



Building an Application Store for a Mobile Service Provider

What the business sought

A leading South Asian GSM mobile service provider, reputed for its track record of presenting innovative offerings to customers, was seeking a foothold in the application store business to monetize digital consumers.

The Infosys solution

We leveraged Flypp™ - our white-labeled ready-to-launch mobile application platform - to launch for the client a branded store with over 2,000 applications across 7 lifestyle categories.

Through a multidisciplinary partnership process spanning across the spectrum of organizational layers and functions, we studied the client's consumer base. We then devised optimally engineered user interfaces and application portfolios. We also conceptualized store branding in preparation for the go-to-market phase.

Over 3,800 unique mobile devices were supported at the launch and over 1,900 devices connected seamlessly to the application store. The experience was delivered to over 1.5 million end customers.

Real business value delivered

The application store resonated well with our client's customers and proved to be one of their most successful product introductions. The store effectively democratized the application store experience in the region – taking a convenience, otherwise accessible only to the elite smart phone user, to the common subscriber of mobile phone services in South Asia.

- 2 million page views were achieved within weeks of the application store's launch
- Over 0.5 million applications have been downloaded at the store
- The store enjoys average downloads of over 6,000 applications every day



For more information, contact askus@infosys.com

About Infosys

Many of the world's most successful organizations rely on Infosys to deliver measurable business value. Infosys provides business consulting, technology, engineering and outsourcing services to help clients in over 30 countries build tomorrow's enterprise.

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