Application Services at Mphasis pivots on three foundational imperatives

→ Rapid delivery of business value
→ Smart transformation of legacy environments through emerging technologies
→ State-of-the-art reference frameworks and agile capabilities

We realize this through our Front2Back™ transformations with business-driven KPIs that drive measurable top and bottom-line results. Our expertise in analog to digital efficiently balances power sharing between business and IT with minimal disruptions to existing systems and infrastructure.

**Versatile offerings – Balancing speed, cost and quality**

We understand the unique business and process needs of your clients and our solutions are tailored to meet such requirements. Our models are designed incorporating our rich experience and industry-wide best practices. We use adaptive development principles to develop feature-rich, business-critical applications, which are based on open industry standards and technology frameworks in the area of emerging technologies.

**Our versatile offerings span the range of:**

- Digital
- Cloud
- Cognitive
- Usability Experience
- Mobility
- DevOps and SAFe Agile
- Enterprise Automation
- Data Engineering
- Testing
- Enterprise Architecture and Integration (EA&I)
Digital
We drive relevant innovation and transformation using a Front2Back™ approach and applying relevant digital technologies. We use proven mobile-enabled, DevOps and microservices oriented architecture coupled with agile development to assist enterprises achieve rapid ROI and superior engagement.

Cloud
Our end-to-end suite of hybrid cloud services enable organizations to scale up to the next level in integrating cloud into the very foundation of business.
Cognitive

Our Cognitive Practice enables the service transformation of legacy systems to modern, high performance business applications, deploying technologies related to digital, artificial intelligence (AI), machine and deep learning, big data, advanced analytics and robotic process automation (RPA).

Cognitive Offerings

- **DeepInsights™** – A cognitive computing platform for deep analysis of structured and unstructured data
- **InfraGraf™** – An intelligent infrastructure platform that identifies and key incidents in IT infrastructure
- **NextAngles™** – Provides disruptive solutions in the area of compliance and security for the financial services industry
- **HyperGraf™** – An omni-channel, digital 360-degree analytics solutions that cuts across enterprise data silos to provide customer and enterprise metrics

Usability Experience

We look at user experience with a designer mindset and adopt design thinking to create change. Our collaborative approach enables clients to experience the benefits of shorter design cycles.

**Mphasis’ Design-Led Execution Framework + Digital Technology Foundation**

- **Design Thinking Methodology**
  - Analyze the current ecosystem of the suite of applications
  - Understand user pain points across different applications in use today on the web and mobile platforms
  - Work closely with SMEs to optimize business process workflows
  - Understand and better define business problems, user needs and design and test potential solutions to resolve those problems and needs
  - User research activities such as brainstorming, persona definition, user needs analysis, user journey mapping as well as detailed design activities such as wireframes, visual comps, prototyping will be at the core of all design of BaaS

- **Design Foundation and Design Language**
  - Build the right initial UX and UI foundation and a process that will factor in rapidly changing requirements
  - A process definition to address such needs will include aspects like discreet design sprints, room for retroactive changes and usage of UI frameworks that will allow for rapid changes

- **Vision and Definition for BaaS**
  - What are our experience goals?
  - How will we get there?
  - How will we measure success?
  - What is the business value we need to deliver upon?

- **Study of current ecosystem and business workflows**

- **UI Framework & Technology Integration**
  - Support multiple devices through Responsive Design framework
  - Defining the front-end Architecture/Stack/Integration model
  - Design of common UI patterns and templates
  - Unit and Functional Testing with new UI

- **Continuous Improvement Plan**
  - IDEATE
  - DISCOVERY AND DEFINE
  - OPPORTUNITIES TO VALIDATE DESIGN AT ALL STAGES
  - TEST
  - ANALYZE AND ITERATE
  - BUILD AND DEVELOP
  - DISCOVER AND DEFINE
  - USER TEST DEVELOPED PRODUCT
  - BUILD AND DEVELOP
  - CONTINUOUS IMPROVEMENT PLAN
  - VALIDATE WITH CUSTOMERS
**Mobility**

Thought Leadership, research on emerging trends, and deployment of best practices and re-usable frameworks mark the excellence of our mobility solutions and services that include:

- Mobility Testing
- Assessment – Usability and Technology Assessment
- Mobile Application and Optimization
  - Mobile Web
  - Cross-platform Solutions
  - Native Solutions

**DevOps and SAFe Agile**

Our holistic DevOps transformation and SAFe Agile practices improve visibility, reduce complexity, activity time and error rates.

**Enterprise Automation**

Our domain-focused enterprise automation framework delivers personalized experiences using intelligent systems. Built on smart data and feedback-driven, it enables operational monitoring, contextual discovery and assistive predictions.

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**Solution Framework for Enterprise Automation**

<table>
<thead>
<tr>
<th>Domain Focused</th>
<th>AM &amp; Wealth</th>
<th>Payments</th>
<th>P&amp;C Insurance</th>
<th>Compliance</th>
<th>Lending</th>
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<tr>
<td>Delivering Personalized Experiences</td>
<td>Natural User Interaction</td>
<td>Contextual Personalization</td>
<td>Contextual Insights</td>
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<td>Using Intelligent Systems</td>
<td>Scripts</td>
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<td>Intelligent BPM</td>
<td>API</td>
<td>Decision Management</td>
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<tr>
<td>Feedback Driven</td>
<td>Operational Monitoring</td>
<td>Contextual Discovery</td>
<td>Assistive Predictions</td>
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<td>Built on</td>
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<td>Smart Data</td>
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**Data Engineering**

We enable clients to improve their operations, achieve cost reductions, and accelerate their use of business knowledge by the exploitation of coherent, innovative, reliable, and flexible information assets.

**Data engineering Offerings and Services**

- Data architecture
- Information lifecycle management
- DBA support
- Data and database migration

**Testing**

Our proven testing solutions and services help clients contain costs and optimize time-to-market. As a ‘Quality First’ value provider, we are quality partners for our clients that deliver sustained innovation to enhance their QA maturity, optimize automation, provide state-of-the-art tools and processes for governance, and reduce costs.

**Test Automation Services**

**Consultancy Services**

- Assessment and Automation
  - Test Strategy Development
- Test Automation Tool Evaluation / Selection
- Automation Framework Development, Customization and Maintenance
- Test Automation Script Development
- Test Automation Script Execution
- Test Automation Script Maintenance

**Implementation Services**

**Tools**

- HP-ALM, UFT, QTP
- SeeTest
- Open Source - Selenium, Ruby, SoapUI

**Capabilities**

- 400+ specialized test automation experts
- Test Automation Lab to carry proof-of-concept and tools evaluation
- More than 30+ existing customers across the globe

**Enterprise Architecture and Integration (EA&I)**

Our EA&I practice helps explore opportunities to increase revenues through new distribution channels and electronic service delivery. This reduces transaction costs and maximizes return on IT investments.
Smart AMS
an agile framework for Application Management

Combining insightful visibility, appropriate sizing, adaptable standardization and applied innovation, the Smart AMS framework delivers analytics-driven transformation for -

→ Enhanced time-to-market
→ Superior customer-connect and experience
→ Guarantied productivity gains

Managed Services

Unified Service Transformation Platform

<table>
<thead>
<tr>
<th>SERVICE TYPES</th>
<th>SCENARIOS / CUSTOMER AGENDA</th>
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<tr>
<td>Consulting and Assessments</td>
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<td>Architecture and design</td>
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<td>Development and testing</td>
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<td>Production Support</td>
<td>Quality Improvement</td>
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<tr>
<td>Service Operations</td>
<td>Reorganization</td>
</tr>
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Unified Service Transformation Platform

Our ‘leading edge’ platform components can be deployed in any client environment in an unified and integrated way

Smart AMS
an agile framework for Application Management

NextSTEP
for a next-gen unified service transformation

NextSTEP, our next-gen unified service transformation platform achieves seamless synergy of automation, delivery frameworks, methodologies, tools, accelerators, reusable assets and best practices to deliver the digital promise faster, better and with higher cost-efficiency.

With a complete portfolio of tools, apps, accelerators and reusable assets, Mphasis’ NextSTEP enables clients achieve their IT transformation goals with accuracy, efficiency and at much lower costs. All components are hosted on a single platform and dockerized (containerized) for a differentiated touch-and-feel experience on the actual tools and utilities.

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Results and changes - Faster Time to Market
- Reshaping the customer value proposition
- ‘Customer’ (Business) Experience
- Analytics Driven Operations
- Superior Customer Connect, Real Time Enterprise View
- Guaranteed Productivity gains
Application Production Support

Our comprehensive and integrated Application Portfolio Management and Support framework provides efficient and meticulous support for varying degrees of application mission criticality. We drive cost effectiveness through deployment of proven Mphasis ITIL-based processes and tools, and providing services from lower-cost locations.

Innovation @ Mphasis

Innovation forms the bedrock of Mphasis’ strategy to enable our clients achieve success in their digital transformation journey. Through both inhouse innovation labs (NextAngles) and client-specific innovation programs (Sparkle Labs), we provide transformative solutions in customer experience, IT operations and risk and regulatory compliance.

- Open, collaborative platform between Mphasis, enterprise clients, and technology start-ups
- Domain-relevant and state-of-the-art tech solutions by leveraging emerging technology startups
- Startups get a platform to showcase innovative solutions to large enterprises
- Have leveraged 30+ Innovative startups in Fintech, Insurtech and Supply Chain
- Tie up with Plug and Play

Mphasis Sparkle – Innovation Lab and Partner Program
Success stories

**CLIENT**
Global Financial Services major in Singapore

**SCOPE**
Production Support and Maintenance Services to re-develop the SMD application with a technology stack that is platform independent.

**BUSINESS BENEFITS**
- Entire legacy Oracle application screen shots captured in all 941 test cases
- Allow version control related operations
- Allow deployment in a desired environment
- Help in storing the baseline information

**CLIENT**
Banking Major in Scotland

**SCOPE**
Production Support and Maintenance Services for mission critical bank payment systems (Euros 25 Bn per day).

**BUSINESS BENEFITS**
- 60-70% tickets reduction for critical systems
- 91% reduction of report runtime, batch runtime reduced by 70%
- 30% reduction in project commissioning time, improved time to market

**CLIENT**
American Brokerage and Banking Major

**SCOPE**
24x7 Production Support and Maintenance, Enhancements and Release Management.

**BUSINESS BENEFITS**
- 97% reduction in downtime
- 27% reduction in number of incidents count

**CLIENT**
Leading US Wealth Management and Brokerage Institution

**SCOPE**
Partner in comprehensive PaaS modernization

**BUSINESS BENEFITS**
- 50% reduction in infrastructure provisioning timelines
- Modernized applications to provide an intelligent and cloud native portfolio of Retirement Planning services

**CLIENT**
Large European Airline

**SCOPE**
24x7 Production Support and Maintenance Services for highly mission critical Airline Reservation System (for 4 airline consortium) with up times from 99.85% to 99.99% and severe financial penalties for downtime.

**BUSINESS BENEFITS**
- 100% consistent SLA track record – zero penalty
- CSAT 5/5 Eclipsed 20 Quarters of poor CSAT
- 25% cost savings to client
- Delivered high-availability of Super-Critical Reservation System for multiple airlines
- Green dashboard throughout Transition

**CLIENT**
European Oil and Gas giant

**SCOPE**
Production Support and Maintenance of entire midrange server farms across 180 locations in US and EMEA.

**BUSINESS BENEFITS**
- Consolidated IT assets by 30% and reduced maintenance cost by 56%
- Unplanned downtime reduced by 65%
- 95% reduction in cycle time to build a virtual server
- Helped Client in achieving Disaster-Proof Certification with $80M in business impact

**CLIENT**
American Brokerage and Banking Major

**SCOPE**
Design the Cloud transformation strategy, and enable micro-services, cloud native implementations and an integrated DevOps and cloud factory model

**BUSINESS BENEFITS**
- Micro-services and cloud native implementations and prototypes delivered through Innovation Lab
- Delivered Microservices architecture-based cloud native APPS, on their full stack cloud platform
- Built migration plans and templates, and reference implementations through best practices to enable integrated DevOps and cloud factory model

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ABOUT MPHASIS

Mphasis applies next-generation technology to help enterprises transform businesses globally. Customer centricity is foundational to Mphasis and is reflected in the Mphasis’ Front2Back Transformation approach. Front2Back uses the exponential power of cloud and cognitive to provide hyper-personalized (C=X^2; C=1) digital experience to clients and their end customers. Mphasis’ Service Transformation approach helps ‘shrink the core’ through the application of digital technologies across legacy environments within an enterprise, enabling businesses to stay ahead in a changing world. Mphasis’ core reference architectures and tools, speed and innovation with domain expertise and specialization are key to building strong relationships with marquee clients.