

Tech Mahindra Launches ServiceNow Business Unit to Accelerate Digital Transformation for Customers Globally

Technology

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Focused on delivering innovative industry solutions for key verticals like Telecommunications, Media and Entertainment and Energy & Utility

New Delhi – April 07, 2021: Tech Mahindra, a leading provider of consulting and business reengineering services and solutions today announced the launch of its ServiceNow Business Unit to accelerate digital transformation for customers.

The enhanced partnership will allow Tech Mahindra and ServiceNow to collaborate on creating value and building scale for their joint customers through rapid prototyping and development of the next generation low code, no code apps across 5G, IoT (Internet of things), AI/ML (Artificial Intelligence/Machine Learning) and Customer Experience.

This alliance will also identify industry specific opportunities and build industry solutions for key verticals like Telecommunication, Media & Entertainment and Energy & Utility, to accelerate cross-industry adoption. Examples of such solutions that are available in the ServiceNow Store are:

- **Integrated Platform** helps telecommunication providers to transform their customer experience by integrating legacy systems and leverage artificial intelligence and machine learning, so the customer support

cases can be routed to the right agents at the right time.

- **Well Plug & Abandonment Management** supports energy and utilities customers to simplify the end-of-life process for oil-wells while meeting compliance goals and keeping projects on schedule.
- **Digital MarketPlace** enhances customer experience with an OTT (Over the Top) layer which offers marketplaces that enable the customer to fully manage the customer journey: Buy, Use and Care for new Digital Services like 5G.

Charu Kapur, Global Head – Enterprise of Future, Tech Mahindra, said,

“We remain committed to delivering memorable and tailored experiences unique to our customers. People at work demand a more personalized experience, and we will continue to invest and scale our ServiceNow business unit to deliver the innovation productised by ServiceNow into the industries we serve. This business unit will unlock the promise of digital productivity and deliver customer success.”

Carrie Francey, Vice President - Global Alliances and Channel

Ecosystem, ServiceNow said, *“Tech Mahindra’s deep expertise in key industries, coupled with ServiceNow’s innovative digital workflow platform, will help companies accelerate their digital transformation to make work, work better for people. We are proud to work side by side with some of the world’s leading industry experts at Tech Mahindra to help our customers realize their full business potential.”*

Tech Mahindra has been enabling successful ServiceNow implementations and integrations for over eight years and is an Elite partner in the ServiceNow Partner Program. This new dedicated business unit will continue to accelerate Tech Mahindra’s customer success by unifying capabilities across technologies and industry verticals.

Tech Mahindra has been a leader in the telecommunication industry globally with platform solution offerings such as, Blue Marble (Digital BSS), C3P (Network Automation), GAiA (AI/ML) and SNOOPY (Analytics), that provide a competitive edge to deliver growth in a disruptive market.

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and society to Rise. We are a USD 5.2 billion organisation with 121,900+ professionals across 90 countries, helping 997 global customers, including Fortune 500 companies. We are focused on leveraging next-generation technologies, including 5G, Blockchain, Cybersecurity, Artificial Intelligence, and more, to enable end to end digital transformation for global customers. Tech Mahindra is one of the fastest-growing brands and amongst the top 15 IT service providers globally. Tech Mahindra has consistently emerged as a leader in sustainability and is recognised amongst the '2021 Global 100 Most sustainable corporations in the World' by Corporate Knights. With the NXT.NOW framework, Tech Mahindra aims to enhance 'Human Centric Experience' for our ecosystem and drive collaborative disruption with synergies from a robust portfolio of companies. We aim at delivering tomorrow's experiences today and believe that the 'Future is Now'.

We are part of the Mahindra Group, a USD 19.4 billion federation of companies that enables people to rise through innovative mobility solutions, driving rural prosperity, enhancing urban living, nurturing new businesses and fostering communities. It enjoys a leadership position in utility vehicles, information technology, financial services and vacation ownership in India and is the world's largest tractor company by volume. It also enjoys a strong presence in renewable energy, agribusiness, logistics and real estate development. Headquartered in India, Mahindra employs over 2,56,000

people across 100 countries.

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