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Case Study

Global Tech Leader Achieves 4X Productivity with AI-Powered Product Intelligence

Overview

A global technology leader sought to improve visibility across its product engineering lifecycle by addressing fragmented data sources, manual reporting processes, and delayed access to critical program insights. Engineering and program teams spent significant time navigating multiple systems, generating reports, and validating product information, limiting operational agility and decision-making. Tech Mahindra developed an AI-powered Product Lifecycle Intelligence platform that unified enterprise data, enabled conversational access to engineering insights, and automated analytics and forecasting. The solution delivered a 4X improvement in productivity and over 600,000 annual effort hours savings.



Client Background and Challenges

This global technology leader is one of the world's largest and most influential software and cloud companies, with operations spanning more than 100 countries and a product portfolio touching billions of users worldwide. The organization manages an enormous engineering footprint, with thousands of developers across multiple continents building and maintaining complex software products and services. As the company's engineering complexity grew, so did the challenge of managing product lifecycle information. Critical data was scattered across engineering portals, Azure DevOps environments, SharePoint repositories, and supplier ecosystems, making it difficult for program managers and engineering leaders to gain a unified view of product health, milestones, and risks.

- **Fragmented Product Data**

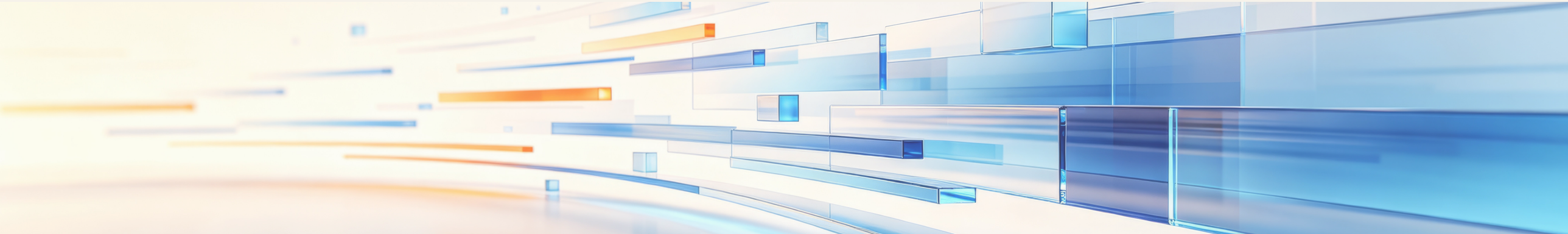
  Product development information was dispersed across multiple enterprise platforms, including engineering portals, Azure DevOps environments, SharePoint repositories, and supplier ecosystems, making information discovery and analysis cumbersome.

- **Manual Reporting and Analysis**

  Programme managers and engineering teams relied on manual navigation, SQL queries, and report generation to track milestones, risks, bugs, forecasts, and product status, resulting in operational inefficiencies.

- **Delayed Decision-Making**

  Limited access to real-time insights and dependence on manual validation processes delayed risk identification, impacted product launch readiness, and reduced engineering productivity.



Our Approach and Solution

Tech Mahindra designed and implemented an AI-powered Product Lifecycle Intelligence platform that consolidated engineering, program management, and supplier data into a unified intelligence layer. The solution enabled users to access complex product information through natural language interactions, eliminating the need for manual searches and technical query development.

The platform leveraged Azure OpenAI, Azure AI Search, Microsoft 365 Copilot, and Microsoft Teams to deliver conversational insights and intelligent information retrieval. Microsoft Fabric services, including Fabric Lakehouse, Data Warehouse, PySpark, Spark Notebooks, and Data Pipelines, were used to integrate, process, and analyze large volumes of engineering and programme data. This powerful combination of AI and data processing capabilities provided near real-time visibility into product development activities.

To support enterprise-scale adoption, the solution incorporated Copilot Studio-based multi-agent orchestration, managed identity authentication, row-level security controls, and Azure Container Apps. By combining AI-driven analytics, forecasting capabilities, automated insight generation, and secure enterprise integration, the platform provided real-time visibility into milestones, product health, engineering performance, and program risks. The result was a scalable intelligence ecosystem that empowered engineering and program teams to make data-driven decisions faster and more effectively.

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Business and Community Impact

The AI-powered Product Lifecycle Intelligence platform generated substantial improvements in productivity, operational efficiency, and decision-making across engineering functions.

The solution achieved a 4X improvement in productivity by eliminating manual data retrieval, navigation, and query-generation activities. Engineering teams no longer needed to write complex SQL queries or navigate multiple systems to find the information they needed. Delivered over 600,000 annual effort hours savings through AI-driven analytics, automated insight generation, and forecasting capabilities, freeing engineering talent for higher-value work.

The platform enabled adoption by more than 3,000 active users, providing conversational access to engineering, program, and product lifecycle information. Information retrieval times were reduced to under five seconds, significantly improving accessibility and responsiveness. The solution accelerated issue identification and resolution cycles by 20-30%, supporting faster program execution and improved engineering outcomes, while strengthening decision-making through real-time visibility into product milestones, risks, forecasts, and operational performance.

Key Results

- Achieved a **4X improvement** in productivity
- Delivered over **600,000** annual effort **hours savings**
- Enabled adoption by more than **3,000 active users**
- **Reduced** information **retrieval times** to under five seconds
- **Accelerated** issue identification and **resolution cycles by 20-30%**
- **Strengthened** decision-making through real-time visibility

About Tech Mahindra

Tech Mahindra (NSE: TECHM, BSE: 532755) offers technology consulting and digital solutions to global enterprises across industries, enabling transformative scale at unparalleled speed. With 146,000+ professionals across 90 countries, Tech Mahindra provides a full spectrum of services including consulting, information technology, enterprise applications, business process services, engineering services, network services, customer experience & design, AI & analytics, and cloud & infrastructure services. It is the first Indian company in the world to have been awarded the Sustainable Markets Initiative's Terra Carta Seal, which recognizes global companies that are actively leading the charge to create a climate and nature-positive future. Tech Mahindra is part of the Mahindra Group, founded in 1945, one of the largest and most admired multinational federation of companies. For more information on how TechM can partner with you to meet your Scale at Speed™ imperatives, please visit https://www.techmahindra.com/.

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