MindTree's Mobile Technology Solutions Group

MindTree

We deliver innovative mobile computing solutions and scalable services over mobile technologies

Mobile Applications

- Mobile App planning, development, design and distribution (on all leading platforms)
- Provide cross platform application development
- Delivered consumer focused and enterprise focused applications across
  - Media and Entertainment
  - Travel and Hospitality
  - Automotive Telematics
  - Financial Services
  - Consumer Products

Consumer Engagement

- Architecture, Design, Development , testing and deployment of mobile websites and mobile Commerce
- Adapt content and navigation to deliver consistent user experience on mobile
- Mobile marketing approaches implementation such as SMS/Proximity marketing, QR Code / Microsoft Tag based solutions, Loyalty solutions, Coupons and samples

Enterprise Mobility

- End to End Services – Design, Development, Integration, Testing and Support
- Skills on leading platforms, MEAPs and Open Source Mobility Frameworks
- Accelerated Cross Platform Mobile Development via frameworks and Solutions
- Software for custom Kiosks and Handhelds

SERVICE COMPETENCIES

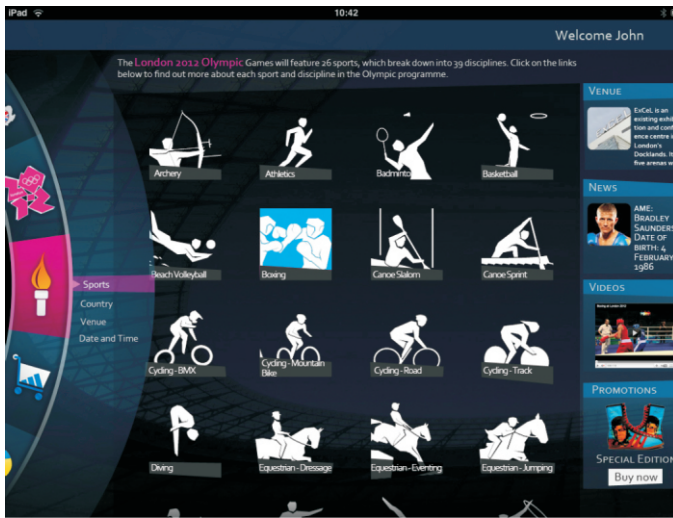| MOBILE STRATEGY DEFINITION	USER EXPERIENCE DESIGN	SOLUTION ARCHITECTURE DEFINITION

MOBILE APPLICATION & WEBSITES DEVELOPMENT	MOBILE APPLICATIONS & WEBSITES TESTING
COTS PRODUCT INTEGRATION & CUSTOMIZATION	MEAP & MCAP IMPLEMENTATIONS

Sample MindTree Mobile Solutions for Consumer Engagement and Enterprise Enablement

Key Benefits

- MindTree developed solution
- Brings together various Digital Marketing elements
- Events based marketing platform
- Developed for iPad 2
- Integrates social media to provide a seamless

Key Benefits

- Empowering Consultative sales – providing the power data and resources to people on the field
- Enable Collaboration, Content aggregation, Meeting management, social media integration and many other sales functions that are lacking in todays mobile Sales force and CRM applications

Platforms

Technology Partners

About MindTree

MindTree Limited is a global IT and Product Engineering Services Company with deep knowledge in specific domains. MindTree is acknowledged as the best mid-size software services company out of India for its capability to build, test and deploy solutions as much as emphasis on culture, customer centricity and corporate governance.

MindTree is ranked No. 1 among the Most Admired Knowledge Enterprise (MAKE) India Award winners in 2010, 13th in NASSCOM's listing of Top IT Software and Services Exporters in India (excluding BPO). MindTree is ranked 19th amongst IT services companies by IAOP in their annual list of the Top 100 Global Outsourcing Companies. In 2009, MindTree was ranked No. 2 in Asia and declared the overall winner in India in the Asiamoney Corporate Governance Poll. Please visit us at www.mindtree.com

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