Mindtree 3.0
POWERING NEW POSSIBILITIES

Rostow Ravanan
A Special 18-Year Journey

Mindtree 1.0
- Born Digital
- Amazing Culture

Mindtree 2.0
- Make Digital Real
- Expertise

Global
- Scale
- Hybrid

Account Mining
- Marquee Logos

Fastest to $500M
- IPO
The Indian IT Service sector is approaching a reckoning

The Traditional model will give way towards an all-new model for success.
Digital is the crux to how businesses innovate and differentiate

Clients want partners to offer business acumen and thought leadership — Not just technology prowess

The new war for talent — Shortage of digital skills coupled with broken approaches to build skills

Industry is still struggling with the narrative of what Digital transformation entails — Beyond semantics

CXOs are playing a more formal and aggressive role

The Digital Reality
## Shift to the Cloud

<table>
<thead>
<tr>
<th></th>
<th>2016 ACV ($B)</th>
<th>Y/Y</th>
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</thead>
<tbody>
<tr>
<td><strong>Global Combined Market</strong></td>
<td>$37.4</td>
<td>9%</td>
</tr>
<tr>
<td><strong>By Type</strong></td>
<td></td>
<td></td>
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<tr>
<td>Outsourcing</td>
<td>$22.9</td>
<td>-4%</td>
</tr>
<tr>
<td>As-a-Service</td>
<td>$14.5</td>
<td>38%</td>
</tr>
<tr>
<td><strong>By Service</strong></td>
<td></td>
<td></td>
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<tr>
<td>ITO</td>
<td>$16.3</td>
<td>-5%</td>
</tr>
<tr>
<td>BPO</td>
<td>$6.5</td>
<td>-2%</td>
</tr>
<tr>
<td>IaaS</td>
<td>$10.0</td>
<td>54%</td>
</tr>
<tr>
<td>SaaS</td>
<td>$4.6</td>
<td>13%</td>
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Source: ISG: 2017 Global ISG Index
Our Proposition:
Answering the **What** of Digital Transformation

Business transformation is vision-led and Digital-driven ‘So, what’s Digital’?

What are we going to do? Vision & Strategy
What will we do first? Clear sense of priority
Do we have the skills?
How will we stay ahead?
And, Cyber Security

Businesses are juggling Innovation, Scale and Change. Only a few have mastered it all.
Market Opportunity Example: Salesforce

Enterprise Marketplace

CRM by 2020

Largest segment of Enterprise Software Market

Salesforce Economy

By 2020

Salesforce $1

Partner $4.1

Partner Advantage

$260B Cumulative Consultative Revenue

≈10X number of Consultants needed to address 2020 market demand
Driving Change to Maintain Digital Leadership

- Digital Packages and Platforms
  - Accelerate growth via leadership in a core set of winning packaged applications
- Consulting First
  - Driving Competitive Business Advantage
- Focused Innovation for Run and Grow
  - Creating a bi-modal sales, delivery and operating model – Structuring for new business models
- Humane Automation
  - Balancing Automation with Talent Transformation
Structuring for Success

- Building a Digital Workforce
- Digital Technology Leadership
- Challenger Sales Team
- Delivery Centers Near Client
Strong Wins in CY 2017

Digital
- Iconic Motorcycle Brand
- Global Visa Processing Service
- World’s largest hotel chain
- Leading consumer brands
- Large Airline
- Home Improvement Retailer

Traditional
- The most loved airline
- Payer systems software provider
- Global chip maker
- Major insurer
- Large re-insurance company
- Global title insurance provider
**Make Digital Real For a Global CPG Company**

Next-generation CRM data and analytics platform to get 360° view of the consumer

<table>
<thead>
<tr>
<th>Building the largest marketable database in their segment</th>
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<tbody>
<tr>
<td>Holistic consumer picture from all touchpoints</td>
</tr>
<tr>
<td>Personalized across platforms, devices &amp; channels</td>
</tr>
<tr>
<td>Across more than 50 brands</td>
</tr>
<tr>
<td>Merging ad-tech to known-customer</td>
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**Won against larger competition. Initially 12. Then 4-week design-phase bake-off vs. a WITCH**

<table>
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<tr>
<th>Solutioning expertise</th>
<th>Digital Anchor Partner</th>
<th>Salesforce Talent</th>
<th>Demonstrated Big Data Capability</th>
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Thank you