

Tech Mahindra Scales Up Partnership with Pegasystems to Provide Innovative Solutions to Customers Globally

Technology

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*Expansion will drive innovative industry solutions by harnessing the power of 5G,
AI, Cloud, and IoT*

Detroit / New Delhi– May 19th, 2022: [Tech Mahindra](#), a leading provider of digital transformation, consulting and business reengineering services & solutions, announced today that it has expanded its collaboration with long-standing partner Pegasystems to create an expanded ecosystem over the next five years. This partnership will drive innovative industry solutions that will help accelerate digital transformation of our customers.

Over the past two decades, Tech Mahindra's award-winning Pega Practice has driven hundreds of successful business transformation stories across industries worldwide, such as warranty claims modernization for leading automotive players; digitizing clinical operations for life sciences; and digital banking process automation through Pega Centres of Excellence. Through recent synergistic acquisitions and investments, including MadPow, EventUs,

Tenzing, and DigitalOnUS, Tech Mahindra's Pega Practice has capitalised on its innovative business solutions to address evolving customer requirements. It provides cutting-edge offerings such as intelligent automation to customers and helps drive digital transformation.

Lakshmanan Chidambaram, President – Americas, Tech Mahindra, *said, "There has been an accelerated demand for digital technology solutions across sectors, as enterprises are aiming to become digitally mature to be resilient and agile. As we expand our long-standing collaboration with Pegasystems, we will continue to leverage cutting-edge technology to provide innovative solutions for our customers. These solutions would help create business differentiation, enhance human centric experiences, and offer revenue growth opportunities. Our strategic collaboration with Pegasystems is in line with Tech Mahindra's NXT.NOW™ strategy to disrupt old ideas, blaze new trails, and create connected experiences."*

As a part of the partnership, Tech Mahindra and Pega will launch a series of initiatives that will help penetrate niche markets through industry solutions such as the [AftEAZE](#) solution for Aftermarket, our Digital Customer Service accelerator (DCSA) for contact centre transformations, and several others in the pipeline benefitting Pega customers across the identified geographies and verticals.

Carola Cazenave, vice president, global partner ecosystem, Pegasystems, *said, "Our business environment is rapidly changing, and we are*

evolving to not only adapt but also to stay ahead of the curve through partner-centric initiatives. As our relationship with Tech Mahindra has grown, there's been an increased effort to create an ecosystem that delivers differentiated digital experiences for our joint customers. We have identified joint initiatives that we will drive together and look forward to expanding the scope of our relationship."

As part of the expanded partnership, Tech Mahindra and Pegasystems will increase investment and innovation into Tech Mahindra's [AfTEAZE](#) platform, which is powered by Pega. [AfTEAZE](#) employs a holistic approach to reimagine Aftermarket business processes for the Digital Age. The platform aims to significantly reduce warranty and aftersales spend and enables process efficiencies through Digital Process Automation, mining and provide contextual data for product quality improvement and growth opportunities in aftersales. This will further improve the collaboration and stakeholder experience across the aftermarket value chain from manufacturers and customers to dealers/distributors and suppliers.

Tech Mahindra believes in DigitALL philosophy for comprehensive Business Transformation. Digital technologies catalyse the transformations – humanizing businesses by helping them think, sense, connect, communicate, secure, and act better than before. As part of NXT.NOWTM framework, which aims to enhance 'Human Centric Experience', Tech Mahindra focuses on investing in emerging technologies and solutions that enable digital transformation and meet the evolving needs of the customer.

[Learn more about the partnership](#)

About Tech Mahindra

Tech Mahindra offers innovative and customer-centric digital experiences, enabling enterprises, associates and society to Rise. We are a USD 5.1 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](#), founded in 1945, one of the largest and most admired multinational federation of companies with 260,000 employees in over 100 countries. It enjoys a leadership position in farm equipment, utility vehicles, information technology and financial services in India and is the world's largest tractor company by volume. It has a strong

presence in renewable energy, agriculture, logistics, hospitality and real estate. The Mahindra Group has a clear focus on leading ESG globally, enabling rural prosperity and enhancing urban living, with a goal to drive positive change in the lives of communities and stakeholders to enable them to Rise.

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