CASE STUDY
Intel® Xeon® processor E7 Family
IT Services
Client Mobility

Innovating business practices with mobility solutions

Mindtree collaborates with Intel and top technology providers to co-innovate mobility solutions that bring businesses to the next level

Mindtree
Welcome to possible

Mindtree is a global information technology solutions company with over 11,000 engineers working to help customers achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks. Its consulting-driven approach has made it a strategic partner to over 40 Fortune 500 enterprises. To address different customer and market segments, it works with top technology experts to create solutions that will help accelerate innovation and delivery of solutions to customers.

CHALLENGES

- **Innovate TPM solutions.** Create flexible trade promotion management (TPM) systems to help manufacturers and retailers efficiently track trade promotion activities.
- **Enhance mobility solutions.** Build a mature mobile computing ecosystem to enable creation, distribution, purchase and consumption of content.
- **Make TPM mobile app more efficient.** Ensure data mining and analytical performance of mobile app to provide manufacturers and retailers the ability to track promotion activities in real-time.

SOLUTIONS

- **Choose to collaborate and innovate with SAP on Mobility.** Harness SAP Co-innovation Lab (COIL) to develop and optimize Mindtree's mobility solutions. SAP Co-innovation Lab provided coaching, expertise and the latest generation of hardware and software products from key technology partners such as Intel, CISCO, SAP, VMware, and NetApp to support build of mPromo application.
- **Develop mPromo mobile app.** Provide manufacturers and retailers with a mobile app via mPromo that will allow them to plan, manage and measure trade promotion spends in real-time while on-the-go.
- **Utilize SAP Mobile Platform.** Use SAP Mobile Platform which provides Mindtree an environment to facilitate/accelerate the development of Android mobile App like mPromo that runs on an Intel Atom processor-based device.

TECHNOLOGY RESULTS

- **Leveraged technological expertise.** Co-Innovation accelerated results for Mindtree where the lab infrastructure, tools and expertise of top technology companies allowed Mindtree to enhance its mobility solution.
- **Implemented end-to-end TPM solutions.** With Mindtree coming up with the mPromo mobile co-innovation app with SAP, customers are able to take informed decisions on and monitor trade promotion spends real-time and on-the-go.
- **Harnessed SAP Mobile Platform.** Using SAP Mobile Platform provided Mindtree an environment to facilitate/accelerate the development of mPromo mobile app, with enhanced performance to provide TPM data whenever, wherever.

BUSINESS VALUE

- **Addressed different customer and market segments.** Co-innovation allowed Mindtree to help accelerate innovation and delivery of solutions for customers in different segments and help them extend their market reach.
- **Harnessed mobility solutions.** Customers take advantage of mobility solutions to tap data real-time.
- **Customers sell more.** Using mPromo mobile app developed by Mindtree helps customers sell more by integrating mobile business processes and IT strategy in helping them track their trade promotion spends.

mPromo based on Intel® Xeon® processor E7 Family enables real-time insight into promotion performance, driving proactive analysis and connecting sales planning and execution across time horizons in one unified sales solution

"Through Intel® processor-based Android devices, Mindtree's mPromo mobility solution can reach out to a wider customer base. mPromo is designed to work in both the Intel processor-powered and other devices available in the market today."

Arun Rangaraju
Senior Vice President
SAP Practice
Mindtree

Promoting technological innovation through collaboration

The partnership between technology giants Intel, CISCO, SAP, VMWare and NetApp brought forth the creation of the SAP Co-Innovation Lab (COIL), which was opened recently in Singapore. The new lab joins the global network of existing co-innovation facilities in Palo Alto in California, USA, São Paulo in Brazil, Walldorf in Germany, Moscow in Russia, Bangalore in India, Shanghai in China, Seoul in Korea, and Tokyo in Japan.

COIL aims to accelerate co-innovation by offering a hands-on environment for partners and customers to work together on current and future technologies. The facility focuses on major technology trends such as cloud computing, mobility, big data analytics and in-memory computing.

COIL partners Intel, CISCO, VMWare and NetApp each provide their latest generation of hardware and software to the facility's computing center. This operates its own private cloud as well as the SAP HANA in-memory platform.

By leveraging technological expertise from around the world, COIL provides infrastructure, tools and expertise to prototype innovative ideas and create full-scale product prototypes. These product prototypes aim to bring unique benefits for companies like Mindtree who strive to innovate and extend their market reach. These solutions address different customer and market segments.

By utilizing COIL's product innovations, customers are expected to get accelerated value from the latest innovation and technology.

Enhancing mobility solutions

As mobile adoption is widespread today, Mindtree believes in building a mature mobile computing ecosystem to enable creation, distribution, purchase, and consumption of content. Thus, Mindtree collaborates with its customers in integrating mobile business processes and IT strategy to help them in enhancing workforce productivity and achieve their business goals.

With the support of the COIL facility, Mindtree aimed to deliver high-quality and scalable mobility solutions. Mindtree wanted to enable mobile users to efficiently create, share and consume relevant information on the move.

In particular, Mindtree wanted to help manufacturers and retailers. As today's marketplace overflows with choices for the consumer, this causes a downward spiral in consumer loyalty. They need to use various trade promotional tactics to stay ahead and retain consumers. However, existing trade promotion management (TPM) systems lack flexibility and the ability to fulfill differentiation requests from retailers. Consumer packaged goods (CPG) enterprises are aware that half the promotions do not meet their intended objective.

Innovating TPM solutions

Seeing the need to enhance TPM solutions, Mindtree partners with global customers to implement end-to-end TPM solutions. These solutions aim to help CPG organizations sell more by helping them take informed decisions while planning, managing and measuring trade promotion spends.

In collaboration with COIL, Mindtree developed the mPromo (Mobile Trade Promotion Management) app, a SAP Mobile Platform based solution that empowers manufacturers and retailers with tools to plan, execute and track trade promotion events effectively. This app was originally developed for one of the world's top fast-moving consumer goods (FMCG) companies and later on enhanced by Mindtree and COIL to cater to the unique needs of customers.

The idea behind mPromo is to harness the power of mobility, which provides the ability to make instant decisions to plan and negotiate promotion events with customers. This app is capable of executing what-if analysis, tracking promotion compliance and sending feedback to the management. The trade promotion details are rendered in a simple and easy-to-use way that could help retailers or manufacturers in their negotiations and address hurdles in tracking promotion execution at the store level. The app, free to download, can be used both in the online and offline mode.

To develop mPromo, COIL key partners provided their expertise to ensure the mobility solution runs effectively to meet the needs of customers. CISCO provides the networking solution. VMWare provides the virtualization needs, while NetApp takes on storage requirements. SAP, meanwhile, ensures mobile applications are running smoothly integrated through SAP Business Suite that runs on Intel Xeon processor E7 Family at the backend. This combination gives the necessary mobile and analytical performance to render the desired visualization in any mobile device real-time.

Mindtree's TPM Solution

"The mPromo app can be tailored according to the customer's profile. The app caters to customers such as stores, advertisers and even shoppers. An advertiser, for instance, can use this app to measure his advertising activities, to know how much customers are using his promotions. It used to take about a week to get this data, but with mPromo, data can be gathered in real-time," explained Arun Rangaraju, Senior Vice President for SAP Practice at Mindtree.

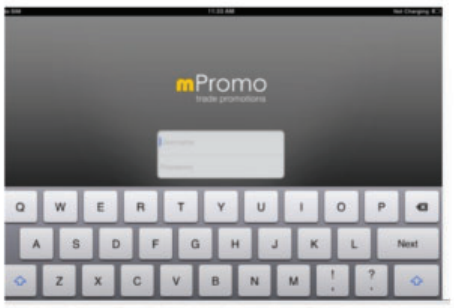
Intel® Xeon® processor E7 Family, meanwhile, powers the SAP Mobile Platform. "With SAP Mobile Platform running on Intel Xeon processor E7 Family at the backend, the necessary in-memory analytical performance to render the desired visualization in any mobile device real time is achieved," shared Jane McCarthy, Director Software & Services Marketing, Intel APAC.

mPromo has evolved in the last few months to realize the following benefits to Mindtree's customers: (1) Enable real-time insight promotion performance driving proactive analysis rather than rear-view reporting; (2) Connect sales planning and execution across time horizons in one unified sales solution; (3) Help sales force and account managers make informed decisions based on insight while at the negotiation table; (4) Facilitate account and brand analysis to enable health check and profitability; (5) Allow retailers to capture compliance with proof; (6) Provide reporting ability to visually depict and analyze promotion performance.

Lessons learned

- SAP Mobile Platform provides Mindtree an environment to facilitate/accelerate the development of Android mobile apps like mPromo that runs on an Intel® Atom™ processor-based device.
- SAP Mobile Platform running on Intel Xeon processor E7 family at the backend gives the necessary in-memory analytical performance to render the desired visualization in any mobile device real-time.
- Mindtree's mPromo TPM mobile app developed with COIL helps CPG organizations empower, optimize and collaborate across internal stakeholders and partner communities.

mPromo screenshots



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