

## MINDTREE

### Overview

Mindtree is a Salesforce provider of consulting and implementation services based in Minneapolis, USA. The company has broad expertise for all Salesforce products in various industries, is a Platinum Partner of Salesforce and has over 350 employees with Salesforce certifications. The company has been part of the Mindtree Group since 2016.

### Strengths

**Range of preconfigured solutions:** The Mindtree portfolio includes a number of industry solutions, including for the consumer goods industry, manufacturing industry, financial industry and healthcare, where Patient Engage is a comprehensive solution for patient management. Special mention should be given to Connected Manufacturing, which, based on the Service Cloud, provides a powerful package for the manufacturing industry with linking of IoT elements. The corresponding Salesforce Starter Package from Mindtree is also relevant in the context of IoT.

**Methods:** Mindtree brings a comprehensive and well-developed methodology for efficient processing to the respective projects. This includes tools for code analysis, optimisation of organisational structures, risk-based testing, etc. In the projects, special attention is paid to the initial phases, where suitable methods for strategy development and development of implementation plans are available with Fast Forward. Also, the establishment of governance structures receives special attention.

**Digital platform for the customer experience:** With ConsumerConnect360, Mindtree offers a scalable and immediately usable platform that enables direct customer communication and extensive interaction with the customer. This platform combines functions of sales, service and marketing cloud into a seamlessly interlocking multi-cloud solution, including the management of individual customer cases, self-service for the customer and powerful search mechanisms for direct use by the customer.

**Special focus on data quality:** In the Mindtree project methodology, taking measures to ensure data quality consumes a lot of space. The measurement of the data quality is used as an indicator of the process quality, which is a remarkable approach with regard to quality assurance in the project.

 **ISG** Provider Lens™

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### Caution

The combination of Mindtree's solutions with the competencies available in the Mindtree group should be better worked out to bring these possibilities closer to potential customers.



## 2020 ISG Provider Lens™ Leader

Mindtree is a highly competent provider of end-customer related and therefore especially relevant for marketing solutions based on the Marketing Cloud.

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