



Mindtree

A Larsen & Toubro Group Company

# Mindtree Lightning Pitch

Make Digital Real | Execute Smart

# Mindtree at a Glance



**21,267**

Mindtree Minds

**700** Bots



**\$1B**

Annual Revenue

**74%** US

**18%** Europe

**8%** APAC



**343**

Active Clients

**14** of Fortune 100

**43** Offices

**18** Countries

Engineer **meaningful** technology solutions to **help** businesses and societies **flourish**.

## What \$1000 Invested in these Companies a Decade Ago would be worth today...



\*Return calculated as of December 2017

\*<https://www.msn.com/en-us/money/stockdetails/history/11-126.1.AMZN.NAS>

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Proprietary

Source: HfS Data Analysis December 2017



# Larsen & Toubro. our Parent Co.

Mindtree becomes wholly-owned within Larsen & Toubro



- \$20+B in Revenue
- 80-years of Success
- Engineering & Construction Giant
- Tech Services Portfolio: LTI, L&T Nxt, L&T Tech Services,

India's Most Attractive  
Employer Brands

Randstad

top 10 employers 2019

- 01 Amazon
- 02 Microsoft
- 03 Sony
- 04 Mercedes-Benz
- 05 IBM
- 06 Larsen & Toubro
- 07 Nestle
- 08 Infosys
- 09 Samsung
- 10 Dell



Bangalore Airport Int'l Terminal



State-of-the-art Manufacturing



Naval Weapons Systems



Renewable Energy Grids



“Mindtree remains Mindtree” now with  
a major underwriter for future  
investment & support

- Maintain the Mindtree brand
- Continuing public stock listing
- HQ in Bangalore & New Jersey
- Maintain and grow offerings
- Maintain and nurture existing team



# Influencer Callouts

IoT - Transformational Services, Technology, Solutions, Platforms and Industries  
Consulting and Services  
Leader U.S.

ISG Provider Lens™

Quadrant Study



**Mindtree named US Leader and Global Rising Star in Consulting and Services in the ISG Provider Lens™: IoT – Transformational Services, Technology, Solutions, Platforms, and Industries 2019 Quadrant Study**

"With its three-pronged strategy of in-house technology innovation, platforms, strategic partnerships and joint go-to-market with technology providers, Mindtree has been serving customers across geographies and industry verticals with its 'metal to cloud' capability"

IoT - Transformational Services, Technology, Solutions, Platforms and Industries  
Consulting and Services  
Rising Star Global

ISG Provider Lens™

Quadrant Study



**Mindtree named US Rising Star, Connected Cars in the ISG Provider Lens™: IoT – Transformational Services, Technology, Solutions, Platforms, and Industries 2019 Quadrant Study**

"Mindtree helps customers to build a connected car ecosystem by offering solutions for the entire IoT lifecycle with its expertise across consulting services."

IoT - Transformational Services, Technology, Solutions, Platforms and Industries  
Connected Cars  
Rising Star U.S.

ISG Provider Lens™

Quadrant Study



Mindtree earned **top honors** at the second annual **ISG Star of Excellence Awards™** for achieving the highest cumulative client experience score for the quality of our core technology services.

**Mindtree named Leader for the Managed Services Archetype (mid-sized deal focus) in the ISG Provider Lens™ Private/Hybrid Cloud Data Center Services & Solutions 2019 Quadrant Report**

Private/Hybrid Cloud - Data Center Services & Solutions  
Leader

ISG Provider Lens™

Archetype Study



**Mindtree named Leader in 4 Archetypes in the ISG Provider Lens™ SAP – HANA and Leonardo Ecosystem Partners 2019 Archetype Report**

SAP - HANA and Leonardo Ecosystem Partners  
Leader in 4 Archetypes

ISG Provider Lens™

Archetype Study



## ISG Provider Lens™ SAP Hana & Leonardo Ecosystem Partner 2019 Quadrant Report

SAP HANA and Leonardo Ecosystem Partners  
SAP Leonardo Transformation  
Leader UK

ISG Provider Lens™

Quadrant Study



SAP HANA and Leonardo Ecosystem Partners  
SAP S/4 HANA & Business Suite on HANA Managed Services  
Leader UK

ISG Provider Lens™

Quadrant Study



SAP HANA and Leonardo Ecosystem Partners  
SAP S/4 HANA & Business Suite on HANA Managed Services  
Leader Nordics

ISG Provider Lens™

Quadrant Study



SAP HANA and Leonardo Ecosystem Partners  
SAP BW/4 on HANA and BW on HANA Transformation & Operations  
Leader UK

ISG Provider Lens™

Quadrant Study



SAP HANA and Leonardo Ecosystem Partners  
SAP Leonardo Transformation  
Leader Nordics

ISG Provider Lens™

Quadrant Study



SAP HANA and Leonardo Ecosystem Partners  
SAP BW/4 on HANA and BW on HANA Transformation & Operations  
Rising Star USA

ISG Provider Lens™

Quadrant Study



SAP HANA and Leonardo Ecosystem Partners  
SAP S/4 HANA & Business Suite on HANA Transformation  
Leader UK

ISG Provider Lens™

Quadrant Study



SAP HANA and Leonardo Ecosystem Partners  
SAP BW/4 on HANA and BW on HANA Transformation & Operations  
Leader Nordics

ISG Provider Lens™

Quadrant Study



SAP HANA and Leonardo Ecosystem Partners  
SAP Cloud Platform Support Services  
Rising Star Global

ISG Provider Lens™

Quadrant Study



"Mindtree is a good fit for both large and mid-sized enterprises looking for leadership on digital and emerging technologies around SAP Cloud Platform Services. Mindtree also offers flexibility, toolsets, and managed service capabilities for a partnership-based approach to client engagements."

Mindtree has been chosen as a finalist in two categories for the 2019 ISG Paragon Awards Americas. They are:

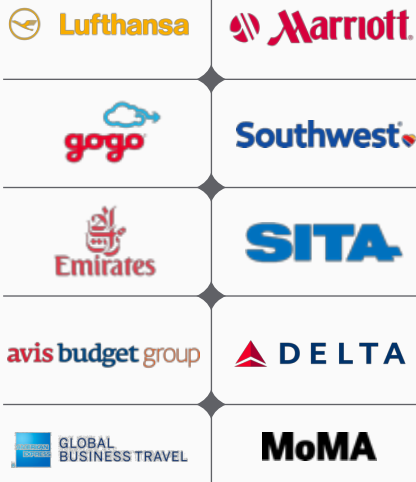
- Excellence: Outstanding delivery by a service provider. Mindtree with a leading U.S. airline
  - Transformation: Successfully transformed an organization or key business function. Mindtree with Lincoln Financial Group
- The winners will be announced at a gala dinner on September 24<sup>th</sup>.

THE AMERICAS  
**Paragon™**  
2019 Awards

# Deep Domain Expertise

Long-standing relationships with clients in a focused set of industry expertise

## Travel



## Retail / CPG / MFG



## Technology



## BFSI



# Our Towering Strengths

Leader in **Digital**

40% of revenue from Digital, 3X sector average

Leader in **Agile**

Only company in our sector with a dedicated onshore Agile Center-of-Excellence

Integrated **Services**

Integrated approach for Continuous Delivery

Amazing **Culture**

A level of expert thinking, unrelenting dedication and collaboration that you've never experienced

# Streamline and automate IT and harness the power of digital to drive growth

## Through Continuous Delivery

### Digital

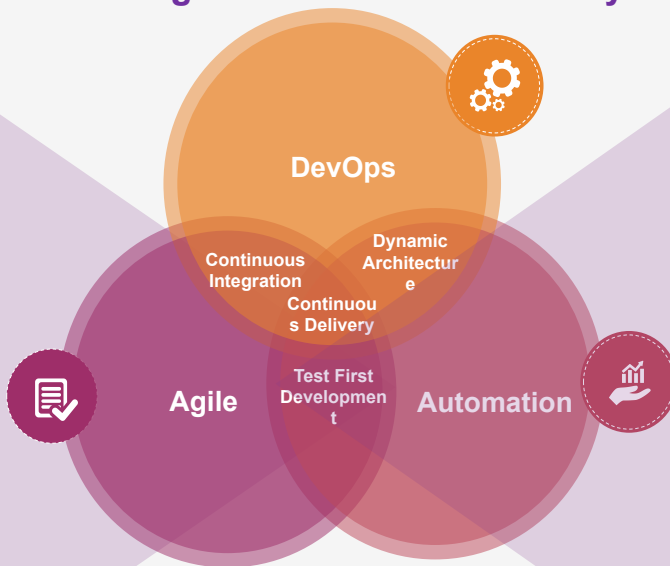
- Driving Omni-Channel Customer Experiences
- Creating un-matched personalized experiences
- Modernizing the ecosystem by converging devices, processes and data
- Harnessing the power of data with strong analytics and visualization
- Fostering innovation with Digital Pumpkin our Digital Innovation Lab

### Cloud

- Developing inclusive strategies for cloud deployment and prioritization
- Building agile, cloud first environment that align with business objectives
- Optimizing hybrid clouds for utmost availability

### Engineering | R & D

- Short Range Wireless and Bluetooth Services
- Very Large Scale Integration Services
- Embedded Intelligence Services



### Operations

- Automation
- Test Engineering
- Managed Services
- Infrastructure Management
- Integrated Services Powered by Composable Automated Platform for Enterprises

### Enterprise Software

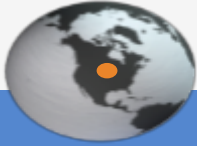


### IT Consulting

- Agile
- Application Development and Support
- Information Strategy and Governance
- IT Operations and Strategy
- DevOps
- Quality Assurance Strategy and Process



# Global Presence



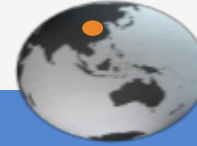
## North America

- Chicago, IL
- Cleveland, OH
- Dallas, TX
- Gainesville, FL
- Los Angeles, CA
- Minneapolis, MN
- New York, NY
- San Jose, CA
- Scottsdale, AZ
- Toronto, Canada
- Redmond, WA
- Warren, NJ



## Europe

- Basel, Switzerland
- Cologne, Germany
- Dublin, Ireland
- London, UK
- Munich, Germany
- Paris, France
- Stockholm, Sweden
- Utrecht, Netherlands



## Asia/ANZ

- Beijing, China
- Cape Town, South Africa
- Dubai, UAE
- Kuala Lumpur, Malaysia
- Melbourne, Australia
- Singapore
- Sydney, Australia
- Shanghai, China
- Tokyo, Japan



## India

- Bangalore
- Bhubaneswar
- Chennai
- Hyderabad
- Pune

**KEY**  
 Company HQ  
 Delivery  
 Learning Center

## Expert Zones

Digital  
Pumpkin

New  
Jersey

Azure

Redmond

Network  
Operations  
Center

Scottsdale  
/ Dubai

Analytics

Cleveland

Agile

Gainesville

Salesforce /  
HANA

Munich /  
Minneapolis

# AI Driven Personalized Promotions & Experience

- Dale Carnegie once said that “a person’s name is to that person the sweetest and most important sound in any language.”
- In fact, research shows that personalized email campaigns receive 29 percent higher email open rates and 41 percent higher click-through rates than ordinary emails. So, it is a clear indication that Personalization **Boosts Sales and Conversions**. All vacation rentals companies are the best examples how they use personalized pricing recommendation to boost the revenue both for owners and for their company.
- Understanding customer buying behaviours helps the company to **‘Make better recommendations’**. Customers don’t have to ask friends or search internet. Today Amazon can recommend better things for each customer based on their browsing and buying patterns. Ebay and Amazon have mastered the art of recommending which not only created the affinity with customers but also supports them to increase their revenue.

# AI Driven Personalized Promotions & Experience (Cont...)

- Supports the companies to **'Give name and face'** to their company by giving a one-to-one communication by understanding the customer need. It develops the personal touch with the company for the customers and supports to **'Build deeper relationships'** with them.
- Personalization supports 'Effectively Target specific audiences' with right messages to create a lasting memory for customers.
- In our workshop, we plan to discuss more in detail which includes
  - Winning Strategies for Personalized Marketing and Promotions
  - An Approach to Personalized Promotions
  - Best practices on data integration & Analytics
- Key Takeaways
  - How to maximize ROI by identifying the customer journey
  - Determine the right decision and right time
  - How to implement continuous intelligence

*Welcome to possible*