Building Future Proof and Future Ready Digital Enterprises with the power of convergence of Networks, Mobile, Analytics, Cloud, Security, Social and Sensors (NMACS)
Start Building the Future


Disrupting old business models, creating new business models for the new with hyper connected world, experience economy and Digital Natives.

Disrupt or be Disrupted:
Welcome to the Hyper Connected World

Owing to the advancement of Long Term Evolution (LTE), IPv6, M2M Communication, and Social Networks, we are now living in a Hyper Connected World. Hyper connectivism has forced us to adapt to a Digital Life which is now breathing life into non-living things like car, machines, equipment, etc. Traditional Enterprises whose business models, processes and operations are not built for the Hyper Connected World, fail to meet this generation’s needs and expectations.
Six Essential Characteristics of a Digital Enterprise

Tech Mahindra defines six characteristics which are a must to become Future-Proof & Future-Ready
Horizon Digital - Tech Mahindra's Digital Transformation Framework

Horizon Digital

- Establish Business Case and Roadmap
- Appify Customer Experience
- Create Enterprise Analytics Bus
- Service articulate backend systems thro directory set

Tech Mahindra’s Digital Framework

Real-Time Digital Engagement
- Increasing Self Service
- Co-Innovation through Customer & Employee

Any-Where, Any-Time, Any-Device, Digital Experience
- Digital Enablement across Channels.
- Insights driven Customer Experience
- BYOD/Enterprise Appstore
- Defined Digital Product Management Lifecycle

Driving Operating Efficiency
- Analytical Driven ROI
- Enhanced BI Architecture
- Design/Run Organization-Wide Digital Programs
- Digital Workplace
- Lean Sigma/Kaizen

Agile Delivery Model
- Delivery with Agile Methodology
- Drive Process Improvements

'Horizon Digital' is the transformation methodology that aims at real time customer engagement, any time, anywhere any device experience, driving operational efficiency through agile delivery model to create Analytics Led, Cloud Enabled and Mobile Delivered Digital Enterprise Services.
Horizon Digital – Service Offerings for Digital Transformation

In order to achieve enhanced customer experience by driving operational efficiency, there are primarily three approaches to be followed for Digital Transformation.

- Consulting Led Service Offerings
- Platforms Led Service Offerings
- MAC Led Service Offerings

Value Proposition

- Rich pool of Integrated Use Cases - big data analytics led, cloud enabled & mobile delivered
- Harvesting existing IP such as our healthcare, retail, energy and other software assets
- Unique combination of Six platforms:
  - Unified Channel Experience (Ucx™) Platform For Banking
  - Integrated Retail Customer Experience Platform (Rcx™)
  - Integrated Digital Health Management Platform
  - Integrated Smart Energy Management Platform
  - Integrated Logistics & Supply Chain Management Platform
  - Infotainment Platform

What are our Digital Enterprise Services?

- Usage Based Insurance Solution offers Location Based Services, provides rating based on accurate driver behaviour, driver feedback and accident prevention, theft tracking, predictive modeling
- Farm to Fork Solution monitors temperature of products and assets, shipment status with proactive event notification and milestone tracking
- iDEP provides a 360 degree+ view of an existing customer of a bank, by capturing & analyzing Bank’s internal Databases (CRM, MDM, etc.) integrates it with external data (social media, click stream, credit rating) and uses this integrated data for Customer Relationship Management activities.
- Remote patient monitoring (RPM) enables monitoring of patients outside of conventional clinical settings (e.g. at home), which helps to increase access to healthcare facilities at lower costs.

Tech Mahindra Differentiators

- Unique combination of Telcos and Enterprise expertise
- Large contingent of Digital Consultants, Digital Developers and Digital Technology Architects
- High end consulting experience for Digital Enterprise Transformation
- A very strong IOT Alliances & Partnerships
  - Strength is in Service Delivery Platforms – Connected Device Platforms (CDP) and Application Enablement Platforms (AEP)
  - Extensive experience in offering Digital Enterprise Solutions both to Telcos and Enterprises
SUCCESS STORIES

- Connected Sports - Sports on Smart Devices for a Leading Media Group for Sports in the US
- Connected Healthcare - Digital Emergency Management System for a Nationwide Service Provider in India (EMRI)
- Digital Application Infrastructure Platform for a Leading Networking Company in the US
- Digital Engineering Change Management for Leading Companies in the US
- Digital Spend Management for a Leading Oil and Gas Company in the US
- Digital Geospace Environment for a Government Agency in APAC
- Remote e-Mail Interaction for the world’s Leading Oil & Gas company
- Part Reuse Implementation for the Largest Auto Makers in the US

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