SCALING THE DIGITAL QUOTIENT

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The Digital Reality

Digital has become critical to how businesses innovate and differentiate from the competition.

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

CXOs are playing a more formal and aggressive role.

Industry is still struggling with the narrative as to what digital transformation entails—Beyond semantics.

The new war for talent — Shortage of digital skills has gone unprecedented coupled with broken approaches to build digital skills.
Solidified Our Positioning and Driving Digital Opportunities at Scale

Compelling POV with strong client referenceability

- Creating digital customer experiences
- Digitizing the value chain
- Shaping innovative business models and partnerships
- Developing “sense-and-respond” systems
Services to Make Digital Real

- Defining digital business
  Digital assessments/workshops
  Tool and partner evaluation

- Creating touch point
  App development factory user experience design
  Wearable apps and IOT Analytics

- Implementing platforms
  Next-generation content and commerce
  Personalization

- Simplifying back-end
  Application consolidation
  Data architecture
  Lean and agile implementation

- Orchestrating ecosystem
  API management
  Cloud orchestration
  Architecture design and management

- Redesigning business processes

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Empowered to Win Big in Digital

- 2016 MARKETING INNOVATION AWARD
- 2016 INNOVATION PARTNER
- LEADERSHIP IN DIGITAL
- DATA AND ANALYTICS AWARD

- Digital Experts
- 5600
- 198 Clients

Mindtree
Anchor Partner to Orchestrate Digital Change

Driving Business Outcomes

Revenue growth, efficiency and delight

Simplification and Flexibility

Industry Specific IP and Acquisitions

Nurturing Talent

Digital Engineers of tomorrow
Driving Business Outcomes

Revenue uplift
Widening the funnel and driving faster conversion

Efficiency
Driving costs down, improving speed to execution and collaboration

Service
Creating customer delight
Global Hotel Chain Creating Personalized and Intimate Engagement with 100M Consumers across Channels

- Core consumer profile creation & enrichment
- Identifying customer uniquely at every touch point to drive personalized experience
- Expanding customer intimacy beyond loyalty members to 100 million
Managing World’s Leading Public PaaS Service to Boost Efficiency

Building out and managing the largest Public PaaS Service

Reduced build out from 60 days to 5

24% TCO reduction
Delighting Travelers with a Next-gen Airport Platform for Self Baggage and Boarding

- Redeveloping airport systems
- True-blue digital industrial IoT on Azure
- IoT enabled devices and self-certified through Cloud
Salesforce Service Cloud for 800 service operators across 35 countries

Fully customized and branded self-service community for 130K employees

Improved agent experience, shortened case resolution times, and increased productivity

Delivered a Modern and Streamlined Employee Experience
Simplification and Flexibility

**Industry Specific IP**
Competitive advantage at speed

**Acquisitions**
Fortifying digital transformation offerings

**Delivery Excellence**
New delivery models, development approaches, and automation investments
## Decision Moments: Simplifies and Accelerates Data Analytics

<table>
<thead>
<tr>
<th>20 industry-specific machine-learning algorithms based on deep learning techniques</th>
<th>25 business apps across retail, consumer goods, travel, banking and insurance industries</th>
<th>A data store with 35 pre-built technology components for big data programs</th>
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<tbody>
<tr>
<td>100 pre-populated data sets easily combine with heterogeneous data</td>
<td>Cloud-native solution powered by Microsoft Azure services, including the Cortana Intelligence Suite</td>
<td>Modeling sandbox to perform rapid exploratory data analysis before investing at scale</td>
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Easy to Use Data Science Platform
APEX (Assortment Planning Excellence) Platform

- Recommends optimized assortments for every store visit by sales reps
- Drives assortment width and depth while reducing out of stock (OOS)
- Improves lines per productive call & average order value per store
Predictive Analytics Improves Market Share and Grows Assortment Mix

- Used gut-based methods for sales planning
- Cloud-based platform using statistical and machine learning techniques
- 8,000 cross-sell recommendations/month
- 3% estimated sales growth
Solidifying Digital Transformation Offerings

Creating digital customer experiences

Digitizing the value chain

Shaping innovative business models and partnerships

Developing “sense-and-respond” systems

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Winning, Engaging Talent

Digital Academy
New-age learning experiences

Digital Mindtree Mind
5000 multi-skilled engineers

Digital Orchestrator
Multi-dimensional expertise
ACCESS 500+ COURSES

PAVE YOUR LEARNING PATH

BITE SIZED CONTENT

POPULAR ONLINE TRAINING COURSES

FUN WHILE YOU LEARN

LEARN ANYTHING ANYWHERE ANYTIME
Making Memorable Impressions of Mindtree Digital

Significant play with 38% revenues, well articulated POV, and strong client programs

Collaborative ‘Anchor’ partner to orchestrate digital change

Bringing the right multidimensional expertise - Fusion of experience design, domain/industry, Data, Analytics, Agile, DevOps, Continuous integration

Deep rooted product engineering experience

Industry-specific IP and platforms to accelerate time-to-market
Shaping Market Leading Thought Leadership in Big Bet Areas

Global Customer and Decision Maker Study

Personalization Ebook

Digital Content Hub