

# Tech Mahindra Delivers Digital and IT Strategy Roadmap for an Upcoming Middle Eastern Smart City

## Overview

To project itself as a desirable travel destination for global high net worth Individuals (HNIs) the client has made substantial investments in creating several smart cities from scratch. Tech Mahindra was engaged with one such smart city to create its digital strategy, smart services design, IT strategy roadmap, IT operating model, and enterprise architecture for the client.

## Client Background and Challenge

The client is a government of a middle eastern country. They want to project their country as a desirable travel destination and improve their tourism sector. They wanted to create a hub of art and culture; sea, sun, and lifestyle; and wellness and sports making it a viable destination for the world's top 2.5 million ultra-high net worth travelers, offering them meaningful, purpose-driven, and immersive experiences. With that in mind, the government is investing in creating several smart cities from scratch in a new way.

Since the project was greenfield in nature, everything had to be developed from scratch. Additionally, the project was in an ecologically sensitive area, and we had to consider that the targeted end customer was the global elite; so, the smart destination digital strategy needed the right mix of best-in-class client experience along with the sustainability norms.

The challenge in our specific case was that it was the first time in the world a high-end smart city was going to be designed like a resort catering to global HNIs and had to be sustainable and environmentally responsible.

## Our Approach and Solution

Tech Mahindra delivered the digital strategy, smart service identification and detailed design, enterprise architecture (including domain, data, application, and infrastructure architecture), IT operating model (including IT governance), IT strategy roadmap, and CIO dashboard for Chief Digital Officer and Chief Technology Officer of the smart city.

We approached the project by first creating the business architecture. For this, our team interviewed the client's business team to understand their business plan, business priorities, and competitive insights. We chalked out the guest journey and the staff journey and then interviewed the client's partner law firm to understand the regulations and compliances that impact the smart city to draw the external benchmarking.

We devised the IT operating model along with the IT strategy and technology architecture by

carefully stitching together the business context and the required technology context providing an amalgamation that bred a Green IT Framework and approach that provided the sustainable technology to run the smart city and create the desired end customer experience.

Our team engaged with over 50 stakeholders for over 150 hours (about 6 and a half days) and identified 4 vertical pillars further broken into 21 themes from the insights and the analysis of the business functions. The 21 themes required 65+ services and 600+ ICT requirements were identified.

Based on the recommendations and the report of the Tech Mahindra digital consulting team; the entire implementation plan including implementation vendor selection, funding model, and program governance was created and approved for this smart city.

## Business and Community Impact

The Tech Mahindra smart city implementation team is currently engaged with the client in implementing several smart services. Our work facilitated the approval of investment to the tune of multi-million US dollars to build the IT backbone of the smart city.



**Amplified Customer experience** - with digital and mobile first frictionless experience, actionable intelligence for offline and online Real-time engagement, and omnichannel content, ensuring a seamless and secure online experience for guests along with an optimized balance between convenience and security and more.



**Faster Time to Market** - with ease of adding applications/ capabilities on the go, centralized data management. Rapid onboarding of partners and apps, automated integration flows adaptable and scalable infrastructure with self-service analytics, and more.



**Green IT** - multi-tenancy cloud native efficient design to enable efficient resource usage. Predictive and trend analytics to drive resource optimization. Intelligent, optimized, and responsive infrastructure with real-time alerts on smart services.

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