

MINDTREE

Overview

Mindtree is a global technology consulting and services company with 21,000 employees and more than 350 clients in 15 countries. In the U.S., it has 14 offices and two delivery centers, generating \$730 million in revenue. It is a Larsen & Toubro Group Company. Mindtree is helping customers shift and operate in a product IT operating model focused on enabling business outcomes and accelerating high-quality product delivery.

Strengths

Excellent references and relevant brands: Mindtree serves midmarket and large accounts. It has renowned brands in its portfolio and maintains long-lasting relationships. With more than 300 digital clients, Mindtree offers an attractive portfolio and robust delivery capabilities.

From customer journey to digital performance: Mindtree's consulting-led approach centers on human-centric and AI-first to deliver digital experiences, proposing solutions and platforms to make AI pervasive. Mindtree Decision Moments provides industry-specific, self-learning algorithms to drive faster and better decision-making across a wide range of industries and organizations. The vertical specialization covers insurance, consumer packaged goods (CPG) and travel industries. Mindtree has other platforms that automate DevOps, continuous integration and delivery (CI/CD), testing automation, analytics and accelerators for mobile-first and cloud-native digital products.

Innovative mindset: Mindtree has invested in intellectual property (IP) and accelerators, enabling emerging technologies such as AI/ML, AR/VR, conversational solutions and blockchain to build intelligent enterprises. It has planned to scale its digital solutions to market as-a-service and subscription-based components that accelerate innovation and digital product delivery. Digital Pumpkin is a collaborative lab that helps clients accelerate digital innovation, conduct primary research and create functional prototypes and pilot solutions. At the lab in the U.S., clients build roadmaps to get consumer behavior insights, define business visions and identify disruptive innovative ideas using emerging technologies around digital business solution based on trends and business goals of clients.

Caution

Mindtree should catch up with the market trend of merging marketing and customer experience design. It has started integrating its design capabilities into digital marketing. ISG will continue to observe how Mindtree develops its portfolio in this market.



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Mindtree offers an inventive mobile-first approach to deliver neat cloud-native digital products that enrich the customer experience of leading American companies.