

Innovation

Pioneering New Frontiers

We focus on expanding our non-linear business model, primarily driven by innovation, venture capital, launchpad, patenting and architecture as a service model.



CTIO Charter Tracks-5

Applying Technology for Relevant Use Cases

Launchpad

Launchpad provides an ecosystem for start-ups to scale up their solutions using our technological and domain expertise. These solutions become bolt-on seed candidates for broader digital business ventures and are refined to create maximum impact. The following product solutions have been launched from its cohorts.

- WH360-aaS, a cutting-edge solution in the industry, offers a range of advanced inventory management tools such as cycle counting, mobile pick pack slip, and work centre reporting. Numerous Oracle SCM customers have chosen WH360 to enhance operational efficiency by eliminating shipping errors and accelerating their processes. By utilising the multi-tenanted SaaS-enabled EWS (Enterprise Workforce Scheduler) product, enterprises can effectively manage employee time and attendance, track labour, and collect data. EWS integrates automated time-tracking software with Oracle HCM and seamlessly works alongside data collection devices to optimise labour costs, reduce compliance risks, and enhance workforce productivity.
- Mastek's icxPro product offers ready-to-use features that enhance omnichannel customer experience through intelligent conversations powered by GPT-4 and deep learning-based business insights. It provides contextual responses, promotes customer loyalty, and offers alternative suggestions. Mastek's success in winning the Fortive Digital Hack 2023 – Hackathon was attributed to the icxPro product, which showcased its ability to quickly correlate vast amounts of machine parts data and offer replacements for obsolete HD or competitor devices using AI technology.

Impact KPI

Product sale-led non-linear business with outcome and output-driven pricing. We have a run rate of USD 480K.

Mastek Ventures

Mastek Ventures, as our strategic investment arm, bridges the gap between emerging start-ups and enterprise customers. Through non-equity-led partnerships and start-up investments, we support early to mid-stage companies build innovative enterprise solutions that are aligned with our growth strategy. Mastek's Connected Enterprise Service practice is against Mastek Ventures invested, in VolteoEdge and focuses on taking our clients towards this new pane of glass where companies can securely and responsibly share data across organisational boundaries—IT, OT, and ET.

Impact KPI

Catalyse existing businesses in the areas of customer service management and field-engineering service management. Galvanising the Service Now partnership which has a strategic growth focus.

Industry-specific Automation

We focus on solution-led automation with Connected Enterprise Service in our key verticals and align digital assets with hyperscalers and our big bets.

Impact KPI

Our minority investment in an Edge device startup and surrounding services of Discovery, System Integration and Implementation has created a pipeline.



Architecture as a Service

At Mastek, architects are at the heart of innovation to deliver to our clients the most technically complex and cutting-edge solutions. We provide vendor-neutral viewpoints to solutions that our outcome focused on. To nurture our best talents, we created a global MMTS Certification Programme.

Impact KPI

We are scaling on the concept of solution architecting in a shared service model with the primary focus on Edge-2-Service. This addresses the high dearth of architects in the system.

Innovation Lab as a Service

We create rapid prototypes for emerging technology through interactions with industry and catalyse the delivery of products and services that can be applied across multiple domains and use cases.

Impact KPI

Accelerated delivery and upstream innovation have led to the generation of a USD 800K pipeline.

Project Deep Blue

The project is a commitment to questioning established conventions, a resolve to tackle complex problems to effect social change, and a motivation to foster forward-thinking. Recognising the practical knowledge gap among the up-and-coming generation of engineers, 'Project Deep Blue' functions as a conduit between academia and the industry. This endeavour provides engineering students with an opportunity to apply their technical expertise while being guided by experienced industry professionals from Mastek.

Impact KPI

Increase in equity of Mastek brand in the higher education business.

Partnerships and Innovations in FY23

- **Netail's AI technology:** Our partnership with Netail combines our experience in e-commerce and data analytics with Netail's AI technology to help e-commerce and Omnichannel retailers optimise their retail value chain and capitalise on digital consumers. This alliance equips retail clients with the tools to optimally embed AI into transformation projects, increase brand cognizance among customers, and boost ROI.
- Launched an **Innovation Hub in Arizona** that provides services on leading enterprise platforms such as Oracle, Salesforce, ServiceNow.
- **iLeaseFinPro** is an intelligent platform to sell cars, schedule service appointments, and finance deals. This is a straight-through leasing and financing platform enabling clients to convert leads to sales, instantly providing inventory, pricing, and financing and automating processes with better ROI.
- **NVIDIA-led business solutions:** As Mastek embarks on a journey of cross-industry expansion, it is keen on harnessing the power of technology to drive economies of scale, optimise efficiency, accelerate R&D productivity and discovery, and stimulate revenue growth. Recognising the immense potential of AI, our CTIO function has strategically partnered with NVIDIA, a leading high-tech company spearheading a historic wave of tech-driven convergence. By investing outside of its core industries, NVIDIA is unlocking new growth opportunities and paving the way for us to revolutionise business solutions by integrating AI capabilities.
- **CII CES:** Mastek's CTIO function worked with the CII Centre of Innovation, Entrepreneurship and Startups (CII CIES) to bridge critical gaps such as capacity, and accelerated execution, through targeted programmes and interventions. A customised CAP (Corporate Accelerator Programme) was designed to address industry-specific engagements, to provide access to early-stage innovations and ventures to help us drive innovation within the organisation, and access emerging technologies/solutions to scale up and achieve accelerated execution for customers in collaboration with startups.

Innovation

Case Study 1

Modernising the Business Processes Powered by Oracle Cloud

In an ever-evolving world, businesses encounter the challenge of constantly upgrading outdated infrastructure while ensuring optimal performance is maintained. However, only organisations that succeed in effectively integrating performance management with adaptability stand to emerge as leaders in the future. We utilised Oracle SaaS solutions to assist Alternative Parcels Company Limited in simplifying its digital transformation by modernising back-office operations.

The Alternative Parcels Company Limited (APC Overnight) is the largest independent parcel delivery network in the UK. Established in 1994, it serves more than 100 locations across the country and ensures punctual delivery, with flexible options, for millions of urgent packages every month.

Identifying the Problems



APC's legacy landscape was outdated with diminishing returns. It faced multiple challenges, including:

- Clunky, legacy systems with little or no integration
- Limited functionality
- Over-reliance on manual processes
- No single source truth and HR information
- Limited MI reports
- No self-service functionality for employees

How They were Addressed

Transformation of back-office operations on Oracle Cloud

Mastek co-created a unified Oracle environment for APC overnight's back-office operations in close collaboration with the client's teams, including:

- Oracle ERP Cloud
- Oracle HCM Cloud
- Oracle Procurement Cloud
- Oracle EPM Cloud

Mastek's proven and tested methodology helped in enabling APC to fulfil all its requirements seamlessly without any disruption to ongoing business activities. This approach facilitated automated integration, consolidated legacy system integrations error-free, created customised roles for inquiry access, and effectively resolved any issues through a dedicated hyper-care support channel.

Benefits

Mastek provided customised solutions for exceptional business scenarios, swift risk reporting, and mitigation processes. To achieve these outcomes, Mastek executed a global deployment model with effective change management capabilities. This enabled APC overnight to achieve the following results:

- Higher efficiency of integrated operations
- Single experience that minimised training efforts and cost
- Single, cross-modular application for all process needs and business reporting—through customised BI reports developed in Oracle
- Single-pane data, object, and security model to improve workflows and compliance
- Accelerated and improved information gathering for strategic decision-making
- Efficient process for uploading tax returns (due to Mastek's MTD solution)
- Accurate data and information across all functions
- Efficient onboarding process to enhance APC's reputation
- Single system to capture employee time entries, weekly and monthly payroll runs, costs, and reconciliation
- Better visibility for senior management through weekly cost reports

“As we continue to grow rapidly, technology remains a key enabler for us. With Mastek, a partner of choice for APC, given their deep expertise in Oracle Cloud Solutions, we now have a robust, integrated, and connected internal ecosystem that is completely cloud based.”

JONATHON MOSS
Head of Finance, APC

Case Study 2

Transforming the Digital Patient Journey

The increasing demand for patient-focused experience compelled the healthcare industry to transform its technology ecosystems. This transformation, however, has not been easy as it presents several broad and systemic challenges. Regulations, security compliance, technology, and culture all play a role in complexity, adding to the IT mix. Headquartered in Arizona, Banner Health is one of the largest secular non-profit healthcare systems in the United States.

With 30 acute care hospitals, an academic division, a cancer centre, hundreds of care facilities across 6 states, and a health insurance division within the state, Banner is responsible for the care and coverage of hundreds of thousands of people across various age groups.

Identifying the Problems



Banner Health wanted to enhance its Medicare enrolment portal to accommodate the increasing number of people signing up. The client wanted to provide them with a more dynamic user experience while reducing the manual workload of their administrative staff. They partnered with Mastek, based on the credibility of its technical expertise, to help them envision and implement a new portal.

How They were Addressed

Mastek delivered a solution that deployed automation to enable new capabilities in the client's enrolment procedures. This included:

- Full self-service, allowing patients to pick plans and enrol in an end-to-end process
- Plan and drug pricing comparison tools integrated with third-party software
- A new CMS and data system for tracking online enrolments

The platform was also designed with a focus on local and federal healthcare regulations. It was developed with Salesforce as its base.



Benefits

The new platform has made it easier for both users and staff to register patients in Medicare. There are fewer steps and fewer manual interventions, helping the client stand out competitively. The dynamic portal also helped position Banner Health as a technology leader and continue to expand its capabilities.

According to ISG, this case study is an example of how a provider can leverage their unique expertise and platform knowledge to deliver an improved experience for a client.