Tech Mahindra to drive co-innovation in Germany with Telefonica

Inaugurates new office, powered by Software factory of the future, & R&D arm 'Makers Lab' in Munich to drive digital transformation

Munich, June 20th, 2018: Tech Mahindra, a leading provider of digital transformation, consulting and business re-engineering services and solutions announced strategic investments in Germany. The research and development centre 'Makers Lab' opened in Munich will provide 100 per cent on-site support to customers in their digital transformation journey.

Together with Guido Eidmann, CIO and Member of the Board of Telefónica Deutschland, and Sugandh Rajaram, Consul General of India, Vikram Nair, Kurt Kapp and Georg Eisenreich officially opened the Tech Mahindra branch in the presence of guests and 100+ Tech Mahindra employees. *The branch with integrated Makers Lab was inaugurated yesterday with a celebration.*

"Bavaria has an investment program of more than 5 billion Euro for key areas such as robotics, autonomous driving or agriculture 4.0. This is why we are very happy, that Tech Mahindra as an international company realises its strategy of Software Factory of the Future and Makers Lab in Germany here in Munich," said ***Georg Eisenreich, Bavarian State Minister for Digitalization, Media and European Affairs.***

"Tech Mahindra as a Global Player and Munich are a perfect fit," added ***Kurt Kapp, Deputy Head of Department of Labour of City of Munich****.*

*"The opening of our research & development arm - Makers Lab is a clear commitment to Munich & Bavaria as an economic region and also represents a significant step for Tech Mahindra in Germany as a whole****," says Vikram Nair, President EMEA at Tech Mahindra.*** *"Having made our investments here on a long-term basis, we are planning to create many qualified jobs in the geography. With the Maker's Lab, we also provide a technology centre that can be used by start-ups, customers, partner companies, scientists, and students as a testbed for their ideas and concepts. Featuring the country's largest start-up community and many research institutions and universities, Munich is an ideal environment for this."*

Located at 20 Riesstrasse in Munich's Moosach district, the new Tech Mahindra office currently employs approximately 120 people who primarily work as Process Consultants, Solution Architects, Programmers and Digital Coaches. The workforce is expected to more than double within the next 3 years.

Maker's Lab: Technology Forge and Co-innovation Centre

At Maker's Lab, the R&D development work is focused on technologies such as Artificial Intelligence (AI), Machine Learning, Robotics, Internet of Things (IoT), Augmented Reality / Virtual Reality, 5G, Software-defined Networks (SDN) and Quantum Computing. Several groundbreaking solutions have been developed in Maker's Lab, including 'Hiro' (Home Intelligent robotics), a mobile robot with a healthcare unit for which Tech Mahindra received the Economic Times Award in 2017.

Software Factory of the Future – Blueprint for Digitalization

The Maker's Lab and NewAgeDelivery Platform represent the core components of Tech Mahindra's new business model called 'Software Factory of the Future'. Instead of partially offshoring services, Tech Mahindra is focusing on a close 100 per cent on-site collaboration with the customers.

"Digitalization forces almost every company to fundamentally reconsider and possibly redesign its business model. To support companies in this transformation, we have developed the Software Factory of the Future as a new business model for Tech Mahindra's digital future, thereby establishing a new groundwork for the Software business. We are creating Communities of Expertise in the region in aforesaid technology areas" ***explains Amit Kumar Jain, Vice President of Tech Mahindra****. "It is our goal to increase our sales in Germany by a factor of three in the medium term."*

Tech Mahindra is now implementing the Software Factory of the Future at Telefónica Deutschland. The project aims at fully digitalizing all business and development processes based on a future-proof, scalable lean platform. *"Telefónica Deutschland will become the Mobile Customer & Digital Champion in 2022 through a comprehensive digital transformation, meaning the provider with the best customer experience in the German mobile market. A strong network and an excellent customer service with self service capabilities across all customer touchpoints are the foundation. Designing and driving these digital self service capabilities in combination with full process automation is the heart of digitalization and the core role of IT",* ***says Guido Eidmann, CIO and responsible for Digitalization & IT within the Board of Telefónica Deutschland****. "We are pleased that Tech Mahindra, as our partner, is focused on the needs of our customers. The Software Factory of the Future' concept is a promising building block and a convincing concept."*

With the launch of the Makers Lab in the Germany, Tech Mahindra now has seven R&D centers globally. In April 2018, the global IT firm collaborated with long-term client and partner, British Telecom (BT) at the Adastral Park research campus, home of the world-renowned BT Labs to open the first Makers Lab in the UK. Tech Mahindra has also created Labs in four locations across India – at Pune, Chennai, Hyderabad and Bengaluru – and today also announced the opening of a new Lab in Dallas, US.

About Tech Mahindra:

Tech Mahindra represents the connected world, offering innovative and customer-centric information technology services and solutions, enabling Enterprises, Associates and the Society to Rise™. We are a USD 4.8 billion company with 112,900+ professionals across 90 countries, helping over 910 global customers including Fortune 500 companies. Our innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value to our stakeholders. Tech Mahindra is also amongst the Fab 50 companies in Asia as per the Forbes 2016 List.

The Mahindra Group is a USD 20.7 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 agribusiness, aerospace, commercial vehicles, components, defense, logistics, real estate, renewable energy, speedboats and steel, amongst other businesses. Headquartered in India, Mahindra employs over 2,40,000 people across 100 countries.

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