

October 21, 2020

Listing Compliance & Legal Regulatory
BSE Limited
Phiroze Jeejeebhoy Towers
Dalal Street, Mumbai 400 001
Stock Code: 543227

Listing & Compliance
National Stock Exchange of India Limited
Exchange Plaza, Bandra Kurla Complex
Bandra East, Mumbai 400 051
Stock Code: HAPPSTMNDS

Dear Sir/Madam,

Sub: Press Release – Happiest Minds partners with Lakeside Software to deliver Workplace Analytics Services

Pursuant to Regulation 30 of SEBI (Listing Obligations and Disclosure Requirements) Regulations, 2015, enclosed herewith is a press release being issued by the Company on the captioned subject, the content of which is self-explanatory.

This is for your information and records.

Thanking you,
Yours faithfully,
For **Happiest Minds Technologies Limited**



Praveen Kumar Darshankar
Company Secretary & Compliance Officer
Membership No. F6706



PRESS RELEASE: Happiest Minds partners with Lakeside Software to deliver Workplace Analytics Services

SAN JOSE, California, London and BENGALURU, India, October 21, 2020

Happiest Minds Technologies, a next-generation digital transformation, infrastructure, security, and product engineering services company, today announces its partnership with Lakeside Software to provide Workplace Analytics, Asset Optimization, Artificial Intelligence Operations (AIOps) and Desktop Transformation services. The partnership with Lakeside Software mainly focuses on Workplace Analytics through which IT teams determine which investments will yield the best productivity dividends by analyzing business usage and the need for IT resources. As a Reseller and Partner of Lakeside Software, Happiest Minds is committed to enhancing the business efficiency and user experience for its customers.

Girish Chandangoudar, General Manager, Head of Infrastructure Services, Happiest Minds Technologies, said, "We are excited to partner with Lakeside Software. Our digital transformation capabilities, combined with proven outcomes delivered by Lakeside Software's SysTrack product, will further strengthen our Smart and Secure workspace services offering to enhance user experience and reduce IT costs."

Lakeside Software offers SysTrack, a SaaS-based tool which analyzes data from the end-user computing devices and infrastructure to provide visibility to CXOs. It allows them to understand user experience, user personas and asset utilization to allow optimization from a productivity and cost perspective. Key business use cases addressed by Lakeside SysTrack are:

- Workplace Analytics
- User experience scoring
- User segmentation and persona definition
- Software and hardware asset optimization and rationalization.
- Artificial intelligence operations (AIOps) to resolve issues predictively and proactively
- Root cause analysis and automation of issue resolution
- Desktop transformation

David Taylor, Director, Channel EMEA, Lakeside Software, said, "We are honoured to be working with Happiest Minds Technologies and to their technology of choice power their workspace services and deliver better user experience and enhanced service levels to their customers. We are looking forward to building a productive partnership driven by a focus on improving productivity and efficiency for our mutual customers."

About Lakeside Software

Lakeside Software is a leader in digital experience monitoring. We develop software that provides the visibility IT teams need to design and support productive digital workplaces. Our customers use Lakeside Software technology to perform workplace analytics, IT asset optimization, remote work management, and AIOps.

Our product, SysTrack, is a digital experience monitoring solution that gathers and analyzes data on everything that may impact end-user experience and business productivity. Directly from the workspace, SysTrack captures data such as CPU, disk, memory, and other 10,000+ data points. These are then analyzed by SysTrack and used by IT in countless ways that lower costs and optimize operations including lowering the amount of help desk tickets, identifying over and under-provisioning, reducing time to resolution, tracking SLA performance, measuring the performance of rollouts, and so much more. For more information, visit www.lakesidesoftware.com.

About Happiest Minds Technologies:

Positioned as 'Born Digital . Born Agile', [Happiest Minds Technologies Limited \(NSE:HAPPSTMNDS\)](https://www.happiestminds.com) is a digital transformation company with business lines of Product Engineering Services, Digital Solutions and Infrastructure & Security. Happiest Minds expertise includes all digital technologies such as [artificial intelligence](#), [internet of things](#), [security](#), [cloud](#), [digital process automation](#), [blockchain](#), [augmented/virtual reality](#), drones/robotics etc. We deliver these services across industry sectors such as retail, consumer packaged goods, edutech, e-commerce, banking, insurance, hi-tech, engineering R&D, manufacturing, automotive and travel/transportation/hospitality.

A Great Place to Work-Certified™ company, Happiest Minds is headquartered in Bangalore, India with operations in the U.S., UK, The Netherlands, Australia and Middle East.

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