

An offshore oil rig stands in the middle of the ocean under a dramatic sunset sky. The sun is low on the horizon, casting a golden glow over the water and the rig's structure. The sky is filled with soft, wispy clouds, and a few white contrails are visible in the upper left. The rig is a complex of metal structures, including a tall derrick and various platforms.

DIGGING FOR DATA

Some companies dig for oil. But sometimes, it's just as important to search out valuable rig data and bring it to the surface where it can be seen by the right people, at the right time. As they say, data is the new oil.

Infosys®

THE NEED TO IMPRESS

One of the top priorities of our client, a large service provider in the Oil & Gas industry, was to make available valuable rig data to relevant stakeholders. On top of their list was a mobility project for a nimble app that will show rig data information, which acts as a business barometer for the drilling industry and its suppliers. The app would ensure easy access to current and historic rig data for investors and chief experience officers (CXOs).

This need chiefly arose because the client had an existing app for rig data, but it wasn't delivering the desired user-experience or functionality. So our exercise started with a proactive initiative, of evaluating this app. As part of the evaluation, Infosys listened to the voice of key stakeholders, and concerns were collated with assistance from the client marketing team. Some of the key issues were outdated user interface design, slow response leading to poor user experience, and the fact that it worked only when connected to a network.

BACK TO THE DRAWING BOARD

Infosys studied the existing application code which was written in Objective C. The cost-benefit analysis showed more value in rewriting the application functionalities from scratch, rather than patch fixes along with feature additions. Hence, Infosys developed the app from scratch using Apple Swift. In addition to ensuring the availability of existing functionalities, Infosys also ensured the app offered a rich, customized experience, including impressive dashboards with charts for quick data look-up. There was also a tremendous improvement in performance along with the ability to use the app even when not connected to the network. To show technology leadership, Infosys also added Apple Watch support for this app, which made it the first app of its kind in our client's industry.

BREAKTHROUGH

We realized that there was more value in rewriting the app, rather than providing patch-fixes to the existing one. So we developed an interactive rig data app which established our client as a technology leader in their industry.

BREAKING NEW GROUND

When the revamped app with Apple watch support was released, there was nothing like it in the industry. Investors could not only see clearly how the global rig network was performing, they could do so in a way that set our client apart from its competitors. The app confirmed the company's ability to deliver data, and also established that the company is a technology leader. The client marketing team was consistently engaged throughout the various phases of the revamp. The client estimated that the app had a marketing value of about US\$1 million, and the app received accolades in internal as well as external forums.



MOBILE CENTER OF EXCELLENCE (MCOE)

The all new, interactive rig data app was made possible because of Infosys Mobile Center of Excellence, which formed the backbone of this project. Our MCoE work with this client began with a strategic, eight-week engagement when we were asked to look at developing a mobility strategy for their digital transformation journey. We defined a robust strategy and roadmap under an MCoE umbrella, which acted as a foundation for our client to lead technology innovation in their industry.

After the strategy engagement, Infosys supported the client in executing the defined mobility strategy with a cross-platform environment setup, rapid app development tools, and several projects to evaluate and optimize the MCoE. The creation of MCoE also enabled the developed apps to be supported cost-effectively using a ticket-based managed services model.



A FRAMEWORK FOR MOBILITY MANAGED SERVICES

Infosys offered end-to-end managed services support for this client. The blocks in the managed services framework were handled as separate ticket categories. The SLA, governance, and support processes were well defined for each of the service categories.

OPERATIONAL

MOBILITY GOVERNANCE

DEVICE MANAGEMENT

APPLICATION MANAGEMENT

USER
EXPERIENCE (UX)
DESIGN SERVICES

DEVELOPMENT

TESTING

DEPLOYMENT

INTEGRATION
(REUSABLE FRAMEWORK AND MODULES)

MOBILITY PLATFORM

SECURITY AND COMPLIANCE

Infosys®

+200

**PERCENT
INCREASE IN APP
DOWNLOADS
WITH THE NEW
VERSION**

**ESTIMATED
MARKETING VALUE
FROM THE NEW
VERSION OF APP:**

**US\$1
MILLION**



**The Apple Watch app wasn't
just useful, it set our client
apart as a technology leader.**



**WE DID THIS FOR
THEM. WE CAN
DO IT FOR YOU.**

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