

Tech Mahindra and Rakuten Aquafadas Collaborate to Leverage Cutting-Edge Technologies to Power Enterprises of the Future

Technology

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Collaboration focuses on areas like Digital Transformation, Enterprise of the Future, Enhanced Customer Experience

Tokyo, Paris, New Delhi - 16th May 2019: Tech Mahindra, a leading provider of digital transformation, consulting and business reengineering services and solutions, and Rakuten Aquafadas, a France-based leader in digital content publishing and experience, signed an MoU (Memorandum of Understanding) to collaborate on building Enhanced Customer Experience Offerings leveraging latest innovations to power Enterprises of the Future.

This collaboration will drive innovation to bring transformation of content deployment technologies across multiple screens and enhance customer experience for users around the world. Rakuten Aquafadas and Tech Mahindra aim to build a World Class Customer Experience Offering leveraging the unique suite of software that Rakuten Aquafadas provides for digital publishing, unleashing the potential of new content consumption era driven by latest innovation and accelerated by Rakuten technology, content, services and data.

Manish Vyas, Global President of Tech Mahindra's Communications, Media & Entertainment Business & CEO of Network Services said, "5G

has the capability to unlock unprecedented opportunities in every industry vertical and domain. Our collaboration with Rakuten Aquafadas will help us further drive innovation in the Artificial Intelligence, Machine Learning, Digital Transformation space, and enable us to enhance customer experience from the forefront".

Tech Mahindra will bring its deep domain experience across industry verticals, expertise across Artificial Intelligence, Machine Learning and Natural Language Processing making it simpler, faster and better for the customers to go digital and to enhance the customer experience.

Olivier Alluis, CEO, Rakuten Aquafadas said, *"We're excited to enter into a partnership with Tech Mahindra. We strongly believe that together we'll be able to bring a unique offering to the market, helping businesses across the world drive cutting-edge content experiences for their end users underpinned by innovation and services driven by the Rakuten Group."*

As part of the TechMNxt charter, Tech Mahindra has a deep focus on Enhancing Customer Experience, and is currently engaged with multiple Fortune 500 customers globally on their digital transformation journey.

About Rakuten Aquafadas

Rakuten Aquafadas, specializes in helping business succeed in their digital transformation aiming at solving Digital Publishing Challenges. The suite of software the company has created allows enterprises from various industries to create, manage and publish high quality digital content for mobile consumption. From digital publishing software and Cloud authoring tools to "no-code" mobile application development platform, the company empowers clients with an unmatched ecosystem to power their digital needs and connect with their mobile-first audience. Rakuten Aquafadas, headquartered in Montpellier, France is a subsidiary of the Rakuten group

About Tech Mahindra

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise™. We are a USD 4.9 billion company with 121,840+ professionals across 90 countries, helping over 935 global customers including Fortune 500 companies. Our convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to our stakeholders. Tech Mahindra is the highest ranked Non-U.S. company in the Forbes Global Digital 100 list (2018) and in the Forbes Fab 50 companies in Asia (2018).

We are part of the USD 21 billion Mahindra Group that employs more than 200,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

Connect with Tech Mahindra on www.techmahindra.com

Connect with Rakuten Aquafadas on www.aquafadas.com

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