Nov'22

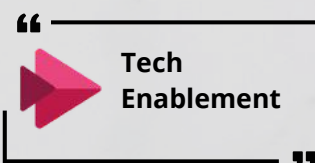# Hashtag
#Innovation

- Lead your account with #innovation
- #AI-Powered Digital Pathology
- Customer Experience with #3D Simulation
- Digital Asset Optimization #IoT

*Click the channel to collaborate

"Masteknet Portal"

"Yammer Group"

"Tech Enablement"

"Mastek.com"

Lead your account with #innovation

Dear Account Leaders,
Our common goal is account growth, so one motivation listed below is good enough to meet and put the plan in place right away.

- IMPROVE Customer Experience Index (EX) Six plus
- ENGAGE CXO & Senior stakeholders in your account
- ACHIEVE 8+ in Net Promotor Score (NPS) - CSAT Survey
- LEVERAGE customer's innovation budget effectively
- ADDRESS - "Proactivity in identifying opportunities to enhance."
- ACT ON - "Proactiveness in proposing solutions/ consulting."
- DRIVE - "Provide thought leadership in emerging technology trends."

Workshop Agenda

Date __ / Dec/22   Customer / Mastek Facility

Stakeholder
- Business Head
- Innovation Head

- Chief Architect
- Account Director
- SME's

Time	Activity
08 : 00	Sign In
08 : 30	Identification Prioritization Planning
09 : 00	Blue-sky with architects and business SMEs
10 : 30	Identify key metrics and scope for improvement
12 : 00	Prioritize use-cases
13 : 00	Define MVP and sign-up on delivery plan
14 : 00	Event Closing

Tools and techniques to connect, collaborate and co-create !

- Innovation Day Workshop
- Encash Innovation Voucher
- Code Hacks with Architects

Chat with Ritwik B

Chat with Anjali S

An account growth strategy is a proac- tive plan to grow our business and relationship with a strategic customer.

AI-Powered Digital Pathology

#Healthcare #Clinical Diagnostics
#Biotechnology #Life Sciences #AI

Liquid biopsy is a powerful tool for oncologists to customize a treatment plan and improve patient outcomes. A centralized laboratory model has a very long turnaround time, as the optimum batch size for test execution can take a few weeks. With a **combination of lab-on-a-chip and image analysis**, this could be reduced to a few hours.

By leveraging **nanopore sequencing** and automated **bioinformatics data analysis** pipeline deployed on the cloud for automatic reporting, the existing path lab can be upgraded to a clinical genomics lab. The **tumour tracking algorithms is based on NVIDIA Clara imaging** that can be deployed on premise or cloud.

Introducing precision medicine in oncology in collaboration with a partner for our Healthcare & Life Sciences:

> **Accessible** - Decentralized approach allows cancer hospitals/lab to invest in our platform

> **Affordable** - Cost-effective solution to integrate with insurance reimbursement schemes.

> **Actionable** - Comprehensive reporting for targeted therapies & immunotherapy

0:15 / 0:56

Metastasis   Tumor

Oncophenomics - 1 min video

click here to watch the video

Chat with Anjali S

Customer Experience with 3D simulation

#Retail #onlineshopping #3D #experience #offerings #speciality #topline
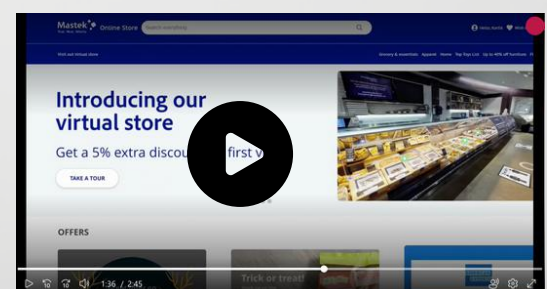
Do you know that 116 retail customers are on our list? Yes, the following is the categorization provided by The HUB dashboard provided by "The one Mastek team.

Specialty Retailers	Big Box Retailers	Grocery
54 Customers	7 Customers	4 Customers

Quick Serve/Restaurants	Discount Retailers	Others
7 Customers	1 Customers	44 Customers

Sooner or later, they will start leveraging technologies like AR and VR as their growth strategy. Many of our customers are in specialty retailer businesses or leading online merchandise businesses in very unique ways. What it means for Mastek is to design and develop a VR engine and delivery platform to cater to their needs to stay competitive in the marketplace.

While looking for two years horizon, our innovation team leverages a 3D gaming engine to create a virtual store that can be (optionally) integrated with an existing e-commerce site. It allows the customer to use their avatar to walk into the virtual store & shop for products just like they would in a physical store.

Lets discuss the customer flow using examples. "**Mastek Store**" is an online shopping portal that has integrated a virtual retail store. Watch the video for the "**show and tell**" of our solution.

click here to watch the video

[T] **Chat with Chetan S**

Virtual Reality Store helps retailers bring home the experience of retail shopping

Digital Asset Optimization

#IoT #smart #manufacturing #architecture #solution #cement

At present, the cement industry is developing an increasing level of automation. Let's explore how process **automation drives digital transformation in the cement industry** along with our architects.
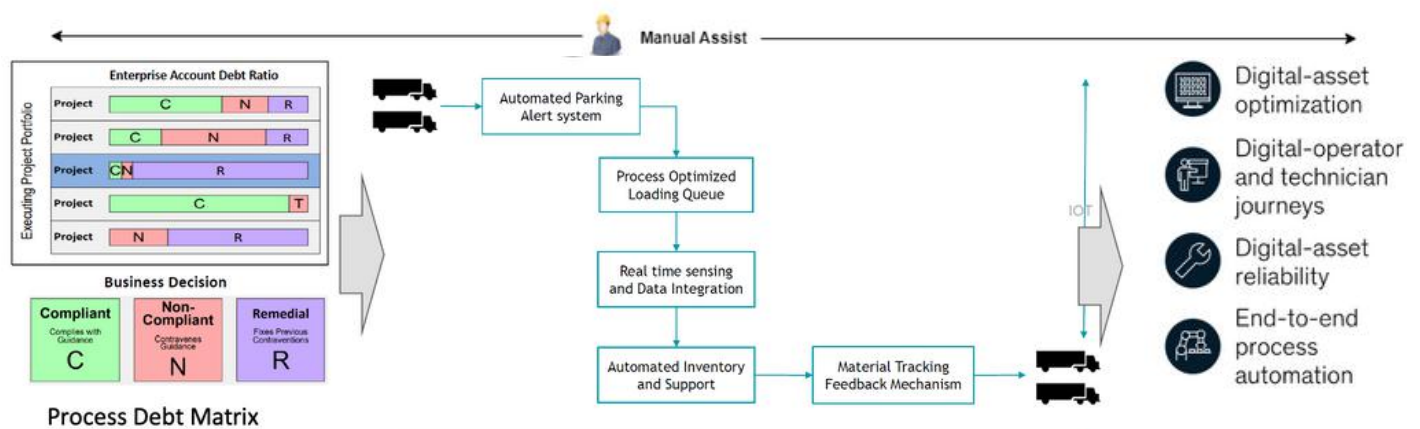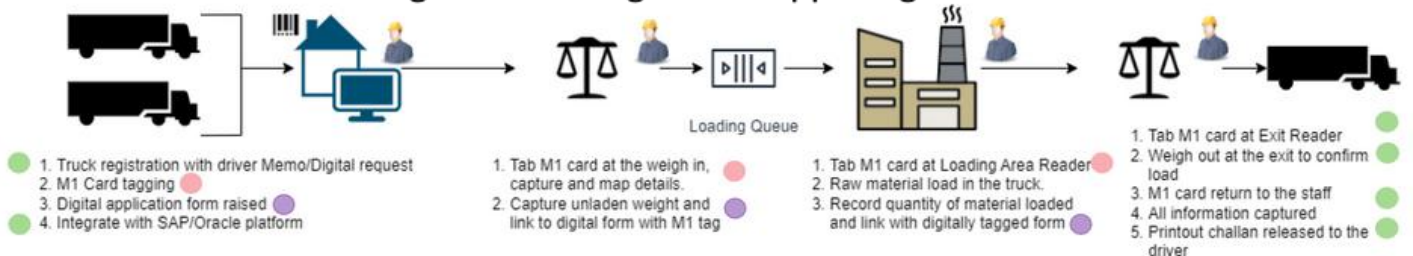
Use Case 1
An **IOT Sensor-based automated loading process control system** that provides end-to-end **optimized Parking and Loading Queue management**, Real-time sensing, and Data Integration solutions.

Use Case 2
Automated real-time material tracking till customer destination with feedback and acknowledgment mechanism.

Due Diligence: Existing Flow mapped against Matrix

Loading Queue

1. Truck registration with driver Memo/Digital request
2. M1 Card tagging
3. Digital application form raised
4. Integrate with SAP/Oracle platform

1. Tab M1 card at the weigh in, capture and map details.
2. Capture unladen weight and link to digital form with M1 tag

1. Tab M1 card at Loading Area Reader
2. Raw material load in the truck.
3. Record quantity of material loaded and link with digitally tagged form

1. Tab M1 card at Exit Reader
2. Weigh out at the exit to confirm load
3. M1 card return to the staff
4. All information captured
5. Printout challan released to the driver

Manual Assist

Enterprise Account Debt Ratio

Executing Project Portfolio

Project	C	N	R
Project	C	N	R
Project	CN	R	
Project	C		T
Project	N	R	

Business Decision

Compliant	Non-Compliant	Remedial
Complies with Guidance	Contravenes Guidance	Fixes Previous Contraventions
C	N	R

Process Debt Matrix

Automated Parking Alert system

Process Optimized Loading Queue

Real time sensing and Data Integration

Automated Inventory and Support

Material Tracking Feedback Mechanism

IOT

Digital-asset optimization

Digital-operator and technician journeys

Digital-asset reliability

End-to-end process automation

Due Diligence: Outcome with detailed solution architecture

Chat with C D

Non-Linear Platforms & Innovation Ecosystem

#technology #emergingtrends #growth #startup #valuecreation #future #patents #partnership #startup

Launchpad - Platforms
- Seed candidates with in-house assets and startup partners
- Non-Equity led partnerships and Startup investments (Ventures)

Innovation Lab as a Service
- Realize business by bringing Innovation to Life
- Incubator dedicated to ideate novel themes

Architecture & IP Council
- Define and Establish Architect-Stream
- Global Accreditation of Architects
- Manage Filing and Granting of IPs (Patents, Trademarks)

Mastek Ventures
- Studio Investments to increase Growth Equity
- investments in high-growth opportunities in start-ups and other early-stage firms

Intersection of Academia & Industry
- Students are change-makers and forward-thinkers to challenge the status quo.
- Distributed computing environment for Project Deep Blue to achieve scale

winnowPro Digitally Essential | **EDGE™** | **CII** Confederation of Indian Industry | **Prodware** solutions | **icmg** think architecture | **nVIDIA**

A nonlinear business model that has become especially popular with growing technology is the platform business model. We focus on **value creation with IP** assets, encourage a **startup mindset**, design **new commercial models**, drive **repeatability as key feature** and delivery **excellence**.

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