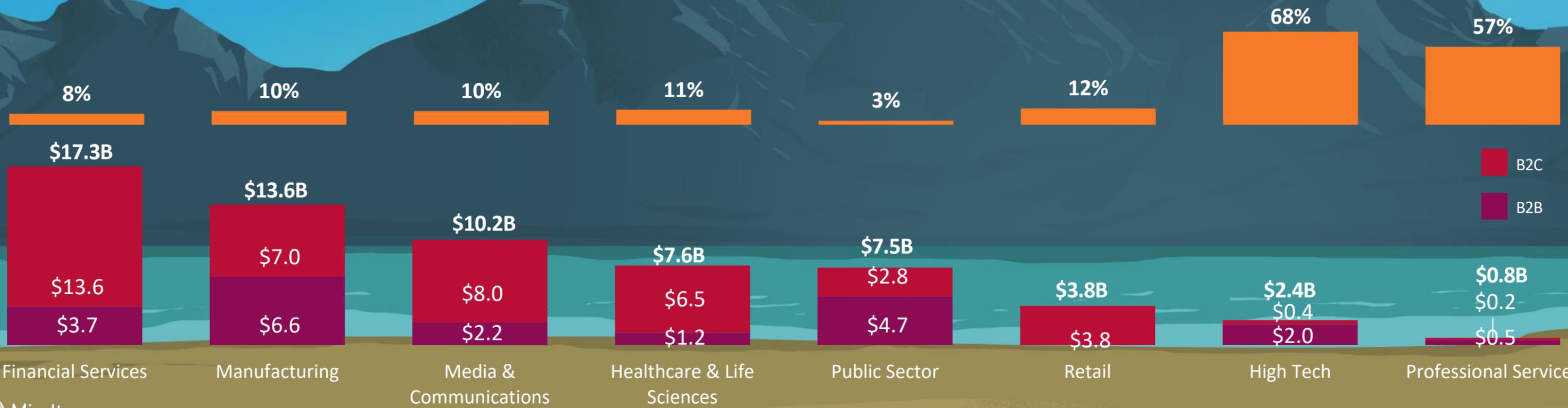
In the fastest growing market, according to Gartner



# 82% of Our Opportunity is in 6 Industries



TAM \$B



# Incredible Market Opportunity

## Enterprise Marketplace

### CRM

by 2020: largest segment of Enterprise Software Market

## Salesforce Economy

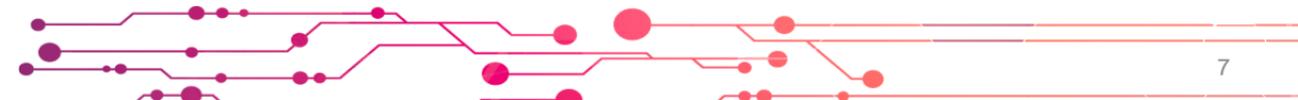
### 2020

Salesforce \$1  
Partner \$4.1

## Partner Advantage

- \$260B Cumulative Consultative Revenue
- $\approx 10x$ : number of Consultants needed to address 2020 market demand

# Client Success

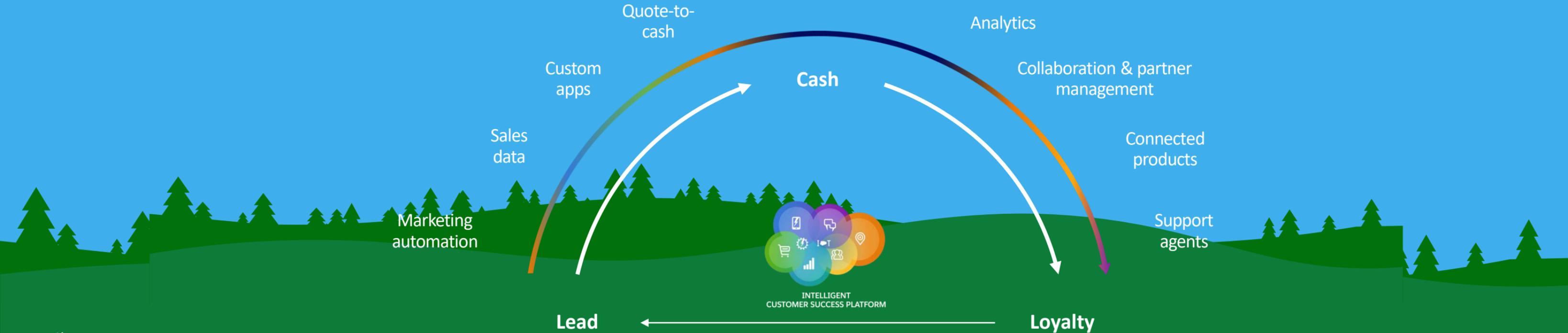


# Intelligent Customer Success Platform

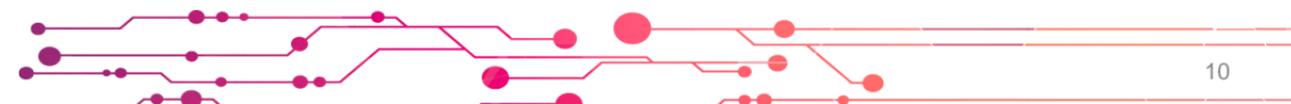
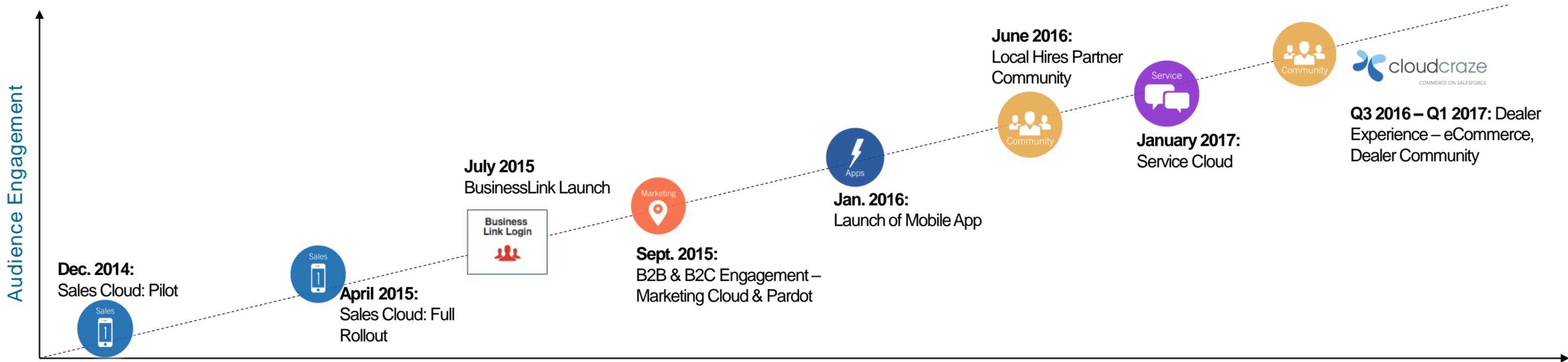


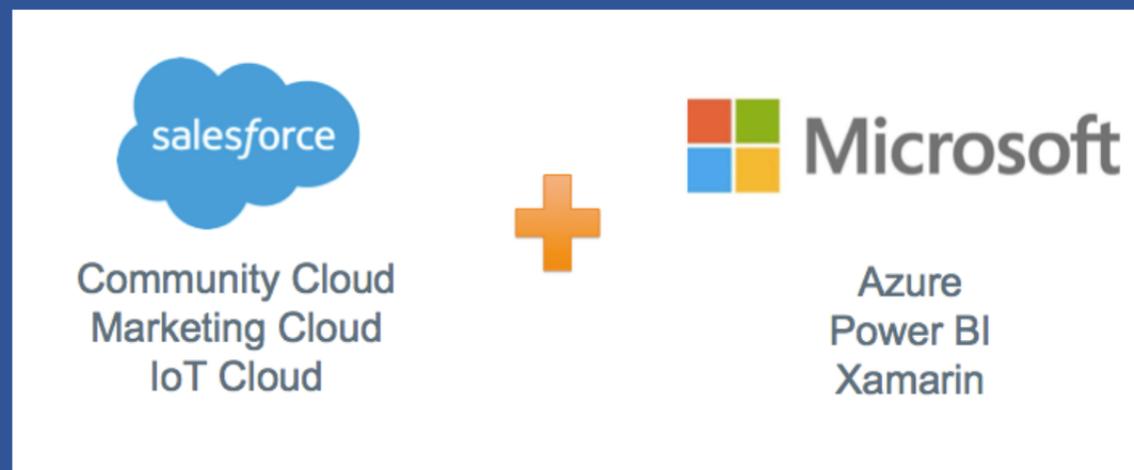
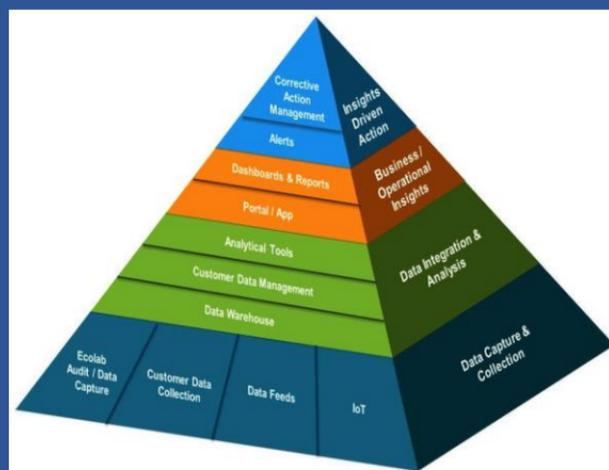
# The Intelligent Customer Success Platform for B2B

Connect to your customers from lead to cash to loyalty



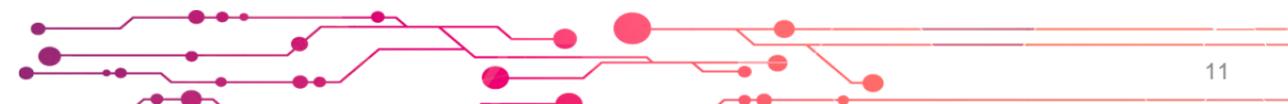
# Digital Transformation Journey





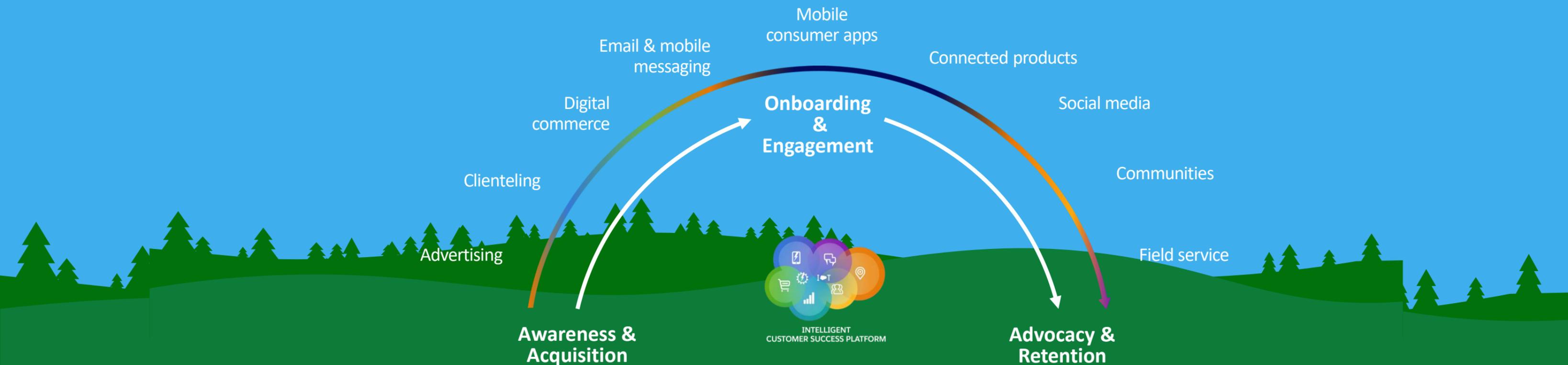
## Fortune 500 Manufacturer Leverages IoT Cloud to Turn Data into Actionable Insights

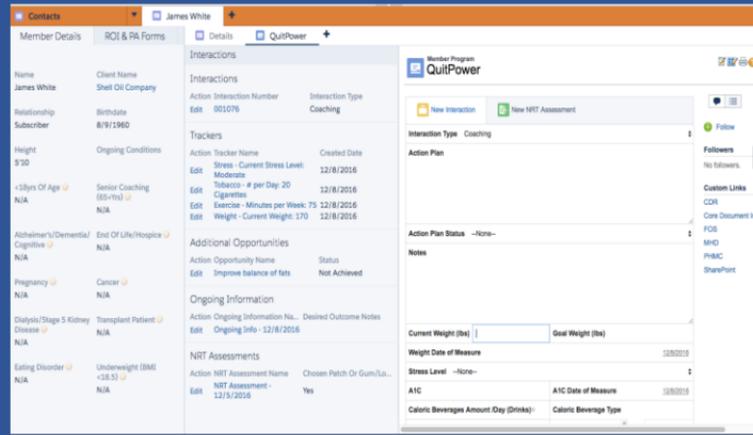
- Problem: Increase food safety and healthy environment protection at a lower cost.
- Solution: Salesforce's IoT Cloud integrated to existing technology and devices.
- Result: New service offerings to ensure their customer's brands are protected.



# The Intelligent Customer Success Platform for B2C

Connect to your customers from lead to cash to loyalty



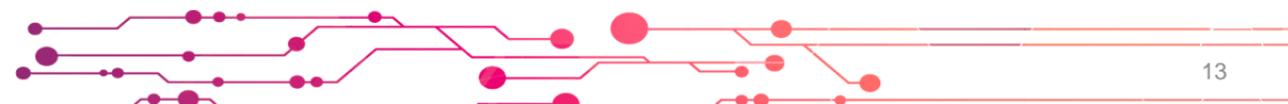


“Magnet 360 is our strategic partner for our business transformation!”  
 - Business Executive

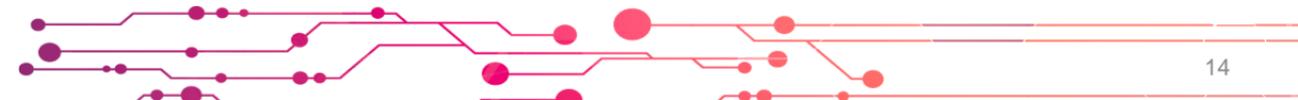


## Supercharge member engagement using service and marketing clouds

- Problem: Low enrollment rates and less engagement compared to industry leaders.
- Solution: Service Cloud to interact digitally, and Marketing Cloud to increase engagement.
- Result: Supercharged productivity of the wellness coaches, and increased health outcomes.



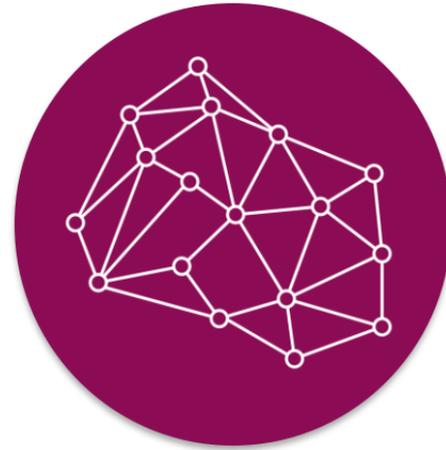
# Magnet 360/Mindtree Synergy



# Digital Transformation Journey



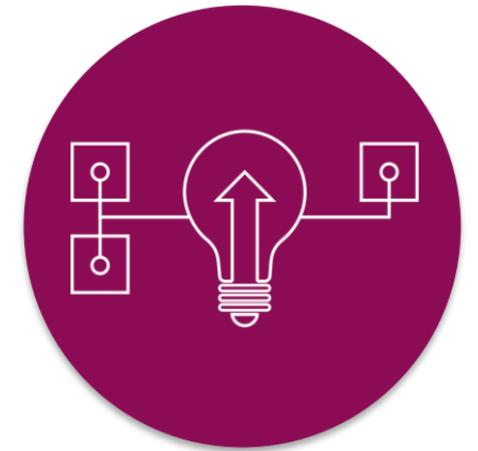
Create  
Digital  
Experiences.



Digitize the value  
chain across the front  
and back ends.



Develop  
“sense-and-respond”  
systems.



Shape new, innovative  
business models and  
partnerships.

## ADOPTION

### Are my people using Salesforce?

- Any cloud they own.

### Are we using what we own from Salesforce?

- Feel like I use X% of what I bought.
- Post implementation lift – new innovation.

### Are we getting value from Salesforce?

- KPI's/Capabilities defined and monitored.
- What more do we need and why?

## INNOVATION

### Three upgrades per year

- How does this help my company?

### New Salesforce products

- IoT Cloud, Lightning, Einstein, etc.

### New Business Models

- Reduce friction in customer experience
- Industry knowledge – Accelerators
- Digital transformation integration

# Global Offerings To Support the Digital Journey

CPG, Retail & Manufacturing

Travel & Hospitality

Banking, Financial Services & Insurance

Technology & Media

Solution Architecture – Central Architecture Group

Digital

(cloud, mobile, marketing, ecommerce)

Data Warehouse & Analytics

ERP  
(SAP, Oracle)

EAI  
(BPM, SOA)

Engineering  
R&D

Independent Testing

Infrastructure Management

Mainframe & Midrange

Project & Program Management

Agile Application Development & Maintenance

Managed Services

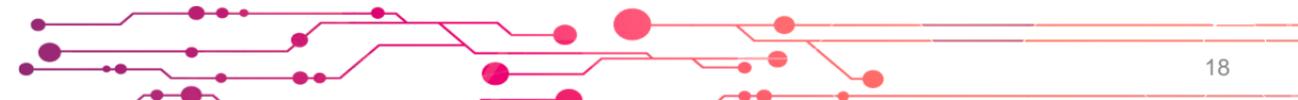
Application Maintenance Services

# Summary

Salesforce has a lot of momentum

Magnet 360 is enabling our customers to get closer to their customers and drive growth, retention and efficiency

Mindtree + Magnet 360 is making digital transformation possible!



Thank you

