Enterprise Reimagination - Unlocking New Possibilities

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How Customers are Articulating their Need for Reimagination

“What would a silicon valley Internet company do if they were to enter our industry today? Reimagine ourselves to be like that”

Car rental companies aspire to be like Uber
Manufacturing companies aspire to be like SpaceX
How Customers are Articulating their Need for Reimagination

“We are aiming for at least 80% automation in our back-office operations”
How Customers are Articulating their Need for Reimagination

“We want to totally reimagine BPO”
How Customers are Articulating their Need for Reimagination

“Our existing businesses are maturing. We want to enter new business lines with disruptive new business models”
Fundamentally reimagining an enterprise along six dimensions

Enterprise Reimagination

- Business Models
- Business Processes
- Offerings
- Market Segmentation
- Sales Channels
- Enterprise Experience

DOMAIN + TECHNOLOGY + CREATIVITY + CONTEXT
Enterprise Reimagination: Moving Beyond Transformation

- Completely new.
- Revolutionary
- Inside-Out, end-to-end operations focused
- Redoing the core itself: Enterprise core reimagination using PaaS microservices and serverless architectures
- Apply Digital thinking to core enterprise technologies and business processes
- Domain, creativity, context and change management skills in addition to technology skills
- Line-of-Business orientation
Why now?

Digital Foundation
Mobile | Big Data | Social Media | Cloud

AI | IoT | Blockchain | RPA, AR/VR

Help take Digital thinking to 75% of Enterprise Operations untouched by Digital
Megatrends in the Making

BPO Reimagination | Enterprise Core Reimagination | AI First Application Reimagination
How AI can help Reimagine BPO?

Neural network based AI systems with hardware acceleration aided by GPUs and FPGAs have surpassed human cognitive capabilities in key areas:

- Voice Transcription (word error rate)
  - Humans: 5.1%
  - Google: 4.9%

- Image recognition (ImageNet top 5 categories error)
  - Dermatologists: 86.6%
  - CNN: 95%
  - ResNet152: 2.25%

- Detecting skin cancer based on images
  - CNN: 95%
Size of the opportunity

> $35 Billion Annually*

* - Mindtree estimate
One of the largest Grocery retailers in Asia Pacific

Retail Point-Of-Sale Fraud Detection and Loss Prevention
Powered by AI

“POS related Fraud in Retail offers a complex behavioral challenge and we choose Mindtree because of their AI capabilities”
Internal theft represents $\frac{1}{3}$rd of all the shrinkage in retail. No practical solutions available other than manual security.

Using modern deep learning based computer vision techniques leveraging Convolutional Neural Networks to micro-classify events.

Reduce internal theft by $25M annually.
One of the largest telecom operators in the world with 150 Million+ customers

Bold vision to automate more than 80% of backend business operations

“Ideally we want to completely reimagine our BPO”
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<th>Why Reimagine</th>
<th>How is it Reimagined</th>
<th>Benefits</th>
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<td>Need to dramatically improve customer experience and operational efficiency by proactively fixing faults</td>
<td>By combining Robotic Process Automation with significant AI technologies, eliminate need for human intervention</td>
<td>Optimization of 80% back office functions and achieve corresponding cost reductions</td>
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Global leader in engineering and construction for Oil & Gas industry

Ambitious vision to create digital twin of offshore platforms in order to break into maintenance business

“With modern IoT we can create a new digital boots-on-the-ground service without the boots on the ground”
Why Reimagine

New commercial offering with disruptive new business model to enter an attractive downstream business

How is it Reimagined

End to end modern IoT architecture with heavy use of AI and Vision technologies

Benefits

New revenue stream with much lower risk than traditional players that depended on human effort and aircraft working in dangerous conditions
Leading value added distributor of services, solutions & products

3 year vision to completely reimagine BPO

“I am ready! In 3-4 years I would like to see 90% automation”
Improved cycle time and customer satisfaction are demanded by the market. Accurate payment processing is necessary to sustain margins.

Domain rich process transformation maps for Accounts Receivable, Accounts Payable, HR and vendor management drive solution with Robotic Process Automation and AI.

Elimination of manual steps to reduce cycle time and errors. Significant reduction of operating expenses.

Why Reimagine

How is it Reimagined

Benefits
Key elements of our strategy: emphasis on speed and positioning

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**NEW: NEW BUSINESS MODELS**

**NEW ENGAGEMENT MODELS**

**NEW CLIENT STAKEHOLDERS**

**NEW CUSTOMER SEGMENTS**

**MINDTREE POSITIONING**

- Mindtree agility and nimbleness
- Mindtree's avoidance of legacy BPO
- Tapping newer stakeholder types easier
- Consulting expertise led, IP led. Not mass volume based
Our ecosystem approach

Driven by the upcoming Enterprise Reimagination Studio in Silicon Valley

Gamalon
CognitiveScale
Cokita
Microsoft
Intel
Siemens
GHD

Global Startup & Partner Ecosystem

Customers

Academic Institutions

Mindtree Industry Groups & CTO Labs

Stanford University
Computer Vision Explainable AI

Natural Language Generation
Smarter Chatbots