

Welcome to Possible



Overall IoT services has a “rising star” in Mindtree, according to an ISG report

A report from ISG on Internet of Things compares IoT service providers in terms of their strengths, challenges, and competitive differentiators. Get in-depth detail on end-to-end implementation of IoT services from this ISG Quadrant Report.

[Download the Report](#)



Paul Gottsegen

EVP, CMO and Head of Americas

Automation has long been a high priority and it's accelerating at a dramatic rate to become a driving force for competitive advantage. When Mindtree reported our earnings last month, we also announced the # of bots “employed.” Check out the helpful article on RPA in this month's newsletter. Also, for all of you marketers, I was recently interviewed on a podcast re: some of the core lessons we've learned @ Mindtree – it's called Confessions of a Marketing Technologist.

[Listen to the podcast](#)

Deep Thoughts



Tackle repetitive business processes with RPA

Robotic process automation is automating repetitive business tasks and driving efficiencies for large enterprises such as Walmart and American Express Global Business Travel.

“Mindtree has deployed more than 300 bots working alongside more than 17,000 employees,” says Dr. Satya Ramaswamy, Mindtree EVP for Re-Imagination. Explore three major use cases for RPA: automating IT infrastructure management, data entry in human resources, and financial workflows

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Ecolab and Magnet 360 collaborate to create an award-winning Salesforce IoT solution

Discover how Ecolab, a global leader in food safety protection, uses an award-winning Salesforce IoT solution to help its customers improve food safety programs and monitor environmental health. The solution also gains Ecolab a competitive edge while optimizing labor costs, making it a true win-win

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Build.me is a free cloud-based service that is sparking innovation

If you are serious about innovation, you need to know about Build.me. This design-led and user-centered approach to innovation will excite your design teams and make your customers happy. With Build.me, you can easily identify and understand your audience, build prototypes, and share and gather feedback, which leads to better products, faster

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Applying DevOps to deliver products faster and transform your business overnight.

Is DevOps new to you? Or do you understand its value but want to know more about how to adopt it? With the right DevOps approach, you'll have a digital business from end to end, creating, connecting, and orchestrating all digital components so that they work together. Collaboration between development and operational teams is key. Learn how to use this powerful tool to take your business further – and get there faster

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Mindtree Matters



A strong fourth quarter and year-end results for Mindtree

“We ended the year on a strong note and have seen that momentum create a healthy start to our new fiscal year. It’s especially heartening that our client satisfaction ratings reached an all-time high, setting the benchmark in our industry.” **Rostow Ravanan, CEO & Managing Director, Mindtree.** “Our enduring strategic investments in expertise for Domain, Digital and Run are clearly recognized by the market. The further success of our large deal focus reflects the need for Global 2000 businesses to marry large scale with agility. Mindtree is in that sweet spot.”

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Magnet 360 announces Lightning Bolt Factory, empowering companies to reach customers with customized communities

Ready to set up a customized online community – at lightning speed? With the new Lightning Bolt Factory from Magnet 360, the Mindtree Salesforce practice, there’s a faster way to create communities that improve communications with key audiences. Bundle business-specific templates, apps and other Lightning components and go live with a community or portal – quickly and cost-effectively.

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