Tech Mahindra

DIGITAL USER EXPERIENCE MANAGEMENT
Exemplify User Experience, Accelerate Business

Accelerate your company's digital transformation and optimize every user experience.

Every business is now digital and its success depends on good user experiences.

Performance Engineering is a dedicated horizontal business unit with over 7500 person years' of experience. The unit meets customers' Non-Functional (NF) testing needs, such as response time SLAs, scalability, availability, reliability, Application Performance Monitoring Capacity Management etc. Practice comprises over 1200 multi-skilled, experts with diverse backgrounds ranging from performance monitoring and tuning Analyst, Capacity Analyst and Planner, Capacity Managers, testers, performance monitoring, performance consultants, NF testers, analysts, developers, application support, database administrators and COTS experts.

Tech Mahindra's Application Performance Management and Engineering Team is responsible for ensuring that overall platform and applications are performing at optimum best adhering to all SLA's on Scalability, Performance, Availability ,Reliability and End-User experience goals..

Digital User Experience Management is a fully managed and tailored solution using leading industry standard tools such as Dynatrace EUM, Appdynamics UEM, CA CEM, KeyNote, Tealeaf, Google Analytics, Splunk etc.

APM software market size is around $3Bn with 15% YoY growth. The Service Revenue opportunity is almost 1x for every $ of Licenses. All major surveys ranked User experience as the most significant dimension of APM.

Digital User Experience Management

- Complete visibility of all users across all applications, devices, user types, locations and networks
- Informed Dashboards and Reports covering critical metrics of User Visits and Experience such as Geo dashboard, Page Details dashboard, Crash Dashboards, Usage Stats etc.
- Monitor Streaming Media activity
- Ensure Platform/Application availability with the help of Synthetic Monitoring

Benefits:

- Better Enabled and Engaged Employees
- Increased End Customer Satisfaction and Loyalty
- Stronger Conversion Rates of Website and App

- Greater Operating Efficiency and Productivity
- Higher Website and Customer Services Rankings
- Improved ROI and Risk Management Performance

- Integrated solution with Application Performance monitoring, Customer experience and Analytics
- Extensive Framework to integrate heterogeneous tools of such as Dynatrace, Tealeaf, Splunk and Google analytics
- Enablers to build technical and executive dashboards and drill down, including 3rd Party server/CDN measurements
- Joint go to market strategy with leading tool vendors
- Successful implementations for tier 1 customers having complex application stack

It's All About the Digital User Experience

Success Stories

NA Tier 1 Telco –
- Platform/Application availability improved from 95% to 99.3%
- Improved login response by over 200%
- 50 % improvement in overall application and page performance
- Sales monthly conversion rate improvement from 7.75% to a high of 13.65% monthly

NZ Tier 1 Telco –
- Delivered complete digital experience monitoring solution handling peak load of 3000+ active user visits, more than 13k requests per minute, providing detailed user visits metrics including Impacted Users, application failure , landing page & exit page information

TechM Advantage

- Leveraging best practices from TechM global engagements
- Modular Cost effective offerings
- Effective budget utilization with best fit solution and right-sized license recommendations

- Minimal training and on boarding turn around for APM team
- Proactive Support from TechM APM competency
- Collaborative model ensuring close coordination with business and operation teams

About Tech Mahindra

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 4.2 billion company with 117,000+ professionals across 90 countries, helping over 837 global customers including Fortune 500 companies. Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to our stakeholders. Tech Mahindra is amongst the Fab 50 companies in Asia (Forbes 2016 list).

We are part of the USD 17.8 billion Mahindra Group that employs more than 200,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

Connected World.
Connected Experiences.