

# Datasheet

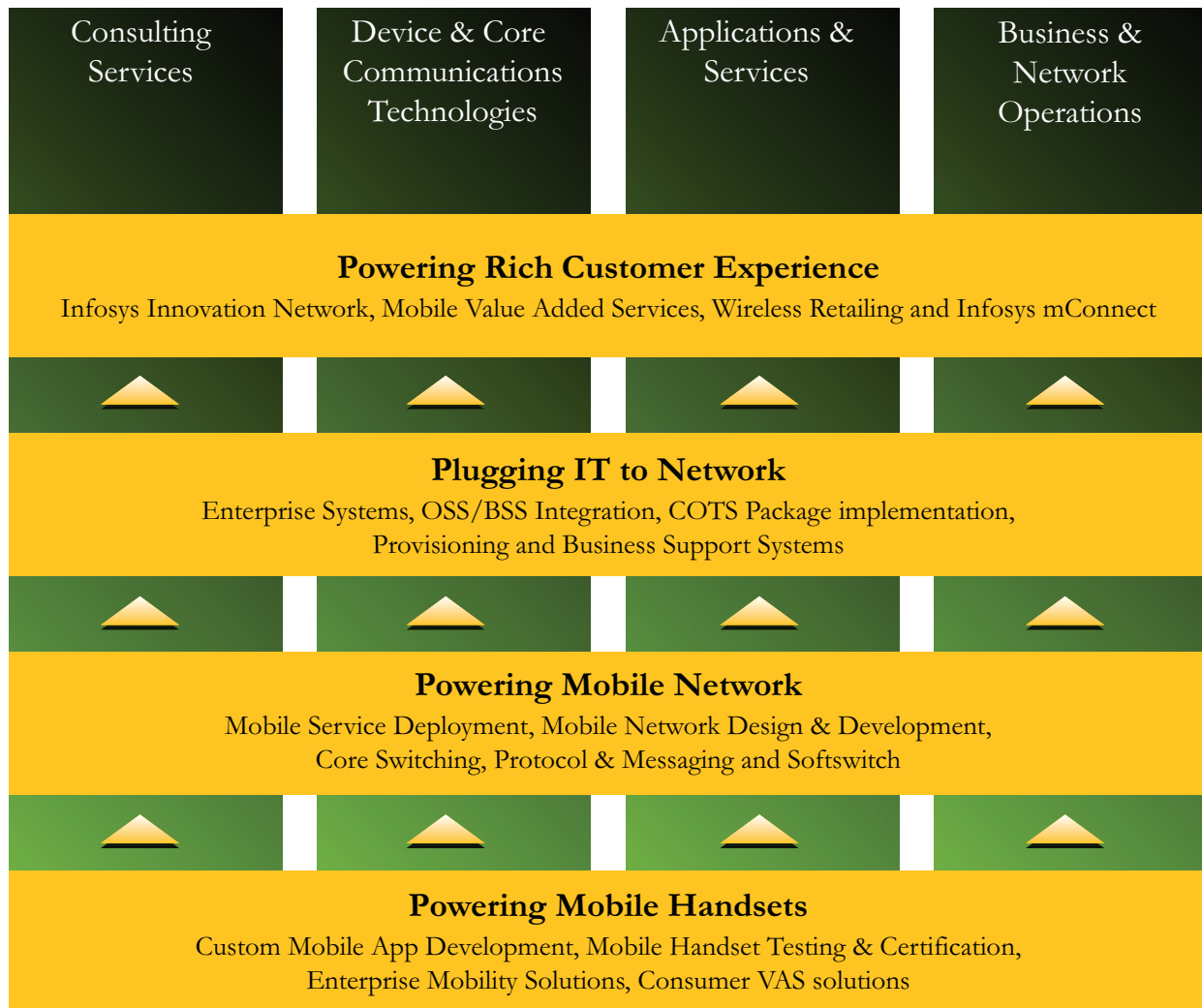


Infosys in the  
Wireless Mobility Space

---

## Infosys' end-to-end Wireless Capabilities

Infosys Wireless footprint extends across entire ecosystem including wireless service providers, equipment manufacturers and network providers. Our focus areas include convergent mobile applications, mobile platforms, wireless data network and access network technologies, business & network operations and consulting services.

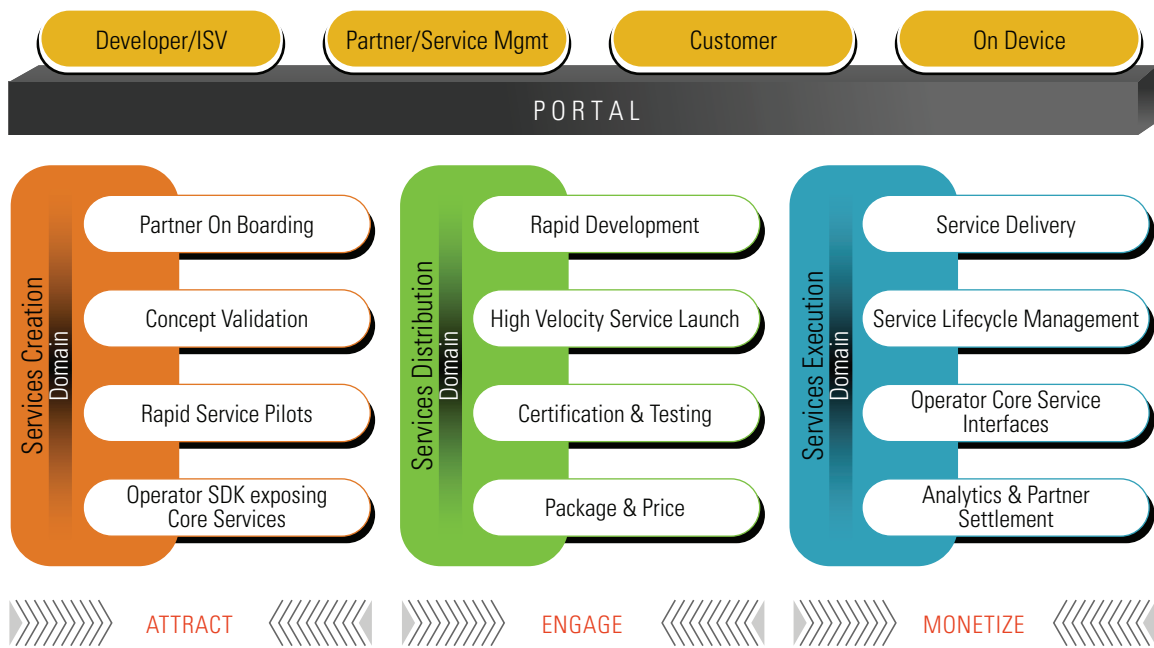


## Infosys Innovation Ecosystem for Mobile Operators

*“Enabling faster product innovation, concept validation and time to market”*

Infosys' Innovation Ecosystem enables mobile operators to pursue faster product innovation, concept validation and time to market. We provide a complete solution proposition with strategic delivery capability for new service and platform ideas. The Innovation Ecosystem creates an environment in which operators, ISVs, content owners, advertisers are brought together with infrastructure and platform providers to collaborate and drive new service ideas to market. Innovation Network helps Mobile Operators to -

- Increase service portfolio diversity and potential revenue opportunities
- Enable quick turn projects to deploy value added services or platform capabilities with minimal impact to IT
- Work with the existing organization to increase service experimentation while reducing risk and managing costs
- Integrate best of breed 3rd parties (ISVs, Developers, Advertisers, Content Providers) with optimized on-boarding processes to reduce integration expense
- Provide visibility along the value chain for better service or component launch predictability



Conceptual View of the Infosys Innovation Ecosystem

## Infosys Wireless Application CoE

Infosys specializes in mobile application development across various mobile platforms namely -

- Google's Android
- Apple's iPhone
- RIM's Blackberry
- Qualcomm's BREW
- Windows Mobile

Through its Wireless Application Center of Excellence (CoE), Infosys designs and develops direct-2-consumer application, consumer and enterprise mobility application to help mobile operators and enterprises add mobility to their offerings and extend various services to the mobile phone.



Sample Picture Animation Application called "Doodloid"



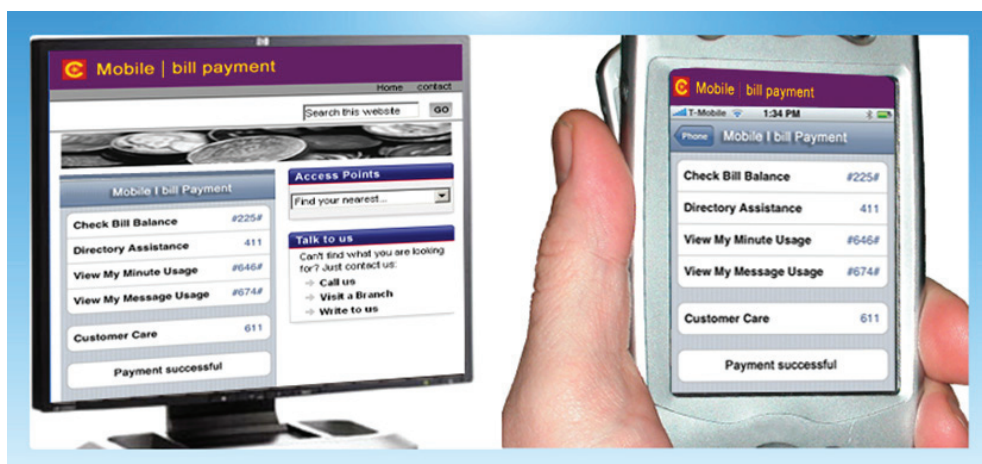
Sample Location-based Alert Application called "Genie"

## Infosys mConnect

### *"Mobile enabling the enterprise applications"*

Flat World companies can address the challenge of retaining existing customers and acquiring new customers by empowering their mobile workforce and customers with real-time information. Mobile enablement helps you reach out to consumers and interact with them in real-time. In addition, it boosts your workforce productivity and reduces transaction costs and time. However, during mobile deployment, you have to address challenges such as device and browser diversity, ever-changing wireless technology and multiple implementation issues.

Infosys mConnect is a context-aware, real-time mobile transaction middleware that enables mobile services for internet and intranet websites and applications. Based on a patent-pending mobile technology, Infosys mConnect seamlessly integrates evolving technologies, new devices and information delivery channels.



Infosys mConnect is versatile and caters to the diverse needs of enterprises in B2B, B2C and B2E segments.

The benefits of Infosys mConnect include:

- Accelerated enablement of website functionality on mobile devices
- New devices do not require upgrades
- Little or no maintenance
- Leveraging a new channel for increased business, improved customer service and improved employee communication
- Lower cost of mobile enablement, maintenance and support

## Infosys Enterprise Mobility Solution

### *“Is your enterprise mobile?”*

Internet and web-enabling have greatly enhanced the accessibility of enterprise applications. Mobile devices are ushering in the next wave in ubiquitous accessibility of applications. They act as a catalyst in enabling decision makers to access information from anywhere at anytime. Driving business productivity and future readiness in this scenario requires enterprises to exploit rapidly evolving technology and provide their workforce the necessary tools to enable business on the move.

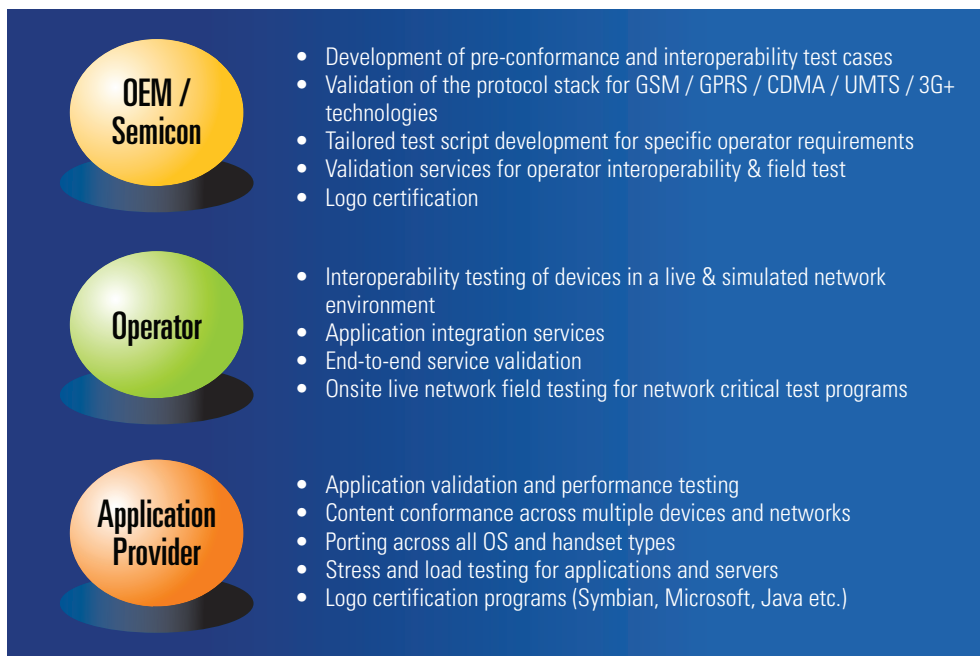
Infosys’ Enterprise Mobility Solution offers a technologically advanced, secure, scalable and cost effective approach to implement mobile applications. The approach addresses the technological complexity and helps in designing a context-aware and user-centric application, while minimizing the risk of significant up-front investment. Our Enterprise Mobility Solution combines domain expertise with a strong grasp of mobile technology. It also spans the solution cycle right from assessment to solution conceptualization and implementation. The key areas addressed by the solution are - Mobile Strategy Formulation, Mobile Infrastructure design, Mobile Technology migration, Mobile device management, Mobile application development, Mobile data synchronization and Enterprise Intranet on the Move.

Our solution is available across different industries and domains.

Solution	Utilities	Retail	Healthcare	Insurance/ Investment
Mobile Force Automation				
Warehouse Automation				
Yard Automation				
Mobile POS				
Store Operations				
Warehouse Automation				
Point of Care Apps				
Pharma Supply Chain Apps				
Express Claims				
Sales Force Automation				

## Wireless Handheld Validation Services

The Infosys Wireless Handheld Device Validation Lab provides end-to-end validation services that extend the capabilities of equipment manufacturers, operators and service providers. Infosys provides different approaches to maximize the efficiency and accuracy of validation to enable delivery of superior value added services to the market quickly and impeccably across multiple devices and networks. Leveraging its world-leading project management skills and deployment of a wide variety of testing approaches, Infosys is able to achieve significant reductions in time-to-market. Infosys understands that every handset is unique and, consequently, uses clearly defined and agreed criteria to implement the most effective testing program for each device.



## Infosys Wireless Retailing & e-Commerce Capabilities

Traditionally, mobile operators used the retail store for customer acquisition. Subsequently, they gravitated towards the web store to capitalize on the wide reach and low overhead costs of doing business on the Internet. Wireless operators are now trying to increasingly leverage their presence across channels (web, store, kiosks) to expand their reach across customer segments.

Infosys helps Wireless operators deliver more value to and derive more value from customer interactions by revolutionizing wireless sales and enabling operators to combine personal touch with the convenience of technology. Infosys has a very strong expertise in the following areas of Wireless retailing:

- Multi-channel Ordering and Fulfillment Process
- Flexible pricing solutions (that provides dynamic pricing based on location, channel, customer)
- Design and develop Self-Help kiosks to utilize customers' idle time in the Stores
- Optimize Sales processes across channels (web, store, kiosks)

Infosys also specializes in designing and delivering Value Added Services (VAS) and Mobile Content Storefronts for Wireless Operators. Infosys can help operators design and build robust e-Commerce storefronts for Mobile VAS and Content sales with standardized “rules” for 3rd parties to integrate into operator’s service model. Infosys capabilities span the solution lifecycle right from assessment to solution conceptualization and implementation.

## Infosys Mobile Convergence Lab

The Wireless Center at Infosys’s SETLabs (Software Engineering and Technology Labs), our research group, pursues multiple R&D projects in the wireless domain, with a research bias towards various services characterized by mobility, wireless connectivity and smart spaces (an environment that interacts with users and devices). Driven by the convergence of multiple wireless technologies around mobile devices and an industry trend to integrate mobility as “one of many channels” in a large IT solution, our wireless research focuses on mobile platforms, wireless data network and access network technologies, core switching, network management & planning, service provider infrastructure and wireless applications.

SETLabs is responsible for tracking key technologies and applications that enable “Anytime Anywhere Anything” access to information services. Infosys has built a carrier-class software infrastructure and portfolio of ‘building-block’ components and applications in the wireless space that enable our customers, and its strategic partners to ‘mobilize’ businesses extremely rapidly and cost effectively.

## About the Infosys Communications, Media & Entertainment (CME) practice

The Infosys Communication Media and Entertainment (CME) practice delivers business solutions to global players offering their services in Wireline, Wireless, Cable & Broadband and Media & Entertainment segments. Infosys believes that companies should change their operational priorities to win in a business world being flattened by globalization, demographics, technology and regulation. Infosys's CME practice partners with the leading communications, media and entertainment companies around the world, helping them transform their services, operations and business to drive faster innovation, and monetize their information assets.

At Infosys, our CME practice works with -

- 7 of the top 10 CSPs worldwide
- 5 of the top 6 North American telecom companies
- 4 of the top 6 European telecom companies
- 1 of the top 5 Asia-Pacific telecom companies
- 3 major cable Multiple System Operators (MSOs)
- 2 major ISPs
- Top US based media house

to launch new products and services, improve customer and IT operations, enhance competitiveness, identify and address new market opportunities, and lower operating cost across the enterprise.



For more information, contact [askus@infosys.com](mailto: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.

For more information about Infosys (NASDAQ:INFY), visit [www.infosys.com](http://www.infosys.com).