

Serving billion-dollar software companies, Infogain provides business platform development services to enable well-planned development of digitally optimized platform jewels.



### New Value Streams

Create value through facilitation of interaction and connections (vs. provision and consumption) among various participants



### Plug and play interactions

Producers and partners can easily plug into the platform through APIs and create/ provide services on top, while consumers can plug in to consume services



### Data

Data-driven insights both to improve existing services and unearth opportunity for newer services



### Extensible tech architecture

Common technical foundation to extend existing services and launch new ones quickly and efficiently through APIs

## Driving business benefits



New revenue streams



Rapid launch of new services



Lower delivery/transaction cost

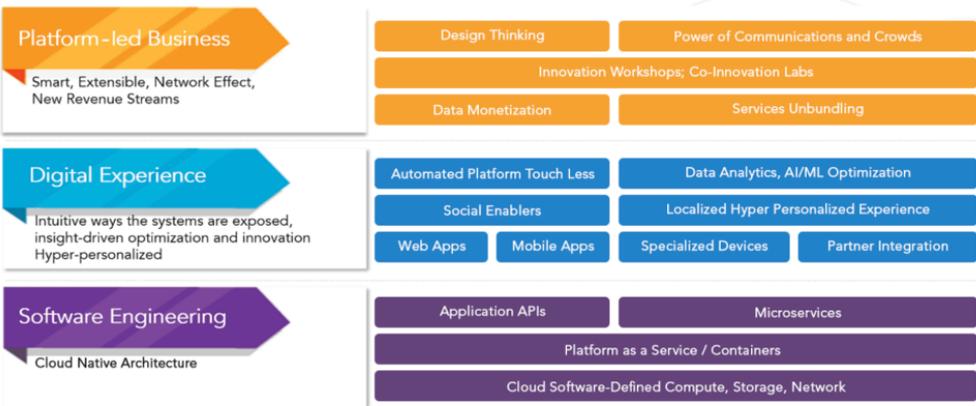


Higher customer lifetime value



Business risk reduction

## Infogain's platform strategy approach



## Case study

Multi-million-dollar, Silicon-Valley based digital marketing technologies company for data-powered, personalized, micro services based digital promotions platform



### Challenges

- ❖ No capability to manage the specific delivery and offer management capabilities sought by the client's Retail customers



### Solution

Roadmap for modernization to omni-channel, millennial-ready platform model:

- ❖ Delivered a microservices based solution deployed on Google Cloud Platform (GCP) that enabled the management of delivery of coupons, discounts and offers to partner retailers
- ❖ Leveraged client's existing API infrastructure to build a highly scalable, efficient and cacheable solution to enable store in-lane printing for registered as well as guest users
- ❖ Utilized Docker container engine technology in the Google Cloud Platform to build, manage and secure business critical applications
- ❖ Automated the build, deployment and testing by leveraging DevSecOps that delivered higher quality code
- ❖ Provided platform support with managed services delivery model



### Key benefits

- ❖ Increased customer satisfaction by offering discounts or promotions immediately in-store
- ❖ Competitive advantage with fast, scalable and efficient platform that supports 200-300 transaction per second
- ❖ Increased productivity with rapid 350ms response time by using API/Microservices for Coupon Accelerator

## Why Infogain



### Deep understanding of platform business models

Multiple client references in ideating and implementing platform led business models based on deep domain knowledge



### Consulting & design led approach

End-to-end offering starting from design-thinking led ideation through deployment to delivering industry-leading outcomes



### Deep expertise in cloud native development

Born-in-the-cloud capabilities with 600+ certified cloud professionals



### API first methodology

Strong experience in exposing business capabilities as consumable services through APIs leveraging deep partnership with leading API tools



### Data driven innovation

Leverage data driven insights to continuously innovate and unlock new sources of value for our customers

## About Infogain

Infogain is a Silicon Valley-based digital platform and software engineering company, with offices in the US, the UK, Poland, the UAE, India, and Singapore. A Chryscapital portfolio company, we help Fortune 500 tech, healthcare, insurance, travel, and retail companies use cloud, microservices, automation, IoT, AI, and other technologies to engage with their customers and engineer business outcomes. [www.infogain.com](http://www.infogain.com)