

## MINDTREE DEPLOYS CISCO IP MULTICAST SOLUTION TO BOOST PRODUCTIVITY

### EXECUTIVE SUMMARY

**Customer name**

MindTree Ltd.

**Industry**

Information Technology Services

**Challenge**

- Enable rich media collaboration across MindTree's work force

**Solution**

- Implementation of Cisco IP Multicast Solution

**Business Value**

- MindTree can now reach geographically dispersed workforce in real-time due to live broadcast of "Quarterly All Minds Meet" and other such meetings to individuals desktop.

**Customer Background**

MindTree Ltd. is global IT Solutions Company specializing in IT Services, Independent Testing, Infrastructure Management and Technical Support (IMTS), Knowledge Services and Product Engineering, which comprises of R&D Services and Outsourced Product Development. MindTree partners with its clients to create a transparent, value-based relationship.

MindTree was named among the Top 30 offshore service providers by the International Association of Outsourcing Professionals and Fortune Magazine. Widely known for its focus on human capital development, MindTree has been consistently rated among the most admired employers by several industry surveys, including Great Places To Work Institute, Hewitt Associates and Mercer. MindTree was ranked No. 1 among the Most Admired Knowledge Enterprise (MAKE) India Award winners for the second consecutive year in 2008. MindTree is the winner of the National Award for Excellence

in Corporate Governance in India in 2007-08. The Company is publicly listed in India. Please visit us at [www.mindtree.com](http://www.mindtree.com).

**Challenges**

MindTree has a culture of openness in communication. Its management has a practice of regularly communicating to MindTree Minds (as their people are called) about the health of the organization and other important milestones. These communications (in the past) took place at MindTree campus where everyone physically gathered for a meeting each quarter. However, as MindTree grew in terms of locations and people, real time interaction with minds became an enormous challenge. The company was looking for a technological solution that would allow real time rich media communication as a substitute for physical presence.

**Network Solution**

MindTree was already using Cisco LAN infrastructure and this platform made it flexible/easy to deploy Multicast across all their offices – Bangalore, Chennai, Pune and Hyderabad. An IP Multicast Solution was simple, lean, highly available, open, and safe. Bandwidth conservation technology reduced traffic and server loads by simultaneously delivering a single stream of information to thousands of MindTree minds.

Examples of applications involving one-to-many or many-to-many communications include: video and audio broadcasts, videoconferencing/collaboration, dissemination of stock quotes and news feeds, database replication, software downloads, and Web site caching.

## **Business Results**

MindTree minds can now participate in the company's quarterly "All Minds Meet Session" by being at their desk. Live sessions which include audio / video are streamed over Multicast and this has enabled us to reach a wider audience.

## **Choosing Cisco**

Mr. Ramesh Kumar T, Associate Director - Infrastructure Management, MindTree said, "Increasing efficiency and productivity are key business imperatives for any organization today. Cisco's IP Multicast allows us to connect and communicate with our MindTree minds, enabling us to reach out to our workforce across geographies. Cisco's solution has proven reliability, robustness and scalability and more than meets our requirements. We are happy to partner with Cisco for our networking infrastructure and solutions that are helping us transform the way we collaborate."