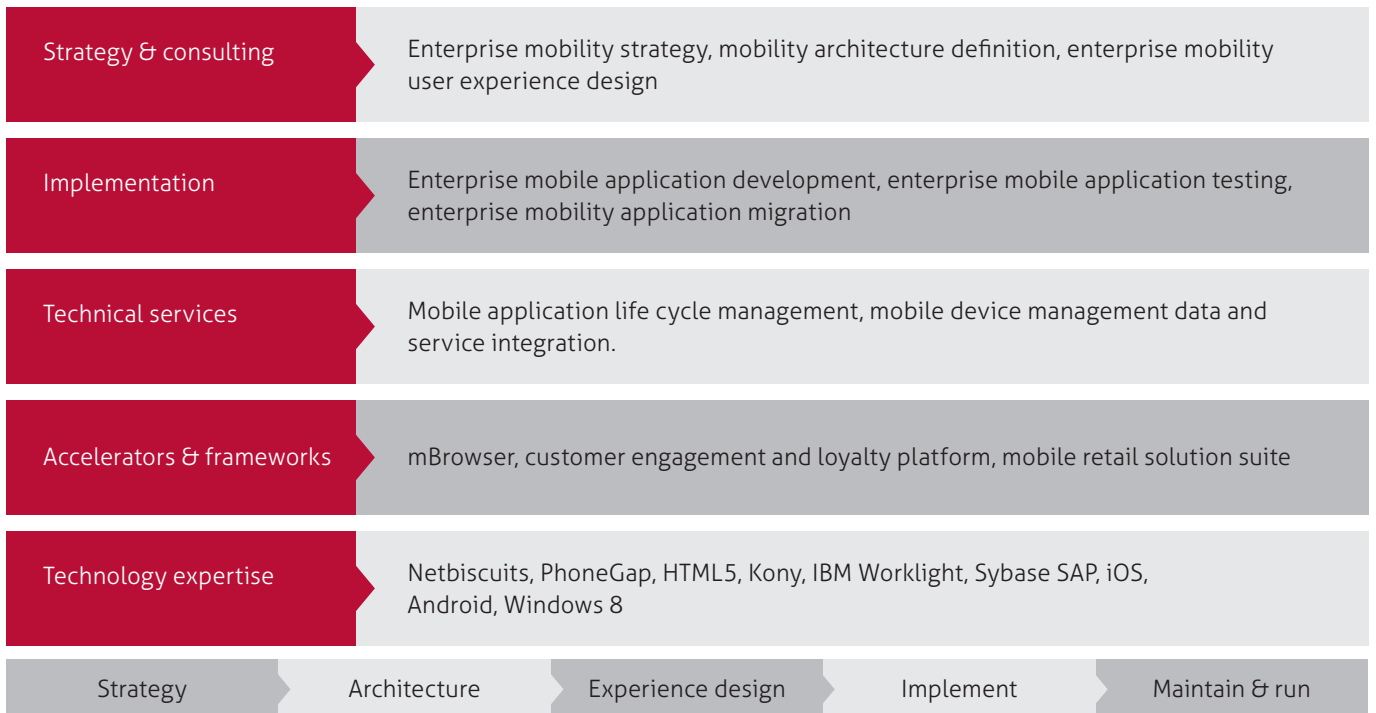# Mobility services

Mobility continues to be one of the most disruptive technologies in its impact and reach. Enterprises are constantly challenged to keep pace with accelerated proliferation of devices with multiple form factors on different platforms. Enterprises are finding it difficult to maximize the potential of mobility opportunities for consumer engagement, workplace solutions and partner engagement.

Mindtree with its integrated suite of service offerings defines, architects, implements and maintains mobility solutions.

We understand the importance of customer experience for any mobile solution and our team of user experience designers ensures our solutions deliver compelling and engaging experiences. Our solutions enable mobile users to efficiently create, share or consume relevant information on the move.

Strategy & consulting	Enterprise mobility strategy, mobility architecture definition, enterprise mobility user experience design
Implementation	Enterprise mobile application development, enterprise mobile application testing, enterprise mobility application migration
Technical services	Mobile application life cycle management, mobile device management data and service integration.
Accelerators & frameworks	mBrowser, customer engagement and loyalty platform, mobile retail solution suite
Technology expertise	Netbiscuits, PhoneGap, HTML5, Kony, IBM Worklight, Sybase SAP, iOS, Android, Windows 8

Strategy	Architecture	Experience design	Implement	Maintain & run

Value proposition

- Ready-to customize solution accelerators
- Co-innovation services accelerating idea to solution
- Expertise spanning emerging and industry renowned products, technologies and devices

- Extensive engagement expertise to enable enterprises in mobile transformation
- Shared services on consumption-based model to lower implementation and support cost of mobility solutions
- Consulting and user experience led approach for mobile development

Implemented mobile brand marketing websites for 50+ brands leading to increased consumer engagement for a CPG firm.	Defined enterprise mobile strategy and technology roadmap for a global apparel and sports goods retailer.	Implemented a tablet based solution for a leading jewelry retailer which allows consumers to leverage the solution to place reverse auction by viewing live TV feed on the tablet.

SUCCESS STORIES

Enabled a leading hotel chain to deliver differentiated and customer centric offering for its meeting and events customers with a mobile based mobile based request creation and fulfillment solution.	Sales force automation, field intelligence and optimised route planning solution for a global CPG player led to higher inventory turnover, improved profitability and increased revenues.	Implemented marketing solutions for product promotions over mobile channel which resulted in increased consumer engagement for a leading credit card provider.

About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 400 million. Our team of 11,000+ experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers to achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.