



Digital Case Study Awards 2022

**TECH**  
**mahindra**

# Tech Mahindra has the most number of Standouts in the ISG Digital Case Study Awards, across 2021 and 2022

A Collection of Standouts from ISG Digital Case Study Awards

**Featured stories:**  
**9 Standouts from 2022 ISG Digital Case Study Awards**

*across metaverse, marketing automation, network services, geospatial intelligence, and more*

**Supplementary stories:**  
**5 Standouts from ISG Digital Case Study Awards 2021**

*High impact case examples including enterprise agility for societal impact, Industry 4.0, pit network of the future, and more*

**NXT.NOW™**



Hi,

We at Tech Mahindra are immensely proud to top the charts in the 2022 ISG Digital Case Study Awards with 9 Standouts, the most by a service provider in the list of winners.

We highly appreciate ISG for providing a comprehensive format of participation for providers and clients to showcase successful collaboration in delivering high impact engagements of innovation, transformation, and scale. The case example submissions were validated independently by ISG with clients, and thoroughly evaluated against various parameters by the ISG jury.

We are very happy to share with you the winning case examples from this year along with the standouts from the 2021 edition of the awards (the highest number of standouts by a service provider then, as well). We thank our clients and partners for their trust in Tech Mahindra and their support in helping us win these awards.

We hope you enjoy reading this compendium. We will be more than happy to provide further details, if required.

- Tech Mahindra



Jagdish Mitra

Chief Strategy Officer and  
Head Of Growth, Tech Mahindra

"We are extremely pleased to receive this recognition from ISG and top the list of standouts. It is heartening to see the impact we have delivered in a hyper-converging world, leading with connectivity, humanized experience, cloud, digital engineering and sustainability. Our approach of joint problem solving with clients and partners, and leveraging technologies such as Metaverse, AI/ML, Blockchain, SaaS platforms etc propel our clients to the next frontier of value creation, in line with our NXT.NOW philosophy."

"The accelerated adoption of digital technologies and business models was strongly evident in the case studies we received from Tech Mahindra. Digital has gone mainstream for most businesses, especially in the area of customer and employee experience, so the emphasis is shifting toward modernizing the back office – overcoming the complexity of legacy environments to deliver better CX, deeper analytics and greater efficiency"



Paul Reynolds

Partner and  
Chief Research Officer, ISG

# 2022 Standout Case Studies

- Streamlining network visibility, resilience, and security through a Network-as-a-service model
- Delivering geospatial intelligence using remote sensing and advanced analytics
- Exploring the potential of the metaverse to cross-and up-sell banking products
- Collaboration to support a large-scale fiber rollout speeds up the time taken to a third
- Transforming contact center operations with tangible business outcomes
- State-of-the-art marketing automation and analytics to grow digital sales and market share
- Advanced marketing solution translated fan engagement into ticket sales
- Intelligent network operations center improves network availability and reduces operating expenses
- Automation CoE with outcome-based pricing improves NPS, employee satisfaction, and telesales

[Click here for standouts from 2021](#)

# Streamlining **network visibility, resilience, and security** through a Network-as-a-service model



## Digital Case Study Awards 2022

Media and Entertainment

Global



### Opportunity

Thomson Reuters, a global provider of media and business services, was consuming IT and network services under a Technology Service Agreement (TSA) from a company they had recently sold.

The agreement had strict timelines and they wanted to move away to an own digital enterprise network that could be consumed on an OPEX model.

They partnered with Tech Mahindra, a provider they had worked with for more than ten years, trusting their expertise with ecosystems to complete the transformation before the transitional service agreement expired.

### Imagining IT Differently

Tech Mahindra, built and deployed a telco-agnostic, greenfield network which was offered on a network-as-a-service model to the client. They

- Created a cloud-based core network, and defined security controls
- Migrated the network, applications and data to the new stack
- Under the managed services agreement, continue to develop and refresh the network.

The partnership was structured for the long-term and to avoid extensive capital expenditure for the client, with Tech Mahindra taking responsibility for critical assets and regional partnerships.

### Future Made Possible

The network was established with no disruption to Thomson Reuters' business, and well within the TSA timelines. The uniform network enables better network visibility, resilience and security, with vulnerability detection of 95%.

According to ISG, this case study is an example of a provider's ability to orchestrate value across the ecosystem and deliver a large-scale transformation through an innovative business model, that supports client's business priorities.

# Delivering geospatial intelligence using remote sensing and advanced analytics



## Digital Case Study Awards 2022

Energy

Australia and New Zealand



### Opportunity

Horizon Power is an energy utility in Western Australia. The client serves a large geographic region across difficult or remote terrain linked by sparse or lengthy roads. Managing assets can require thousands of kilometers of travel with no prior view of the issue. Or it requires accessing environmentally or culturally sensitive areas.

Horizon partnered with Altavec, a Tech Mahindra company, for a digital solution which would provide greater visibility into their network. They were drawn to work with the provider based partly on the strength of their intellectual property and ability to deliver critical business use cases in multiple areas.

### Imagining IT Differently

Altavec designed a largescale survey effort and applied analytic tools to process and visualize the resulting data. This survey covered over 5,800 kilometers of network, requiring more than 400 of infield data capture hours. The work involved:

- Leveraging LiDAR, drones, manned aircraft, and high-definition image capture to gather a complete 3D digital view of network assets.
- Their proprietary geospatial intelligence platform AIMS 3D to creating an automated, rapid access, 3D version of the network.
- Programming AI and ML tools to scan the complete model for areas of concern or opportunities for optimization.

### Future Made Possible

Altavec's solution helped Horizon Power save costs and improve efficiency. The digital inspection methodology means less disruption for network customers, businesses, and communities in survey areas. It also improves on operational efficiency and crew safety, when compared to manual methods, and creates more opportunities for predictive maintenance.

This work further positions Horizon Power, and the state of Western Australia, to accelerate the uptake of renewable energy resources on their journey to net zero carbon emission by 2050.

According to ISG, this case study is an example of IT/OT integration in a digital transformation.



# Exploring the potential of the metaverse **to cross-sell and up-sell banking products**



## Digital Case Study Awards 2022

### Banking and Financial Services

India



#### Opportunity

The Union Bank of India saw a potential with metaverse to engage with tech-savvy and younger customers. They hoped they could adopt it as a way to add a new channel of engagement for customers and prospects.

Because the metaverse is a rapidly developing area, they partnered with Tech Mahindra, a longstanding provider. The client hoped to leverage their expertise in the area and avoid the pitfalls associated with new technology adoption.

#### Imagining IT Differently

Working with the client, Tech Mahindra built a metaverse called the Uni-Verse. This is a virtual lounge accessible from any device—not just a VR headset. This platform pushes adoption of metaverse in the banking space with new features:

- Users can easily browse banking services and products, and interact with one another.
- Customer activity generates more data and leads for the client's sales teams.

For this work, Tech Mahindra used their processes and frameworks for exploring new solutions related to metaverse and 3D modelling.

#### Future Made Possible

Tech Mahindra's work helped the bank to attract new customers. For the bank, the platform proved the metaverse's potential for cross- and up-selling products to a new market segment. This work set a foundation for them to expand adoption of metaverse, with a roadmap that includes enriching user experience through interactions, banking transactions, as well as immersive training to employees.

According to ISG, this is an example of a collaboration where the client can leverage the expertise and investments of a provider to explore the value of a new technology or trend for its business.

# Collaboration to support a large-scale fiber rollout **speeds up the time taken to a third**

openreach

TECH  
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## Digital Case Study Awards 2022

Communications

UK, Ireland, and Scandinavia

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### Opportunity

Openreach, a BT company, and Tech Mahindra worked on a series of solutions designed to reduce the operational costs and time-to-market on a major rollout of fiber cable.

Openreach, which provides copper and fiber connections for communications service providers, was working to bring fiber to 25 million homes. But they were challenged by legacy technology in their inventory and network deployment systems.

They picked Tech Mahindra, a long-time partner of more than ten years, to work with them based on the provider's industry expertise.

### Imagining IT Differently

Tech Mahindra developed a number of solutions enhancing the client's operations support systems with focused upgrades:

- A unified inventory system eliminated siloes that were slowing down work.
- Developed a templated network modeling tool.
- Deployed an orchestrator that enables templated service activation across multiple domain configurations.

Updates like these were focused on reducing time, costs, and the burden of rolling out their new network.

### Future Made Possible

Tech Mahindra's solutions are speeding up the client's operations and enabling significant cost reductions. Their unified inventory system reduced provisioning failures and accelerated provisioning times. The solutions are also helping in savings from network and service systems. Thanks to the OSS-driven migrations, a new network launch can be completed in one third the time it took before at reduced development costs.

According to ISG, this case study is an example of a collaboration on the systems and processes enabling a large-capital project.



# Transforming contact center operations with **tangible business outcomes**

**Large Beauty  
Care Company**



Digital Case Study Awards 2022

Consumer Products

North America



## Opportunity

The client is a beauty care company primarily using a direct sales model. Their ability to grow was slowed by legacy systems for sales and contact centers, resulting in a poor customer experience. This friction was contributing to a costly level of agent turnover and hindering their expansion into new markets.

Eventus, a Tech Mahindra company and longtime partner, proactively developed and executed a strategy that included process and technology improvements which improved experience with guaranteed cost savings and enabled growth. The client was particularly drawn by Eventus's IP and domain expertise.

## Imagining IT Differently

Eventus evaluated and scored more than 10,000 interactions between agents and consultants to identify interventions that would improve agent productivity, streamline the CRM, and encourage more collaboration between the field consultants and contact center agents.

Eventus also leveraged their IntelligenceHub platform to provide a 360-degree view into the client's customer and consultant interactions, as well as actionable insights and functional reporting. It allowed modelling of 'what-if' scenarios and gave predictions of key KPI outcomes.

## Future Made Possible

Eventus helped the client transform their business, significantly improving operations and helping them stay ahead of their competition.

The call center saw better aligned agent schedules to incoming call volumes, and improved agent productivity boosting the call center occupancy from below 70% to 87%. The client achieved their goal of reducing agent attrition by 12% annually, and significantly reduced their expenses.

According to ISG, this case study is an example of how a provider's process solutions and IP can help a client address a roadblock and unlock savings.



# State-of-the-art marketing automation and analytics to **grow digital sales and market share**

**An Integrated  
Telecom Operator**



**Digital Case Study Awards 2022**

**Communications**

**Europe, Middle East and Africa**



## **Opportunity**

The client is an integrated telecom operator. They operate in a highly competitive market and their opportunities for growth were limited by legacy systems. The systems took long to launch new campaigns, lacked real-time analytics, and were costly to maintain. This led the client to explore a solution that would allow them to target customers more effectively and grow revenue.

In addition, an urgent driver for a new solution was the COVID-19 pandemic, which adversely affected expatriates. This segment was a big part of the customer base and the outbreak spurred many of them to leave the country and cancel their service.

## **Imagining IT Differently**

The client partnered with Comviva, a Tech Mahindra company, for their specific domain and technology experience for a new state-of-the-art marketing automation solution: MobilYtix Real Time Marketing, powered by AI.

More than 40 sophisticated AI and machine learning models were deployed to create a 360-degree view of subscriber behavior and a holistic understanding of the customer lifecycle.

This gave the client the ability to analyze customer information in greater detail, on a real-time basis. Using predictive models, they could generate custom offers and bundles of their favorite services for each user.

## **Future Made Possible**

The new solution proved its worth within the first year of its launch. Targeted offers helped reduce churn rates, boost digital revenue, and increased offer uptake. Also, personalized offers on digital platforms were made available with effective integrations, that led to a boost in digital revenue.

As validated by ISG, the partnership with Comviva exceeded all goals and expectations for the client and the solution gave them a new organizational capability they previously lacked and pursue their aspirations to be a market leader.

# Advanced marketing solution translated fan engagement into ticket sales



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Sports

North America



## Opportunity

The Jacksonville Jaguars is an NFL football team. They were looking for a way to translate fan engagement into ticket sales.

One challenge was that the organization depended on manual effort to identify sales opportunities. They also used multiple, disparate tools to manage their marketing channels.

Tech Mahindra, a longtime provider, proactively brought the client a solution which could help them better understand the team's highly engaged fanbase.

## Imagining IT Differently

Tech Mahindra created a solution which made it easier for the client to connect their sales teams and sales data with insights about their fans:

- Centralized data from multiple sources to create a dynamic view of sales and audience.
- Automated tools maximized the sales team ability to up- and cross-sell tickets.

Part of their solution also included driving more fans to the official Jacksonville Jaguars mobile app, positioning it as a key avenue for engagement and data-gathering.

## Future Made Possible

Tech Mahindra's solution contributed to a boost in marketing activities, driving both higher lead conversions and increasing ticket sales. The team reported that the simplified tool stack and hyper-target audience segmentation improved fan engagement.

According to ISG, this case study is an example of an incumbent provider leveraging their understanding of a client's business problem to proactively propose a transformational solution.

# Intelligent network operations center improves network availability and reduces operating expenses



## Digital Case Study Awards 2022

Communications

DACH



### Opportunity

Telefonica Germany GmbH wanted to lead the German telecommunications market by offering higher 5G coverage.

However, massive 5G rollouts would negatively impact their bottom line. Reactive field maintenance with manual analysis of network issues proved especially expensive, and involved stringent SLAs.

Telefonica was seeking a solution that would allow them to keep these costs in check, while expanding their approach towards autonomous networks

### Imagining IT Differently

Telefonica partnered with Tech Mahindra, who developed and scaled a closed loop network operation in 2 phases:

- Demonstrated quick wins by building a network anomaly detection system which could detect fault patterns in real time, notify operators and generate tickets.
- Introduced AI-based maintenance that could predict network issues and trigger preventive actions to resolve them

This work leveraged Tech Mahindra's Makers Lab, proprietary AI and analytics platform, and experience managing ecosystems.

### Future Made Possible

Tech Mahindra's solution is multi-vendor, domain and technology compatible. It supports legacy and virtualized networks. It is slated to reduce network operations cost within the first year of operation.

The predictive algorithm has a lower hardware requirement and reduced unnecessary truck rolls, thereby contributing to a reduced carbon footprint while scaling 5G deployments.

According to ISG, this case study is an example of a client leveraging a provider's experience and IP.

# Automation CoE with outcome-based pricing **improves NPS, employee satisfaction, and telesales**

**Leading Telecom  
Provider in ANZ**

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**Digital Case Study Awards 2022**

**Communications**

Australia and New Zealand



## **Opportunity**

A leading telecommunications company in Australia and New Zealand wanted an RPA solution to improve their customer service operations. They were running multiple CRM systems and processes that resulted in highly error-prone manual interventions.

These processes also consumed significant time and effort of their customer support teams, while also increasing related costs. Overall, this was a drag on key operational metrics related to new customer acquisition, customer satisfaction, or cross-selling effectiveness.

Tech Mahindra, a long-time and highly regarded partner, proposed a strategic center-of-excellence (CoE) with an outcome-based pricing model.

## **Imagining IT Differently**

Ahead of setting up an RPA CoE, Tech Mahindra used a multi-step framework to identify, execute, then validate the opportunities for RPA.

Target the automation to areas like billing and order entry directly helped improve customer experience. Tech Mahindra and the client also identified other areas for RPA deployment in HR, enterprise, finance, wholesale, and infrastructure.

In all, they deployed more than 100 robots across the business units to manage more than 1.5 million transactions, annually.

## **Future Made Possible**

As validated by the client to ISG, the RPA CoE significantly improved their productivity, accuracy, consistency, reliability, compliance, and employee satisfaction. Tangible improvements were noted in areas like order cycle time, operating costs, net promoter scores and telesales.

The solution saved an estimated 200,000 hours of work per year. Further, a survey of internal stakeholders showed a high approval rating for RPA CoE, as it helped them to focus on human interactions and on more meaningful tasks.

# 2021 Standout Case Studies

- Mining pit network transformation with LTE and IoT, enabled better operational efficiency, 30% increased network coverage, and 30% reduced costs for Exxaro
- Remote monitoring of industrial motors with predictive tools, enabled significant reduction in downtime leading to better client satisfaction for Nidec Motors
- Smart automation enabled faster roll out of new solutions, resulting in 3.75x return on investment for a leading Canadian Bank. It also enabled the bank to roll out timely solutions for pandemic relief
- Patient Engagement Platform enabled a global pharma company to achieve 90% medication adherence for their patients in India
- A blockchain-based solution for Tata Teleservices helped to mitigate spam calls and texts from unregistered marketers to their customers.

[Click here for standouts from 2022](#)

# Network system transformation unlocks potential to improve efficiency and productivity



## Opportunity

Exxaro's network lacked the bandwidth it needed to perform advanced remote operations. It also frequently suffered connectivity issues.

Tech Mahindra teamed up with Exxaro, to help them achieve their goal of digital transformation, by upgrading their network, creating tools to help automate equipment, manage their fleets, and safeguard workers.



## Imagining IT Differently

Tech Mahindra helped upgrade their infrastructure with a resilient network including coverage across the four main areas of the mine: the roads, mines, coal wash, and offloading.

Tech Mahindra upgraded their capabilities with a series of base stations with network towers. They were connected to the internet-of-things devices that allowed them to monitor and manage the mining equipment in the field - including trucks which were designed to connect at speeds of 120 km/hr and transmit GPS and equipment health details back to the fleet management software.



## Future Made Possible

The new network simplifies the path to digital mining with benefits in:

- Operational safety
- Productivity
- Efficiency
- Sustainability
- Yield management.

The improvements were rolled out in five months, increasing the mines' coverage by 30% and reducing costs by the same. A combination of Industry 4.0, IoT, and a robust connectivity infrastructure makes this a compelling standout leading to better operations, safety, and profits.

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**Tech Mahindra**

**Exxaro**

**STANDOUT IN**

**Southern Europe, Middle East and Africa**

**STANDOUT IN**

**Energy and Utilities**



# Remote and install-anywhere device which monitors motor health



## Opportunity

Nidec supplies motors all over the world, for both industrial and personal use. Many of their industrial motors are in remote areas, and their earlier method for checking the health of these motors was to send technicians on-site to make an assessment based on vibration data.

Seeking a more cost-effective, reliable system, Nidec worked with Tech Mahindra to develop a platform for remote monitoring – with a goal to reduce downtime.



## Imagining IT Differently

Tech Mahindra teamed up with the Nidec Motor Corporation to create a remote system allowing technicians to monitor the performance of its motors so that any wear and tear could be fixed before the machines broke.

The platform would give real-time feedback on the motors through internet-connected sensors measuring things like vibration, temperature, voltage, load and more. And because the device needed to work in multiple different environments, it was designed to be rugged, low-power and easy-to-install.



## Future Made Possible

With predictive tools, a customizable dashboard, and in-depth reports, the solution leads to timely insights into the motor's performance that in turn helps to reduce the downtime that comes with replacing a malfunctioning part.

This is a standout example of Industry 4.0 principles and IoT as a driver of digital transformation in Manufacturing.

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2021

**Tech  
Mahindra**

**Nidec  
motor  
corporation**

**STANDOUT  
IN  
Americas**

**STANDOUT  
IN  
Manufacturing**



# Smart automation and enterprise agility combine for strong ROI and societal impact



## Opportunity

Tech Mahindra has been working with one of the “Big five” banks of Canada — for the last five years, helping them automate their client onboarding and back-office processes leveraging PEGA technology.

In 2020, a large focus of their work shifted to finding solutions to problems related to COVID-19, as the bank was actively involved with the Canadian government on financial solutions related to pandemic relief.



## Imagining IT Differently

Leveraging an agile approach, the Bank and Tech Mahindra were able to conceive of and launch solutions within days. For example:

- Process for mortgage deferrals was rolled out in five days.
- Process to receive aid as a direct deposit rolled out in three days.
- Tech Mahindra’s virtual, automated workforce managed to handle up to 120,000 requests in a week, the work of about 300 employees

Many such examples of combining technology, process, and ingenuity make this partnership a standout for enterprise agility.



## Future Made Possible

In an uncertain year, this kind of work was an important step for keeping Canada resilient.

It was also a boon to the bank; with every dollar the bank invested with Tech Mahindra generated \$3.75 in savings for them.

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Digital Case Study Awards

2021

**Tech Mahindra**

**Leading Bank in Canada**

**STANDOUT IN Americas**

**STANDOUT IN**

**Banking and Financial Services**

# Integrated platform for patient-centric services improves access and adherence to medication



## Opportunity

Patient Support Program (PSP) for a global pharma major was a “beyond the pill” initiative that helps patients by allaying their concerns and providing hope.

Improving access and adherence to treatment and medication would lead to better patient outcomes – making this a standout example of digital innovation that leverages a provider’s platform and expertise.



## Imagining IT Differently

The solution from Tech Mahindra, based on Connectsense™, a platform for next-generation patient support programs focused on the major brands in cancer-care with various patient-centric services such as:

- Clinical support
- Drug distribution
- Coordination for drug administration
- Educational brochures, and refill reminders
- Adverse event management, and
- Financial assistance.

Inventory management and cold chain monitoring were other highlights of the solution.



## Future Made Possible

Treatment adherence is the major outcome from this solution.

Due to the holistic patient engagement, 90% medication compliance was achieved across the enrolled patients leading to positive treatment outcomes, and better quality of life for the patients.

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2021

**Tech Mahindra**

**Global Pharma Major**

**STANDOUT IN India**

**STANDOUT IN**

**Health and Life Sciences**

# Blockchain To Mitigate Spam Calls and Texts: The “Great 1 Bn Subscriber Problem”



## Opportunity

Spam calls and texts are a huge problem in India, made more difficult by unregistered marketers obtaining phone numbers by fraud, and by technology inefficiencies that kept a national do-not-call list from being highly effective.

Tech Mahindra worked with Tata Teleservices to mitigate spam calls and text messages received by their subscribers with a blockchain based solution to address this menace which causes bad customer experience, propagation of fake news and leads to financial scams.



## Imagining IT Differently

Tech Mahindra worked with Tata Teleservices for a blockchain based solution built on Hyperledger Fabric. Using a blockchain ledger, the solution from Tech Mahindra system guarantees that relevant preferences are automatically communicated to all the telecom service providers, participating telemarketers and the Indian government's telecoms authority. Blockchain is also foundational to heading off the issue of unregistered telemarketers – the added security of the system makes it more difficult for them to illicitly obtain contact information or other details by using tokenization wherein they only gain access to only masked and not actual details of the subscribers' data.



## Future Made Possible

The unified infrastructure of the platform improves performance in other ways – when consent and preferences are updated on the common ledger, the cycle time of do-not-call registration has become much faster, suspected spam calls can be detected proactively and blocked off, and any anomalies in the system can be more easily detected.

A successful rollout in India opens the path to expand the system to other countries, since no place is immune to spam calls and texts.

This makes it a standout example of technology adoption driving new digital solutions.

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Digital Case Study Awards

2021

**Tech Mahindra**

**Tata Teleservices**

**STANDOUT IN**

**Communication, Media and Entertainment**

**STANDOUT IN India**

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