



**Tech
Mahindra**

BROCHURE

Data Driven Digital Transformation

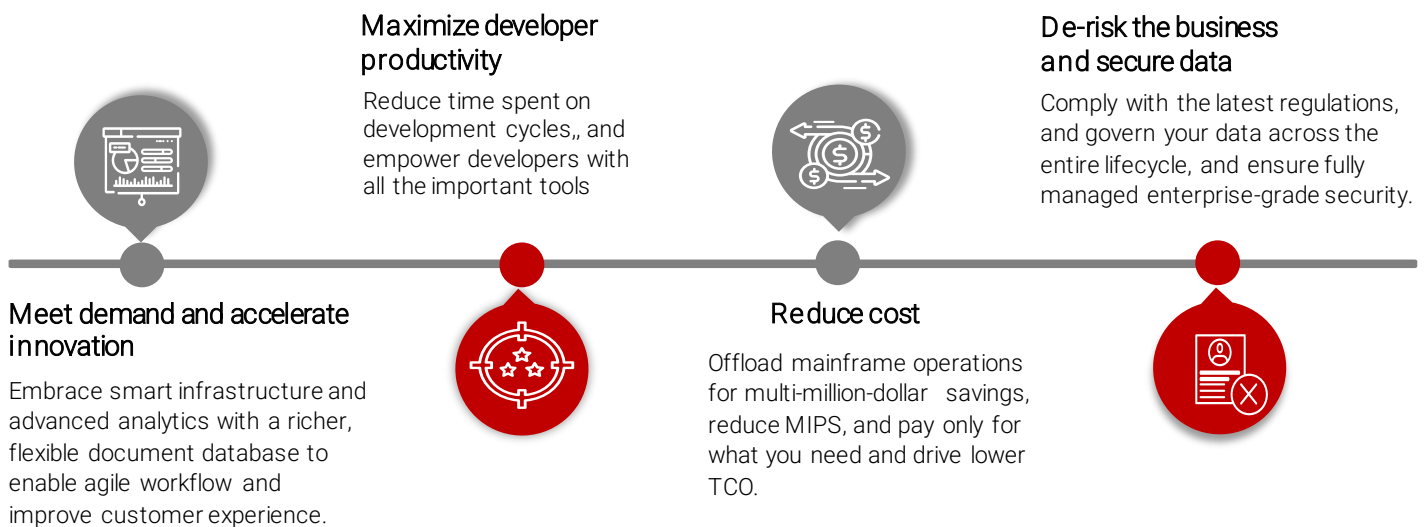
Connected World.
Connected Experiences.

Overview

Data driven disruption is especially true for enterprises in the communications, media, and entertainment as well as banking and financial services, where trends like social media, online shopping, and open banking are rising at a rapid pace. **Tech Mahindra** and **MongoDB's** modern, general-purpose database empowers organizations with a single view of the customer, real-time analytics, and the ability to build and scale apps faster and better, across multiple cloud platforms.

Collaborations That Create the NXT Possibilities

Tech Mahindra and **MongoDB** help organizations migrate and manage their data in a flexible and secure manner to streamline user experience and increase developer productivity. MongoDB and Tech Mahindra has jointly collaborated to develop an accelerator resulting in digital transformation, based on micro services architectural framework built for the future focusing on customer transformational journey riding on an enriched and enhanced customer experience using modern interfaces.



Our Solution

Blue Marble:

Blue Marble is Tech Mahindra's **Digital Transformation Accelerator**, built on MongoDB. Using open source technologies, the solution helps business enterprises to embark on a digital transformation journey relying on micro services based architecture enhancing **scalability, productivity, and flexibility** of the designed solution components using built in adaptors and custom API's which helps leverage the full business potential of enterprise data by breaking down the brick wall of data silos across the enterprise and giving birth to a true data driven organization managing efficient enterprise wide operations, being vertical agnostic.

The solution brings in key benefits to customers by reducing time to market, ease of innovation using a loosely-coupled microservices architecture. The increased developer productivity with Blue Marble's developer portal offers a standardized repository of services and **decreasing development time by up to 40%**. It also improves customer experiences by providing a single source of truth and a uniform experience across all channels.



Our document data model is extremely developer friendly, reducing development cost and effort using unified APIs for data queries supporting industry wide use cases resulting in robust application development with flexible customizations for specific use cases. Our offerings include:





Atlas	A fully managed database-as-a-service , Atlas simplifies deploying and managing your databases
Realm	Provides serverless platform for building applications in web, mobile, and servers consisting of various tools, SDKs, and libraries used for authentication, database connectivity through schemas and triggers using GraphQL queries.
Atlas Search	Provides fast, resilient, scalable full text advanced search capability built on Apache Lucene with rich indexing functionalities.
Atlas Data Lake	Provides fully managed data lake boosting performance and scalability helping in data extraction and optimization intended for delivering data
Atlas Charts	Provides a capability to unleash the power of business data stored in Atlas creating meaningful, real time, business insights abstracting data complexity

Success Stories





a) Leading Financial Publishing House

Challenges:

Increasing demand by both internal advertising teams and external advertisers to know how the premium audiences interact with Wall Street Journal, MarketWatch, and Barron’s content.




 Create easy to use tool to better understand customer behavior	 Provide personalized dashboard and reports	 Effective campaign management	 Enhance customer experience
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Solution:

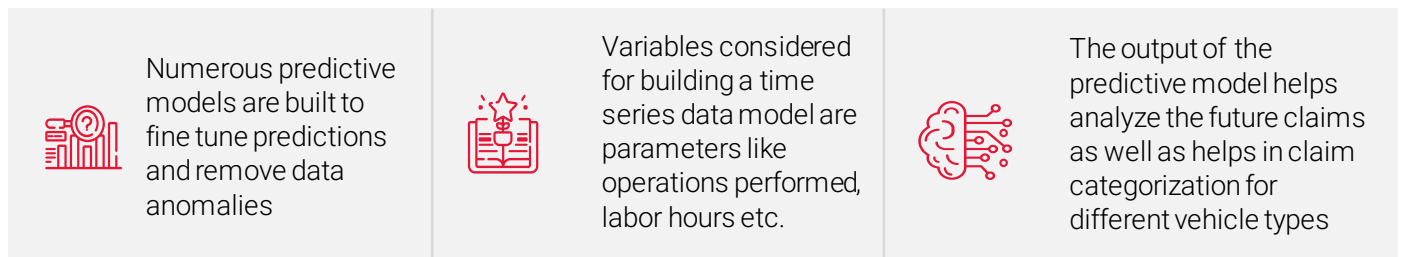
 Create predefined and customer segments	 Post campaign effectiveness analysis	 Ingest click stream data and create segmentation	 Campaign Recommendations
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b) Warranty Analytics for a Leading Manufacturing Company

Challenges:

 Rising warranty claim costs arising due to increase in number of reported incidents	 Absence of robust predictive modeling techniques to gauge futuristic claim ratios	 Predictive model should make specific predictions with maximum accuracy based on geographic locations and vehicle models
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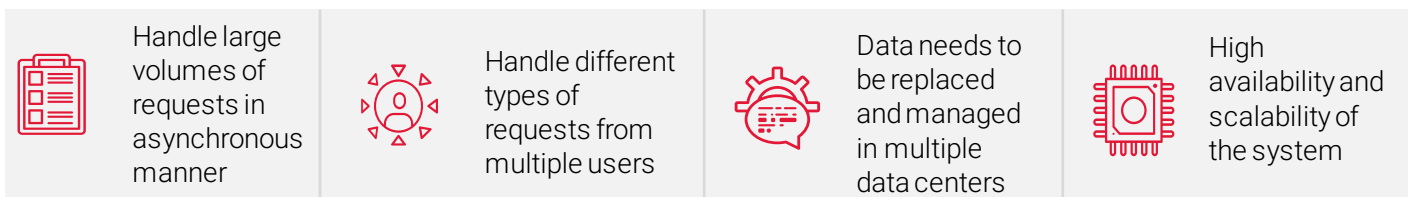
Solution:



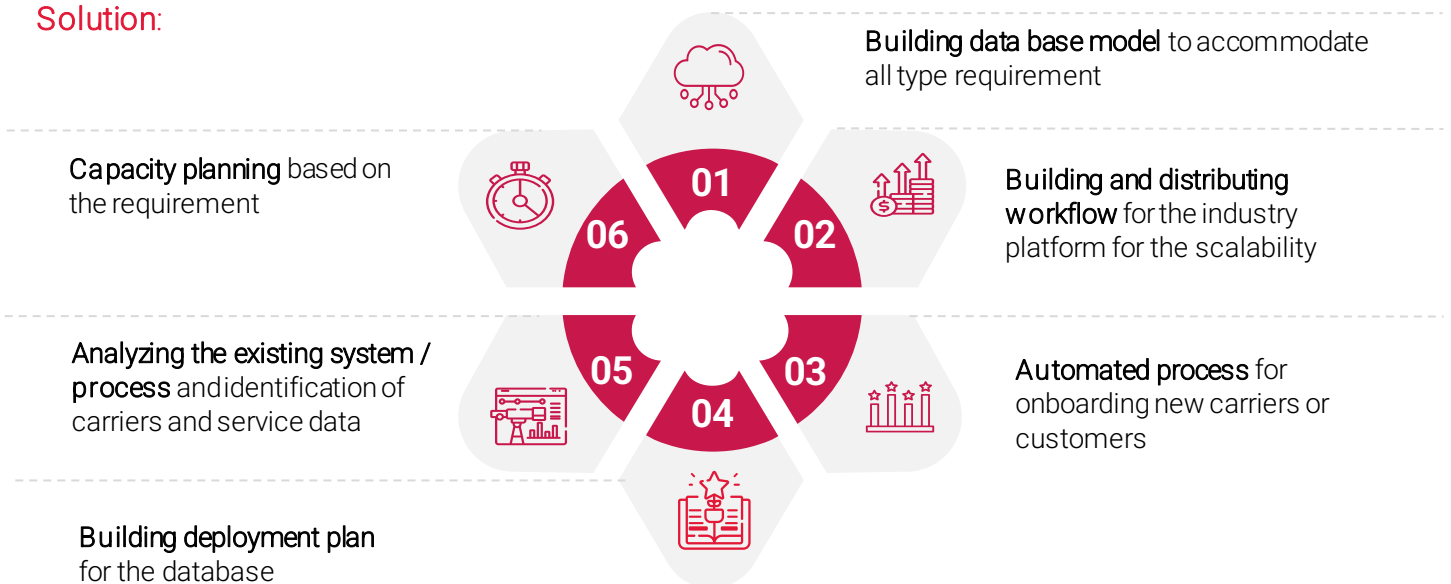
c) Industry Platform for LTL Transportation Pricing Major

Shippers, carriers, logistics service providers and technology providers rely on industry platform to translate intricate LTL transportation pricing and transit detail into data-centric solutions.

Challenges:



Solution:



About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates, and the society to *RISE*. We are a USD 6 billion organization with over 158,000 professionals across 90 countries helping 1262 global customers, including Fortune 500 companies. We are focused on leveraging next-generation technologies including data analytics, 5G, blockchain, cybersecurity, artificial intelligence, and more, to enable end to end digital transformation for global customers.

About MongoDB

MongoDB is the leading modern, general purpose database platform, designed to unleash the power of software and data for developers and the applications they build. Headquartered in New York, MongoDB has more than 31,000 customers in over 100 countries. The MongoDB database platform has been downloaded over 210 million times and there have been more than 1.5 million registrations for MongoDB University courses.

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