

Case Study



Infosys mConnect

Success Stories

Infosys mConnect is a context-aware enterprise middleware that focuses on mobile-enabling the functionalities of existing websites / e-commerce platforms allowing a quick roll out of mobile transaction services. The following is a compendium of success stories of Infosys mConnect which showcases how companies have used Infosys mConnect to overcome their unique challenges thereby mobile-enabling their customers and employees, and meeting their internal and external goals.

Introduction

Enterprises are increasingly using information technology to thrive in a global business environment which is characterized by disruptive business and technology paradigms. The challenge before enterprises is to retain the loyalty of existing customers while winning over new ones by constantly raising service levels.

Enterprises are therefore increasingly focusing on empowering their mobile workforce to ensure impeccable customer service. Likewise, companies are also improving the productivity of their work force by providing them with real-time access to information when and where they need it. Hence, ubiquitous mobility is fast gaining popularity and savvy businesses are taking advantage of it by exploiting this new channel to increase sales and provide access to products and services in a manner that is convenient to their customers.

However, each business is unique and has differing objectives and needs. Infosys Limited (Infosys) believes that each business needs a unique solution to overcome barriers to, and achieve, business competitiveness. Some of the challenges that rapidly evolving technologies pose to ubiquitous mobility are:

Device Diversity	The number and type of devices continue to increase and each device comes with its own set of unique parameters such as different screen size and aspect ratios, differing memory capabilities, specialized operating systems and so on.
Browser Diversity	Existence of multiple browsers with varied capabilities, support for different mark-up languages and scripts etc.
Ever-changing Wireless Technology	Multiple wireless standards with differing bandwidth capabilities.
Implementation Challenges	Integrating multiple channels such as current e-commerce systems, mobile Internet, SMS, MMS etc.
Mobile Multi-mode Support	Organizations looking at supporting multiple modes of mobile access ranging from browser-based thin client access, SMS support to downloadable mobile clients as part of a single solution.

To help overcome the above challenges and to ensure that a mobile solution takes advantage of future innovations in both business and technological paradigms, Infosys has developed Infosys mConnect, a context-aware enterprise middleware that allows the back-end to be context agnostic. This middleware is focused on mobile-enabling the functionalities of existing websites / e-commerce platforms allowing a quick roll out of mobile transaction services. It extends the readily available Internet transaction systems and leverages existing IT infrastructure including the current platform with minimal or no change.

The next section lists out a few examples where companies have used Infosys mConnect to overcome their unique challenges to mobileenabling their customers and employees and meeting their goals of improved sales, amplified productivity and increased customer loyalty.

Mobile Banking

Overview

A leading banking product vendor is using Infosys mConnect to extend their product line to include a product aimed at providing e-banking services on to mobile devices.

The mobile solution's purpose will be to allow its customers to carry out real-time banking transactions such as paying bills and accessing account statements and transaction history through their handhelds with the safety and security of an Internet transaction.

Solution

Leveraging Infosys mConnect, capabilities such as login, account summary information, transaction history and bill payment have been made available on the mobile.

For example, a customer can not only access all the accounts that are linked to the online account, leveraging the existing enterprise customer aggregation services but also view the current balance, statement date and payment due date. In addition, the customer can view the last 7 days of transactions by date, transaction type and description of all from the convenience of the mobile device in an easy-to-view format that was customized for that users' device type and user profile.

Also, given that financial transactions are sensitive and security is paramount, Infosys mConnect delivers by providing the ability to restrict the information a customer had access to based on that customer's device type without the need to implement programming changes. For example, it would deny access to transaction information for phones that did not support WAP 2.0 (which supports a greater level of security) and above.

Other features that provides additional value to the banking customers, thus increasing their loyalty, is a location finder that allows a user to search by the zip code or address. Once the user enters this information, he or she could receive a list of nearby branches with an inventory of services provided at each bank and also the general contact information for the bank.

With a mobile device, a user could receive different types of alerts that allows him or her to take action in a timely fashion. For example, Infosys mConnect-enabled features allow user to proactively receive fraud alerts to confirm questionable account activity and also reminder alerts when a bill is due. The user could then pay that bill quickly and conveniently by accessing his/ her bank account via the mobile device.

Furthermore, by using SMS, the user could request balance information, view past transactions and if he wanted to speak with a bank representative, be automatically added to the call center queue and be called when an agent was available.

Benefits

By proactively addressing the needs of its customers and utilizing Infosys mConnect, the vendor will obtain a competitive advantage. Infosys mConnect also provides many of the features provided via the web browser on a PC to the mobile device without compromising the security of the information, which is critical for financial transactions. Finally, by giving access to features and functionality that users would not otherwise have, it increases customer loyalty and, therefore, retention in an era of increasing competition.

Mobile Social Networking

Sports Community

Overview

A next generation sports channel that combines community, content and commerce to provide an improved sports user experience engaged Infosys to mobilize its online community. Infosys mConnect improved the sports users' experience further by leveraging the mobile device and providing updated scores, search and creation and management of user-defined sports groups.

Solution

For the mobile device, Infosys built features such as user registration, login, logout and help functionality. It also enabled the creation and continual update of scores and commentary based on users' access permissions.

Infosys then electrified the users' experience by giving them the ability to schedule games in their neighborhood and/ or register to participate in a regularly scheduled game. Moreover, users could create a buddy group by adding or removing buddies that were allowed access to a scheduled game. The buddies could then share messages with each other or with the whole group about the game and its progress including uploading audio, videos or images of the game to share it real time (utilizing the phone's camera feature).

In addition, the users could send invitations to other users to view a particular scorecard via SMS messages. Finally, users could search scorecards for the games they were interested in by sending SMS-based queries for a particular scorecard, games results etc.

Benefits

The mobile device is gaining ubiquity and it provides a great opportunity for companies to further engage their customers increasing the time they spend on a company's site and therefore improving their revenue potential. The increased user engagement resulted in improved loyalty and gave the sports channel a competitive advantage. Since Infosys mConnect proved to be a low effort, lower cost solution to implement and maintain, the sport channel company was able to quickly launch its portal giving it a first mover advantage.

Mobile Intranet

Overview

Infosys mConnect enabled a large enterprise's intranet application to a global group of users that required real-time access to information in a convenient manner.

Infosys mConnect is being used by the entire organization to obtain access to pertinent information in an expedient manner without requiring access to a PC. Since this information is continuously updated and the employees are highly mobile, Infosys mConnect provided the additional benefit of quick and convenient access without compromising the security of the information.

Solution

The features that are accessible via the mobile device include, access to corporate information, employee directory and retrieval of corporate assets among others. Infosys mConnect capabilities to adjust its presentation format to fit varied characteristics across devices - screen size, device platform / OS, Input / Output capabilities and browser features - enabled the enterprise to deliver optimized user experience across diverse devices from mass market mobile phones to higher end devices including Blackberries and iPhones.

Benefits

Benefits include more informed decisions and improved productivity for the highly mobile and geographically dispersed workforce.



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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