Mindtree
Welcome to possible
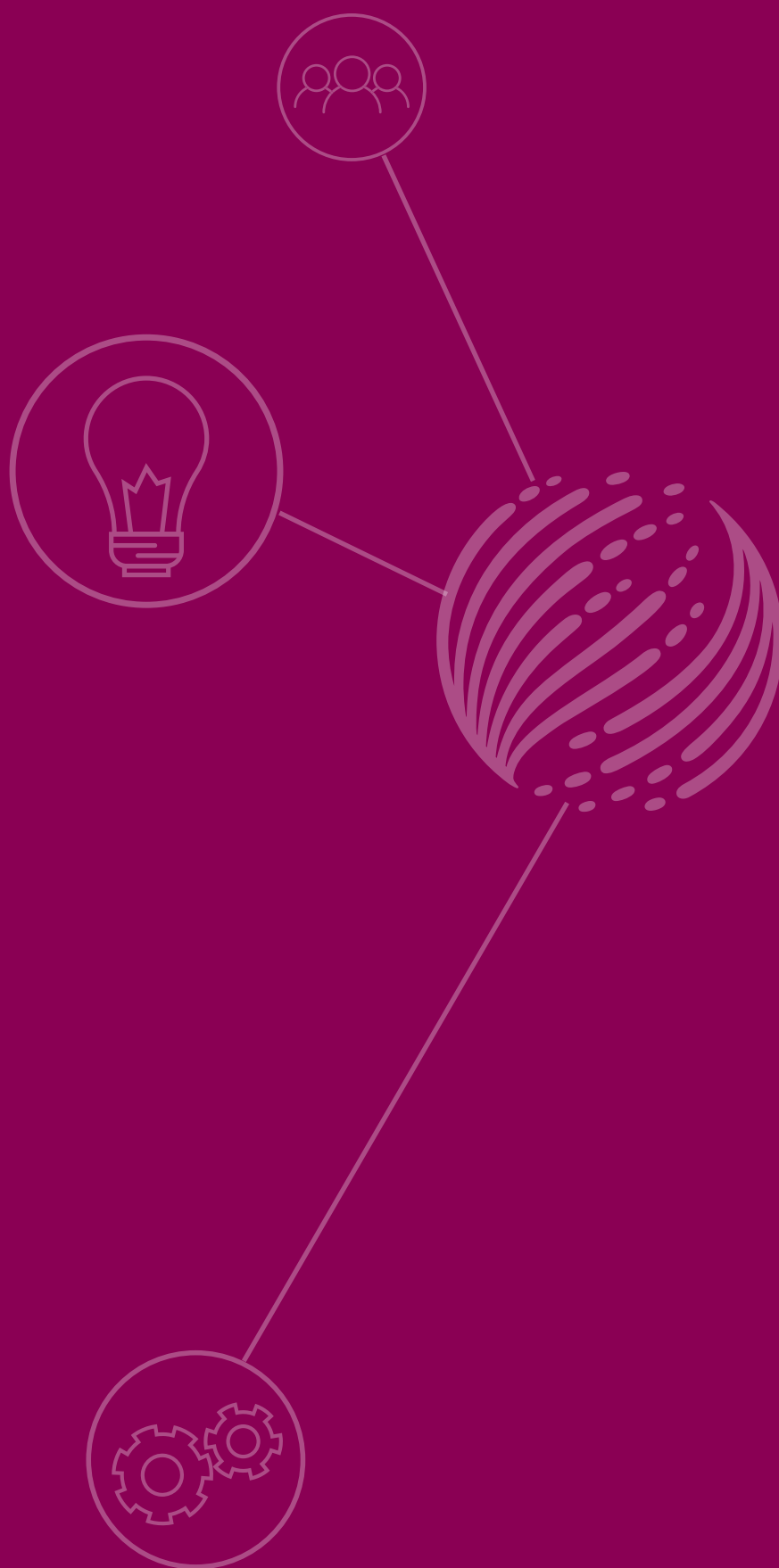
Make Digital Real

ANNUAL REPORT
2014–15

REAL people.
REAL expertise.
REAL solutions.

MAKING DIGITAL REAL

The digital economy is transforming every industry. Consumers have become more connected and engaged—they want rich experiences tailored to their needs. And the convergence of mobile technology, social media, data analytics and cloud computing requires organizations to seek new digital strategies to satisfy evolving customer demands.

Faced with these challenges, along with the tremendous opportunity that comes with getting the solutions right, companies have rushed to reimagine and reinvent the way they do business.

Yet, they can easily get lost in the array of devices and software needed for a successful digital initiative—and going digital can start to feel like an unachievable dream. This transformation is no fairy tale; it takes hard work, key capabilities and often the right partner.

At Mindtree, we make digital real.

To turn web, collaboration, social, mobile, cloud,

analytics and smart-device technologies into effective customer experiences, organizations need creative talent, deep technology and domain know-how. They also must have the agility to manage fundamental change during a business and cultural shift happening at hyperspeed.

The expert guidance of an experienced partner can make all the difference.

Mindtree was born digital, and digital has always been an important part of our business. We combine our leadership in digital services with our technology expertise to craft solutions that help our clients transform their companies and succeed in today's digital world. At Mindtree, we make digital real by helping our clients use digital tools to elevate customer experiences, build streamlined technology solutions, and bring products and services to market faster and cost-efficiently.

88% of executives say their companies are undergoing a significant digital transformation.[*]

[*]*The 2014 State of Digital Transformation*, Altimeter Group, 2014

Make Digital Real

DOING BUSINESS IN A DIGITAL WORLD

The word "digital" once meant just computerized content. Today, the term has grown to encompass a global phenomenon that continues to redefine communication and commerce.

The recent proliferation of new technologies and devices has also transformed the digital market, creating new opportunities for organizations to engage customers, increase revenue, and streamline operations.

Using the power of digital to help clients succeed

At Mindtree, we help our clients leverage digital technologies and data to achieve richer customer experiences, a more efficient workforce and faster time to market. To accomplish these goals, we combine a variety of technologies, including mobility, Data and Analytics Services (DAS) and Software as a Service (SaaS) packages to create an integrated approach that enables our clients to put the power of digital to work for their businesses.

With this approach, we can help clients reach customers anywhere, anytime, on any device; build personalized experiences that attract and retain new customers; and drive growth with omnichannel digital marketing services.

The results are always impressive.

At Mindtree, we work with our clients to blend consumer behavior, business insights and technology trends into digital solutions that align with their business goals.
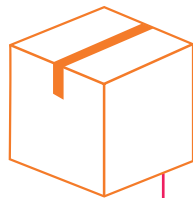
CLIENT SUCCESS STORY

Solution: Mindtree created a unified multichannel digital marketing and consumer engagement solution for a leading consumer packaged goods company.

Benefits: Reduced costs by 40% and got products to market 50% faster.

CLIENT SUCCESS STORY

Solution: A global car rental company asked Mindtree to build a new online reservations system that puts customers first.

Benefits: Increased revenue by 32% and "look-to-book" conversions by 18%.

THE VALUE OF AGILE SOFTWARE DEVELOPMENT

At Mindtree, we are specialists in Agile software development: a methodology marked by continuous change; cross-functional communication, coordination and collaboration; and the ability to deliver projects on time and on budget, with exceptional quality.

Agile software development has quickly proven its value in delivering high-quality applications that meet customer needs. Mindtree Agile developers produce superior code that is easier to maintain, adapt and extend. Our Agile development practices—such as frequent deliveries and ongoing integration, as well as build, deployment and test automation, reduce risk and the need to rework projects.

An Agile showcase

Mindtree's Onshore Agile Center of Excellence in Gainesville, Florida, is an exceptional blend of people, deep domain expertise and technology capabilities, all housed in a state-of-the-art facility designed for Agile development.

In Gainesville, we focus on shorter delivery cycles to mitigate risks and on early corrective actions to meet release timelines. Our innovative product development and insightful technology advances help our clients achieve faster time to market, increase their return on investment and lower their risks.

Becoming Agile

While the benefits of Agile development are easy to see, it can be difficult for many organizations to make the transition to becoming Agile.

Successful Agile adoption means changing established cultural patterns and processes. There is no one-size-fits-all approach. We guide our clients through this transformation, providing all the necessary expertise, sharing best practices and tailoring processes to ensure that their companies will actually *be* Agile—not just *do* Agile.

CLIENT SUCCESS STORY

Solution: Mindtree helped the world's largest low-cost airline test and manage its e-commerce website more effectively. We did this by creating a solution that automated testing, optimized processes and improved quality predictability by implementing a central dashboard for communications.

Benefits: Reduced website support call volume for the top 10 issues by 39%, reduced test execution time by 13% and cut defect leakage into production by 36% year over year.

MAKING THE RIGHT CLOUD CHOICE THE FIRST TIME

Cloud computing is quickly becoming an industry standard. Industry analyst firm IDC says that "the cloud has changed the fundamental nature of computing and how business gets done, and it will continue to do so through 2020."[*]

Mindtree is at the forefront of that global trend. For more than seven years, in over 100 separate engagements, we have been providing our clients with cloud-based solutions tailored to address their business needs successfully.

At Mindtree, we understand that not everything is destined for the cloud. A hybrid approach is often the best solution. We delve into a client's business operations to identify applications that are good candidates for cloud migration, those that require significant investment to develop and maintain in-house, and areas where the cloud offers easier management and lower costs. Once the plan is set, we guide our clients step by step from migration and deployment to security, testing and monitoring.

Transition to a cloud-based world

Cloud computing offers the speed, agility and scalability that organizations need to drive innovation and lower costs, but choosing the right cloud solutions can be tricky. As an experienced cloud consulting partner, Mindtree ensures that each of our clients select cloud solutions that reflect the needs of their businessess. We help them make the right cloud choice the first time— every time.

Forecast: partly cloudy

The key to a successful cloud strategy is to define the challenges an organization is trying to address, then develop a solid plan to accomplish those goals.

CLIENT SUCCESS STORY

Solution: Mindtree developed a new cloud-based CRM application for a leading electronic games manufacturer.

Benefits: Reduced support costs, increased efficiency and achieved a better customer experience.

[*] IDC Cloud Research, 2015

Make Digital Real

MOBILITY: BUSINESS IN MOTION

Connected mobile devices now outnumber human beings worldwide, and they continue to multiply five times faster than the global population.[*]

This rapid shift toward mobility has transformed the world into a network that offers instant access to information and makes it easy for billions of people to conduct nearly all their personal and professional affairs anywhere, anytime and on a variety of handy devices.

How mobility can transform organizations

Organizations that succeed in developing a winning mobility strategy experience deeper customer engagement, increased productivity and stronger partner relationships. Yet many organizations face obstacles such as lack of mobility expertise, concerns about data security in a mobile environment, or the need to support multiplatform bring-your-own-device initiatives.

At Mindtree, we integrate business processes to deliver mobile solutions that are engaging and easy to use. These solutions are technology-and platform-independent, so users can stay connected on any device, and we tailor our mobile strategies to the needs of each client to drive the growth of their organization.

Mindtree and mobility

We offer a full range of mobility services by designing mobile strategies to address our client's current and future business needs. Then we develop mobile solutions that make the best use of both new and existing applications and platforms.

We also provide comprehensive testing, maintenance and infrastructure management services as needed. Finally, we use advanced data analytics and reporting tools to collect and analyze mobile application data, so our clients always know exactly how our solutions are supporting their business objectives.

CLIENT SUCCESS STORY

Solution: Mindtree designed and built a mobile concierge service that transformed how a top hotel chain delivers event services making it easy for event planners to coordinate with hotel concierge staff from their phones or tablets.

Benefits: Enhanced the quality and value of hotel events, improved customer satisfaction, and increased revenue opportunities.

[*] GSMA Intelligence, 2014

BIG DATA LEADS TO BIG OPPORTUNITIES

Big data unlocks hidden opportunities and insights, but realizing that potential poses significant challenges for many organizations.

The volume of data filling public and private servers and moving across the Internet has reached an unprecedented level, and information continues to multiply at an astonishing rate. The size of the digital universe—which industry analyst firm IDC defines as "a measure of all the digital data created, replicated and consumed in a single year"—now doubles about every two years.[*] As a result, many organizations are rethinking their traditional approach to storing, managing and analyzing data.

Yet only a small fraction of the digital universe has been explored for analytic value. IDC estimates that by 2020, as much as 33% of the digital universe will contain information that might be valuable if analyzed.

How Mindtree helps clients leverage big data

At Mindtree, we combine our technological expertise, tools and processes to help our clients derive valuable insights from the mountains of disparate data they collect every day. Our specialists have pioneered big-data solutions for leading organizations around the world, and offer complete services that enable our clients to harness the power of their data to make better business decisions. By processing big data in real time, companies can engage powerful analytic strategies to take advantage of market shifts and stay ahead of their competitors.

Mindtree helps clients turn big data into positive business outcomes by delivering information management, business intelligence and analytic solutions under one umbrella. Our global enterprise clients rely on our big-data services to reduce costs, increase efficiency and create new revenue streams.

At Mindtree, we design our data and analytics strategies to deliver crucial business insights and information to the right people at the right time in the right places.

CLIENT SUCCESS STORY

Solution: Mindtree developed a stable, cost-efficient and highly responsive cloud-based data warehousing and analytics solution that allows a leading pharmaceutical and consumer goods company to address both short-term and long-term business objectives.

Benefits: Better management of day-to-day operations in sales, planning and promotions, as well as next-generation data mining, including big-data processing and analysis capabilities.

[*] "The Digital Universe in 2020: Big Data, Bigger Digital Shadows, and Biggest Growth in the Far East," IDC, December 2012

MINDTREE IS GROWING, AND DIGITAL IS A BIG PART OF OUR GROWTH

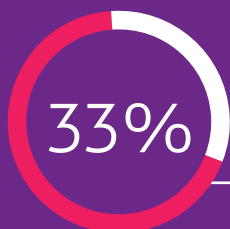**MINDTREE IS OUTPACING THE IT INDUSTRY:**

↑ **16.4%** growth of Mindtree revenue in FY 2014-15.

↑ **13%** overall IT industry growth in FY 2014-15.

DIGITAL IS DRIVING GROWTH AT MINDTREE:

33%

33% of Mindtree revenue was generated by our digital business.

Mindtree: born digital; growing with technology.