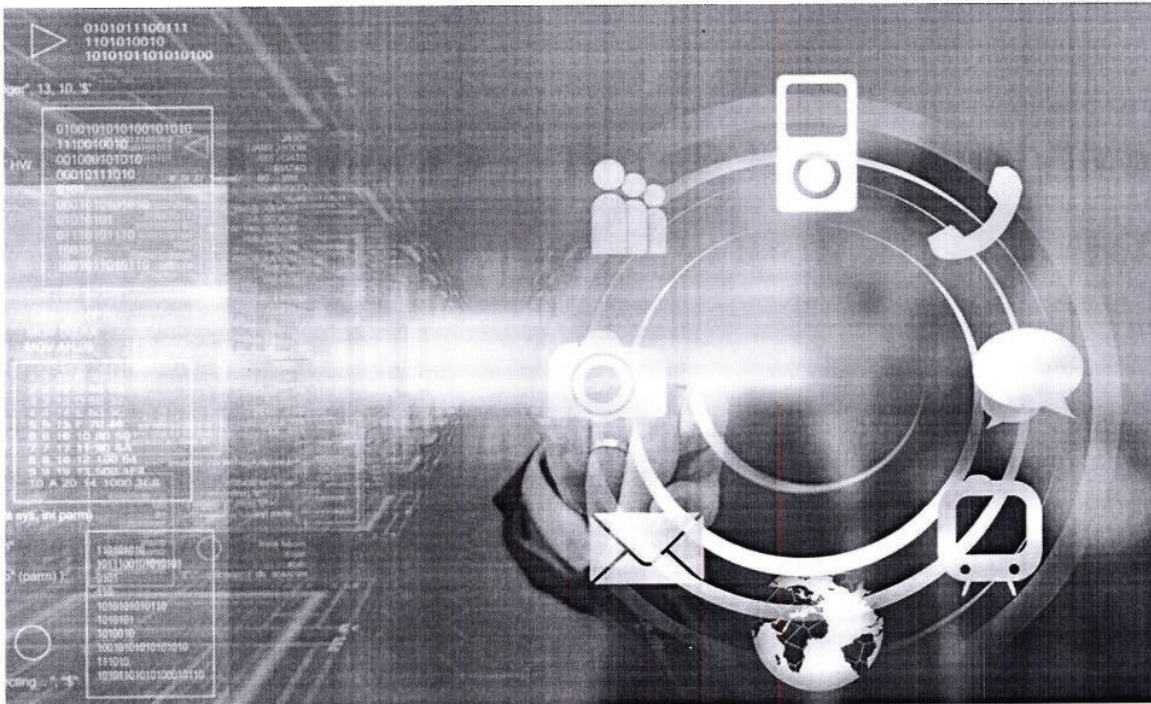


Press Release

Tech Mahindra's Big Data Analytics Platform TAP Certified by Industry Leader Hortonworks®



Bangalore – August 24, 2015 – Tech Mahindra Ltd. a specialist in digital transformation, consulting and business re-engineering today announced that their in-house developed platform TAP (Tech Mahindra Analytics Platform) for Big Data solutions has been certified by Hortonworks®, a technology leader and ecosystem builder for the Apache™ Hadoop® industry.

TAP, an asset-based delivery kit, addresses the critical and evolving needs of customers with a multitude of diverse use cases in Big Data Analytics. It is one of the major technology initiatives in the Analytics area and the certification by Hortonworks adds further value to this asset and enables the delivery of analytics solutions on the HWX platform.



“While Apache Hadoop steps in as an efficient management layer, the need for a value added intelligent analytics layer is still at large and TAP fits in perfectly as a value add of intelligent analytics. This recognition strengthens our offerings in TAP and recognizes its platform based approach towards deploying Big Data as a superior way to address today’s analytics needs of the industry” said **Sanjay Joshi, Senior Vice President & Global Head of BI, Big Data & Analytics, Tech Mahindra.**

Built as loosely-coupled, customizable and reusable building blocks, TAP provides off-the-shelf analytical solutions and addresses business needs for verticalized solutions in Telecom, BFSI, Healthcare and Life sciences and Manufacturing. It has solutions for Data Anonymization, Customer Experience Management, Command Center Analytics, Network Analytics, Social Media Analytics and many more catering to growing customer needs for use of Big Data. Implemented successfully with several customers, TAP provides a starting point to the customer’s investments in Big Data initiatives along with enabling a significant reduction in overall analytics solution cost.

“Hortonworks is dedicated to expanding and empowering the Apache Hadoop ecosystem, accelerating innovation and adoption of 100-percent open source enterprise Hadoop,” said **Matt Morgan, VP of Product and Alliance Marketing at Hortonworks.** *“We are pleased to welcome Tech Mahindra to the Apache Hadoop community and look forward to working with them to help strengthen Hadoop’s role as the foundation of the next-generation data architecture. The relationship will help accelerate successful implementations of TAP and the Hortonworks Data Platform across the modern data architecture.”*

With the core of the TAP platform being it’s mantra of Reusability, Reliability, and Repeatability, Tech Mahindra’s customers can now gain access to Big Data solutions that can be easily customized, quickly implemented, and highly relied upon for its effectiveness.

For an overview of TAP along with more details about the customer analytics solutions on this platform, join the webinar titled “Predictive Insights, Omnichannel Reporting, Customer 360” being hosted by Hortonworks and Tech Mahindra on the 9th of September, 2015 at 10 am PDT / 10:30 pm IST. Registration link can be found [here](#).

About Tech Mahindra



Tech Mahindra represents the connected world, offering Consulting, Digital Transformation, Integrated Engineering, Business Services and Solutions, enabling Enterprises, Associates and the Society to Rise™. We are a USD 3.8 billion company with 103,600+ professionals across 90 countries, helping 750+ global customers including several Fortune 500 companies. Our innovative services, platforms, products, solutions and reusable assets connect across a number of technologies to deliver tangible business value to our stakeholders. Tech Mahindra is winner of Forbes 2014 Asia Fab 50, Deloitte Tech Fast 50, the CIO 100 among other awards.

We are part of the USD 16.9 billion Mahindra Group that employs more than 200,000 people across 100 countries. The Mahindra Group operates in key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

Connect with us on www.techmahindra.com

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