

## Tech Mahindra and Rakuten Aquafadas Collaborate to Leverage Cutting-Edge Technologies to Power Enterprises of the Future

Collaboration focuses on areas like Digital Transformation, Enterprise of the Future, Enhanced Customer Experience

**Tokyo, Paris, New Delhi - 16<sup>th</sup> May 2019:** Tech Mahindra, a leading provider of digital transformation, consulting and business reengineering services and solutions, and Rakuten Aquafadas, a France-based leader in digital content publishing and experience, signed an MoU (Memorandum of Understanding) to collaborate on building Enhanced Customer Experience Offerings leveraging latest innovations to power Enterprises of the Future.

This collaboration will drive innovation to bring transformation of content deployment technologies across multiple screens and enhance customer experience for users around the world. Rakuten Aquafadas and Tech Mahindra aim to build a World Class Customer Experience Offering leveraging the unique suite of software that Rakuten Aquafadas provides for digital publishing, unleashing the potential of new content consumption era driven by latest innovation and accelerated by Rakuten technology, content, services and data.

**Manish Vyas, Global President of Tech Mahindra's Communications, Media & Entertainment Business & CEO of Network Services** said, "5G has the capability to unlock unprecedented opportunities in every industry vertical and domain. Our collaboration with Rakuten Aquafadas will help us further drive innovation in the Artificial Intelligence, Machine Learning, Digital Transformation space, and enable us to enhance customer experience from the forefront".

Tech Mahindra will bring its deep domain experience across industry verticals, expertise across Artificial Intelligence, Machine Learning and Natural Language Processing making it simpler, faster and better for the customers to go digital and to enhance the customer experience.

**Olivier Alluis, CEO, Rakuten Aquafadas** said, "We're excited to enter into a partnership with Tech Mahindra. We strongly believe that together we'll be able to bring a unique offering to the market, helping businesses across the world drive cutting-edge content experiences for their end users underpinned by innovation and services driven by the Rakuten Group."

As part of the TechMNxt charter, Tech Mahindra has a deep focus on Enhancing Customer Experience, and is currently engaged with multiple Fortune 500 customers globally on their digital transformation journey.

### About Rakuten Aquafadas

Rakuten Aquafadas, specializes in helping business succeed in their digital transformation aiming at solving Digital Publishing Challenges. The suite of software the company has created allows enterprises from various industries to create, manage and publish high quality digital content for mobile consumption. From digital publishing software and Cloud authoring tools to "no-code" mobile application development platform, the company empowers clients with an unmatched ecosystem to power their digital needs and connect with their mobile-first audience. Rakuten Aquafadas, headquartered in Montpellier, France is a

subsidiary of the Rakuten group.

Connect with Rakuten Aquafadas on [www.aquafadas.com](http://www.aquafadas.com)

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