

## Infosys Mobile Enterprise Middleware Platform

### Business Overview

With mobile devices becoming integral to people's lives, businesses are seeking to leverage the ubiquity of mobile phones to create a cost-effective distribution channel, rapidly extend reach across segments and improve convenience of use. The diversity of hand held devices and browsers engaged, present a unique challenge for enterprises looking to optimize services delivery across the gamut of devices and customer segments. Ever changing wireless technology, providing different bandwidth and intermittent network connectivity, brings with it, diverse complications too.

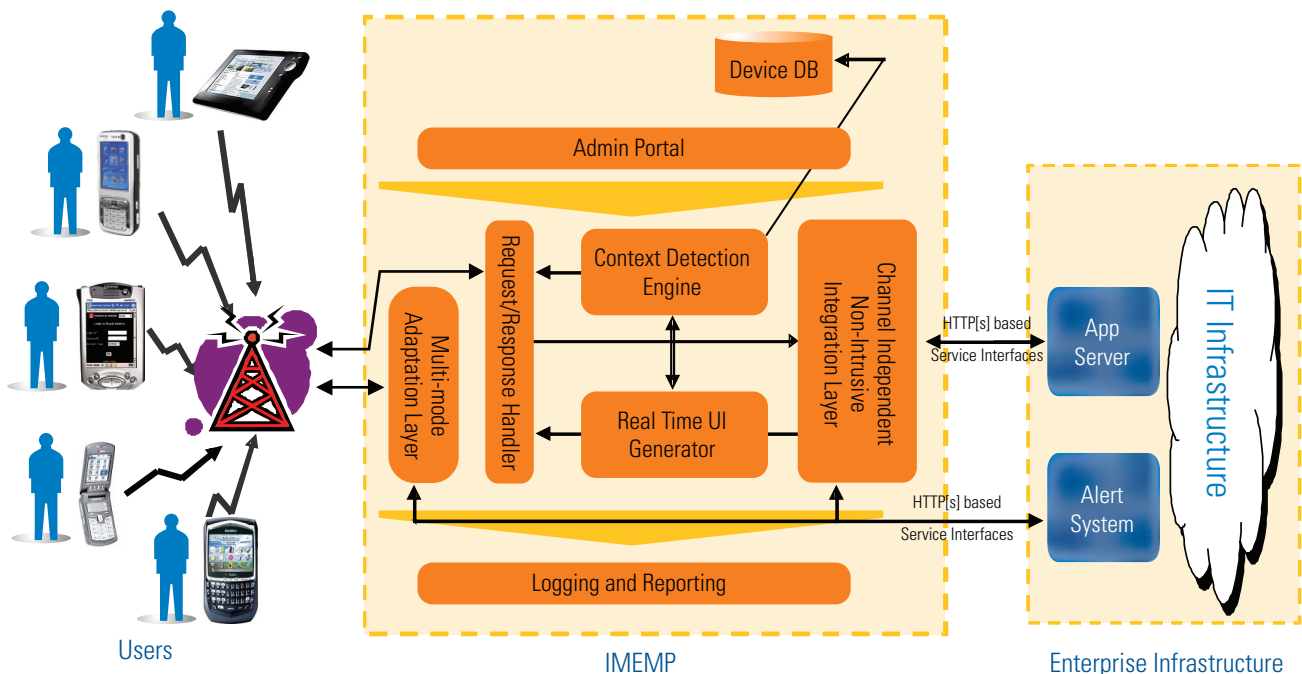
A truly reliable technology solution that can enable service providers to extend their offerings to the mobile world, with agility and flexibility, can prove invaluable. Support for services delivery through SMS and mobile Internet, is a clear mandate. The solution must also intuitively address the hurdles posed by multiplicity of form factors and access mechanisms, in the mobile space.

### Infosys Mobile Enterprise Middleware Platform (IMEMP)

IMEMP is an enterprise middleware that empowers businesses to extend context-relevant application functionality on any mobile device, engaging any browser. It supports both incremental and one-time mobile-enablement of services, with multi-mode support for SMS and mobile Internet.

It leverages existing IT infrastructure and enables non-intrusive extension of services to the mobile world, in practically real time. This ushers in the advantages of reduced integration, minimized maintenance and deployment costs, along with improved time-to-market.

### Functional Architecture



## Key Features

### Key Features

Channel independent non-intrusive integration layer



IMEMP is designed to completely abstract the application or business process from the nuances of the channels, through which content is consumed. Applications once integrated can be extended across channels without expending further development effort. This also supports multiple-channel interactions.

Context detection engine



IMEMP's context recognition engine executes tasks in real time. It continuously monitors the context in which the access is made, and makes this context model available for the rest of the application to act on. The context model is extensible.

Real time user interface generation



Transaction interfaces can be generated in real time, based on the context and specific application functionality requested. This is optimized for each access. IMEMP also separates the specifics of presentation technology from information to be presented to the end user. The technology supports evolutionary upgrade of user experience retrospectively, on an existing application.

Application rule engine



IMEMP enables customization of user experience without expending effort to revise codes. For example, certain transactions can be selectively enabled or disabled based on security vulnerability of the recipient mobile device.

Mobile multi-mode adaption



IMEMP abstracts the specific mode of mobile access from application functionality. An application, once integrated with IMEMP can be consumed across modes - thin client, downloadable clients, interactive voice response and other modes like widgets. Independent development effort need not be expended for deployment of service through a specific mode.

## Business Benefits

Robust inclusivity framework



IMEMP smoothly hurdles the challenges posed by the multiplicity of form factors and access mechanisms on multiple devices to provide a context-sensitive view to the transaction server. This enables enterprises to include, through the mobile channel, their various customer segments, surmounting the complexities of diverse location and dissimilar mobile devices.

Rich customer experience



IMEMP renders context-relevant workflows, in real time, truly impacting customer experience positively. Intelligent services rendering, with sensitivity to network bandwidth, device type and browser, ensures consistently optimal user experience.

Quick mobile-enablement of services



Non-intrusive extension of services to the mobile world, with practically no changes to back-end applications, facilitated by IMEMP, enables enterprises to reduce time-to-market for their mobile-enabled services, adopting either the incremental or the one-time-deployment approach.

Increased ROI



IMEMP presents enterprises with the advantages of reduced integration by leveraging common interface messages, maintenance and deployment costs. This translates into significant cost savings without businesses having to compromise on features or the range of devices supported.

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