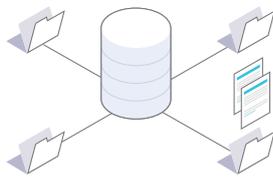


bluemarble



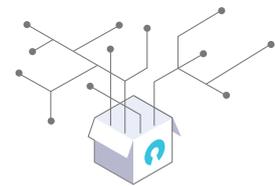
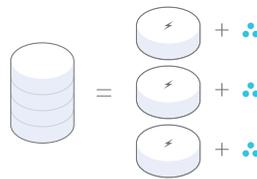
SOLUTION KEY FEATURES

CUSTOMIZING OUT-OF-THE-BOX FEATURES TO SUIT YOUR BUSINESS NEEDS, SUPPORTING YOUR END-TO-END BUSINESS PROCESS WORKFLOWS FOR SALES, COMMERCE AND CUSTOMER RELATIONSHIP MANAGEMENT.



BlueMarble – Tech Mahindra’s digital transformation accelerator – a microservices based framework with productized business services focusing on the transformation of existing IT systems and towards a digital customer experience.

It is based on a consistent, cloud-native, containerized deployment and runtime environment, with integrated support for a complete CI/CD pipeline. It supports the consistent development, deployment of microservices.



STANDARDIZED MICROSERVICES REPOSITORY

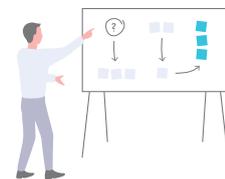
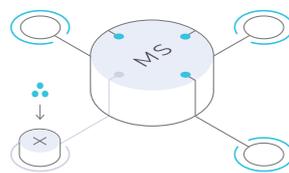
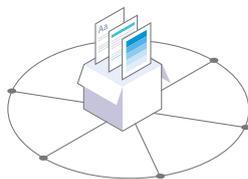
Fast and smooth Transformation with a repository of standardized, productized services that can be configured with minimal customization.

MICROSERVICES ARCHITECTURE PATTERN

Understanding the complexities and drawbacks of the monolithic way of service building, **BlueMarble** helps adopt a microservices based architecture pattern for independent scaling and modularity.

MODERN, AGILE, 100% OPEN SOURCE IT STACK

Providing best of the breed, modern and open source technologies to facilitate robust and flexible infrastructure / IT stack.



USER INTERFACE COMPONENTS

Enabling the fast development and roll-out of new applications with a consistent customer experience.

LIFECYCLE MANAGEMENT SERVICES

We also help build standardized microservices with domain driven and design thinking principles

TRANSFORMATION CONSULTING

We consult clients from customer experience and business models to implementation and process transformation.

ACCELERATING YOUR DIGITAL TRANSFORMATION JOURNEY

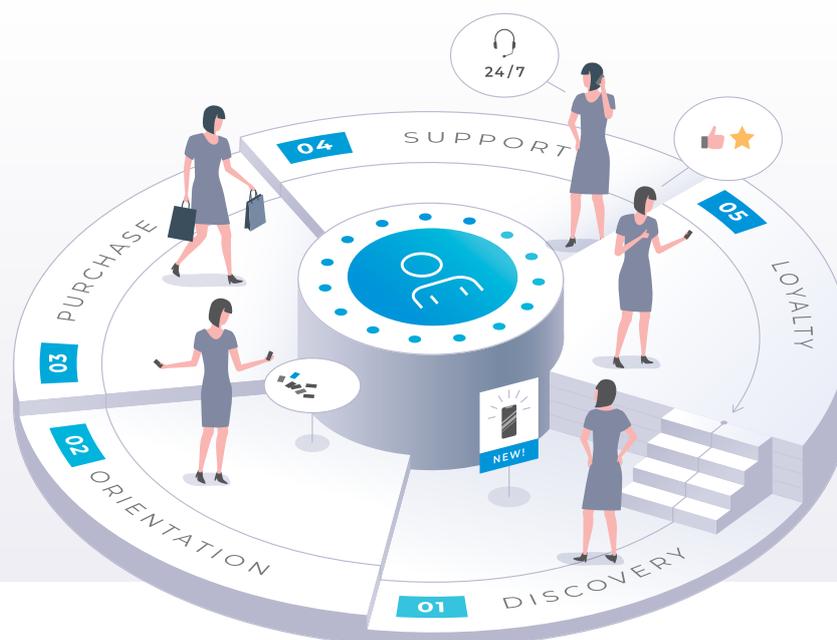
DIGITAL TRANSFORMATION, NEW BUSINESS MODELS, PLATFORM ECOSYSTEMS AND INCREASED EXPECTATIONS OF CUSTOMERS ON THEIR INTERACTION EXPERIENCE PUT A LOT OF PRESSURE ON CURRENT IT SYSTEMS.

Existing legacy systems, created in the age of monolithic applications, are not capable of meeting the ever growing demands of the market.

Tech Mahindra understands that each company has their specific legacy and challenges. In client projects around the globe, however, a number of themes and topics have emerged. Tech Mahindra has used this experience to build the right platform to support the Digital Transformation of enterprises.

5 REASONS FOR LEGACIES TO EVOLVE

- ✓ **Reduce time to market** for new capabilities and features, especially for customer facing functionality
- ✓ **Reduce complexity** and dependencies among modules, creating a clear functional separation
- ✓ **Reduce operational costs** including maintenance and support costs for outdated off-the-shelf applications
- ✓ **Reduce down time** by limiting the risk of mis-configuration
- ✓ **Support flexible, agile development** approaches up to continuous integration and deployment



CUSTOMER EXPERIENCE TRANSFORMATION

Customer expectations are changing to digital channels and personalized proposals. More and more channels are appearing. Consistency across all channels, assisted and digital is expected. Simplified processes for onboarding and providing personalized services.

BUSINESS TRANSFORMATION

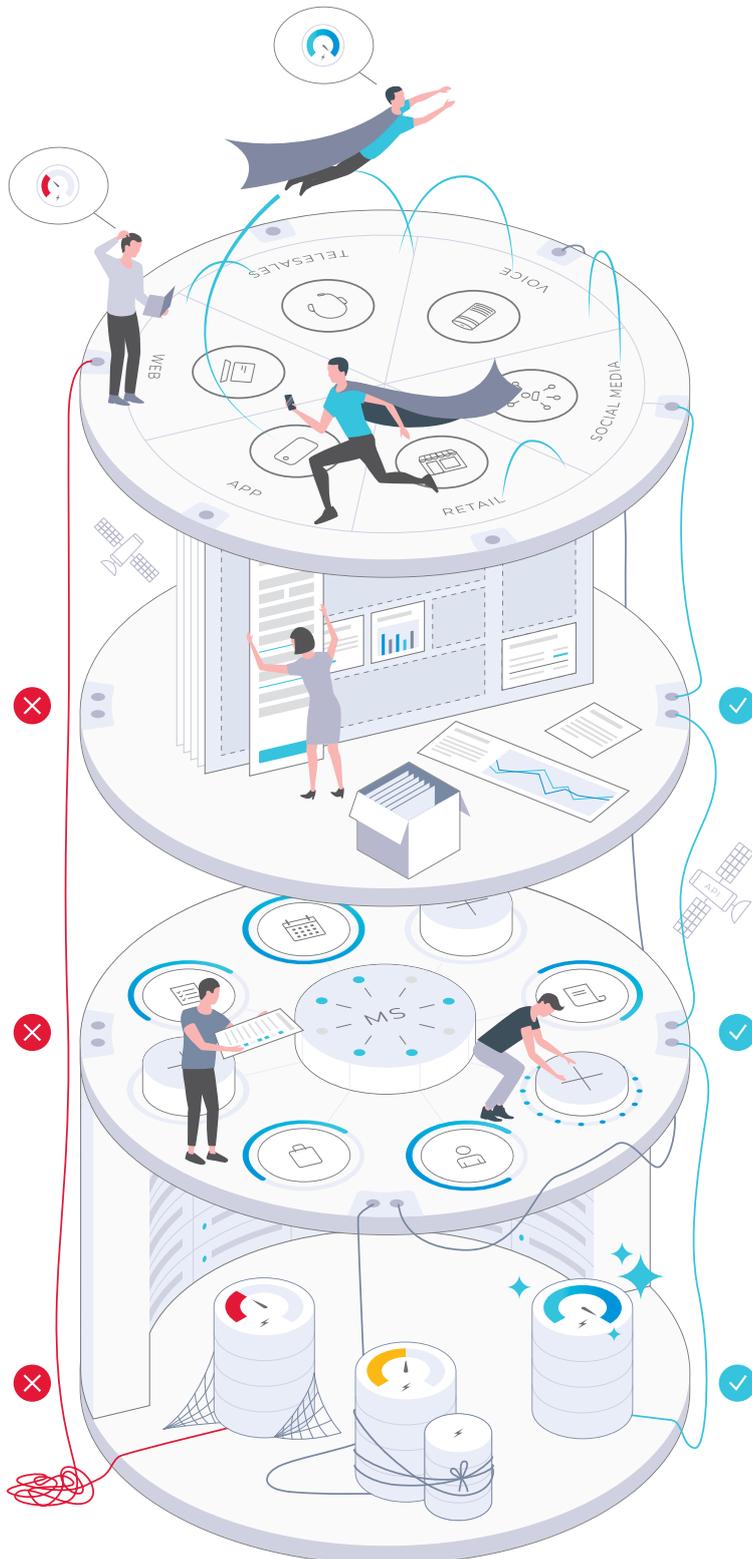
Enabling ecosystems, emerging business models with partners across industries. Building new business models with new technology. Extending into new markets and capturing the opportunities of the digital revolution.

IT INFRASTRUCTURE TRANSFORMATION

Evolution of the IT infrastructure towards a more agile setup, providing the basis for Continuous Implementation and Delivery (CI/CD). Breaking down monolithic applications. Reducing Time-to-Market for new services, products and capabilities.

SIMPLIFY DIGITAL BUSINESS TRANSFORMATION

BLUEMARBLE IS A COMPLETE MICROSERVICES ENVIRONMENT, THAT TRANSLATES CUSTOMER EXPERIENCE AND BUSINESS TRANSFORMATION IN TANGIBLE AND ACTIONABLE IT TRANSFORMATION, WHICH HELPS TO BREAK DOWN MONOLITHIC IT SYSTEMS INTO FLEXIBLE AND AGILE COMPONENTS.



BUSINESS SOLUTIONS

Creating end-to-end solutions from microservices building blocks and UI components to solve business challenges with immediate value to the clients. These solutions address domains like Commerce, Order Management and Product Catalog, and are extended consistently.

Building on the capabilities of the underlying business services, **BlueMarble** transforms how new capabilities are deployed and integrated into seamless, omni-channel customer journeys.

CUSTOMER EXPERIENCE

All **BlueMarble** business services provide pre-built UI and functional components that enable fast creation of new user-facing applications.

For standard use cases, like retail or call center, **BlueMarble** provides complete business applications that enable a consistent, optimized user experience within a single workflow.

(MICRO-) BUSINESS SERVICES

(Micro-) Business Services for transforming monolithic IT systems or overlaying them with an agile, flexible and module architecture, supporting standardized APIs. The solution to overcome heavy monoliths is to decompose them into modular and manageable chunks of code that logically fit together and can communicate with other microservices using messaging mechanisms. These microservices can be scaled and modified independently and do not affect the business by bringing down the entire system and performing complete set of testing and deployment operations.

BlueMarble Business Services are created as products with a clear roadmap based on the experience in production solutions at clients. They are designed with a focus on the industry-specific requirements and include the required capabilities with easy to deploy and configure configurations.

BlueMarble microservices are built in a standardized, containerized runtime environment with a well-defined delivery model for Continuous Integration / Continuous Deployment (CI/CD): Stitching together the best of the breed tools and technologies to enable the continuous and automated testing, integration and deployment reducing manual time, efforts and dependency.

The focus of the **BlueMarble** microservices platform is to be agnostic to existing IT systems and their vendors in order to provide flexibility in deployment and allowing customers to make their own choices.



DIGITAL BUSINESS SUPPORT SYSTEM (BSS) FOR COMMUNICATION SERVICE PROVIDERS (CSP)

The **BlueMarble** repository contains a number of products that support the transition of the Business Support Systems (BSS) domain into a flexible microservices IT architecture. The Digital BSS solution provides components to easily and quickly support the complete digital customer journey with a consistent solution.

The APIs provided are aligned with the TM Forum (TeleManagement Forum) OpenAPI specification and provide extensions in order to simplify the development of front-end applications. The capabilities cover everything from consolidated customer data to manage shopping carts and creating and manage orders. The components are designed with the specific requirements of a communication service provider in mind.

MICROSERVICES DOMAINS

CUSTOMER

Provide access to **consolidated customer data**, including customer's purchased and installed products. The integrated customer data cache supports additional capabilities like **linking customers** into a single, virtual customer entity.

PRODUCT CATALOG

The product catalog manages static product, services and resource data, with the ability to **consolidate across several backend product catalogs**. In supporting commerce and order customer journeys it also enables creation and management of advanced ruling. This supports **complex product offerings** for bundles, promotions, service availability based on location.

Product data can be imported or directly managed in the product catalog component, via an easy to use configuration tool.

SHOPPING CART

Shopping cart is the essential component of the sales customer journey, supporting **real-time rules evaluation** and **charge calculation**. Shopping carts are persisted to support cross channel customer journey.

ORDER CAPTURE / CHECKOUT

The Order Capture components provides a highly **configurable checkout** process based on **existing data capture** and validation elements that are applied based on customer and shopping cart data.

ORDER MANAGEMENT

A complete catalog-driven order management solution that supports **execution and monitoring** of converged orders, provides **order decomposition** and triggering of corresponding backend IT systems.

The component is especially designed to work in a microservices-oriented architecture.

Key order execution processes are provided out of the box for fast deployment and easy configuration.

DATA EXTRACTION

For supporting AI and ML use cases a data extraction microservice enables a consistent view on microservices and backend system data.

CONTINUOUS EVOLVEMENT

The repository of business services is constantly extended to enable further customer journeys and transformation of more components, like **Loyalty Management, Appointment Management**.

BLUEMARBLE BUSINESS MICROSERVICES ARE DESIGNED TO CREATE CONSISTENT, END-TO-END SOLUTIONS THAT HELP ENTERPRISES TRANSFORMING THEIR IT ARCHITECTURE.

BLUEMARBLE COMMERCE

The omni-channel, multi-play commerce solution supporting digital and physical products with a consistent customer experience.

BLUEMARBLE CATALOG

The Enterprise Product Catalog solution that drives consolidation of product data for a consistent customer experience and short time to market.

BLUEMARBLE ORDER MANAGEMENT

The lean, convergent, micro-services based Order Orchestration and Execution solution for all services and lines-of-business.

BLUEMARBLE PLATFORM

The end-to-end microservices development, deployment and management solution for transforming legacy IT infrastructure.



LAUNCH TIME

6 MONTHS

Solution launch time based on repository of productized services



TIME TO MARKET

- 20% ⬇️

Shorter time to market to bring new features and modifications to customers



DEVELOPMENT EFFORTS

- 30% ⬇️

Standardization in development, 30% reduction in development efforts



DIGITAL CHANNEL APPLICATION

6 WEEKS

Create digital channel application within 6 weeks



AUTOMATION

6 MONTHS

Automation in deployment and testing

ABOUT US

Tech Mahindra represents the connected world, offering Consulting, Digital Transformation, Integrated Engineering, Business Services and Solutions, enabling Enterprises, Associates and the Society to Rise™. We are a USD 3.7 billion company with 103,200+ professionals across 90 countries, helping 750+ global customers including several Fortune 500 companies. Our innovative services, platforms, products, solutions and reusable assets connect across a number of technologies to deliver tangible business value to our stakeholders. Tech Mahindra is winner of Forbes 2014 Asia Fab 50, Deloitte Tech Fast 50, the CIO 100 among other awards.

We are part of the USD 16.9 billion Mahindra Group that employs more than 200,000 people across 100 countries. The Mahindra Group operates in key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.