

# G Cloud 15 – Framework Service Definition

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## Crown Commercial Service

January 30, 2026

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## 1. Infosys Digital Interaction Overview

The world is getting digitalised and customers rely on digital interactions to fulfil their diverse needs in today's fast paced world, which offers unparalleled convenience, allowing them to access information, products and services anytime, anywhere. Every organisation is revisiting their business models and re-thinking the outcomes they want to chase beyond the top and bottom line. Innovation and disruptive technologies are driving a rapid evolution in customer expectations. They want hyper-personalised experiences that are immersive and captivating. Narrating the customer journey, recognising the right moments of truth, creating the ideal experience design and transforming it into immersive engagement at all points of encounter are all necessary steps in becoming a digital organisation.

We power your business to thrive in the digital revolution by building moments that matter for your customers. We imagine, create and deliver integrated and personalised experiences using a fusion of arts, science and technology. We have the capability, experience and scale to make these experiences a reality to deepen relationships and enable growth.

Infosys Digital Interactions is a service that helps enterprises to digitise their core operations and provide a robust experience orchestration across all channels of engagement. The service is designed to help businesses stay relevant in the face of rapid advancements in UI technologies, future-proof their technology investments and enhance their time-to-market. The service focuses on three key areas:



Figure 1: Digital Interaction Offerings

### 1. Experience Transformation

Organisations are looking at transforming the experiences leveraging the right context and data and converting it into immersive engagement and provide seamless Omni-channel experience. While there is huge emphasis on experience design, it is extremely critical to engineer these designs to deliver value. We offer a robust experience orchestration across the evolving UI technologies leveraging our “UI workbench” that uniquely solves the UI engineering problems encountered during experience transformation while enhancing the time to market and making it future proof.

### 2. Digitising the Core

Businesses need to be competitive and relevant as the world becomes increasingly digital. They need to re-imagine the business processes leveraging digital and mobile technologies fundamentally changing how they operate and deliver value (provide frictionless experience) to customers. This continuous innovation demands the enterprises try out new propositions fast, identify new ways of engagement, integrate them with the enterprise architecture and ensure a smooth enterprise wise adoption. DX offers the complete spectrum of solutions

from concept to execution backed by ready to use solutions and accelerators like content digitisation, mobile POS, rapid prototyping solution to ensure that organisations can rapidly iterate and jumpstart the reimagining process.

### **3. Disrupting the Business Model**

Standards are being shaken and norms nullified as digital disruption spreads. There is a high demand for organisations to adopt new digital technologies and platforms. Digital-ready enterprises are those that are continuously investing in reinventing their businesses from the core including processes and systems, with as much enthusiasm as their customer touch points and journeys.

Infosys marketplace solution is a just in time demand and supply marketplace, intended to help enterprises tackle uberisation of digital commodities. It acts as a catalyst to create quick digital marketplaces which are scalable, adaptable and configurable with a reach on mobile channels like Android, iOS and web channels. Our platform-based solution is mobile first, cloud ready and built for global deployments.

## 2. Infosys Digital Interaction Service Description

In today's interconnected world, customers are demanding personalised services tailored to their needs, accessible anytime and anywhere. Enterprises that can anticipate and meet these demands swiftly are poised for success. The rise of mobile technologies has revolutionised business operations, freeing them from traditional constraints and unlocking new opportunities for innovation and growth.

Infosys stands out for our expertise in consultancy, architecture design and implementation of websites and self-service portals. By leveraging cutting-edge technology frameworks like HTML5, CSS3, Angular, React JS, and Node JS, our approach emphasises leveraging the latest presentation layer technologies while drawing content from robust .Net Core/Java technology stacks.

Infosys Digital interaction has more than 10,000 Certified Experts which consists of certified developers skilled leads and SMEs and architectures that help our clients on their mobile transformation journeys, maximising the potential offered by mobile devices. This involves reimagining business processes with a mobile-first mindset, creating cutting-edge workplaces, and empowering the workforce through mobile integration.

What sets Infosys apart from competitors is our unwavering commitment to excellence, built on a foundation of expertise and innovation. Infosys mobility practice stands out from the competitors through our strong pillars built on our pedigree:

- **Mobility leadership:** Proven leadership, Mobility COEs, Mobility academy and Strong partner Ecosystem.
- **Mobile app factory model:** It is our proven approach of mobile portfolio management in an agile and cost-efficient manner. It drives experience led digital transformation and enable our clients to become “Digital native company”.
- **Industry leading platforms:** Proven, ready to use, high quality, cloud-based platforms for experience and commerce.
- **Innovation and thought leadership:** We help our clients reinvent their business.

### 2.1 Infosys Digital Interaction Offerings:

In the below table, you'll find the comprehensive array of digital interaction offerings we provide:

|                                                |                                                                                                                                                     |
|------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Enterprise Mobility</b>                     | Implement mobility solutions to create a connected enterprise to improve business agility                                                           |
| <b>Mobile Business Transformation Solution</b> | Seeding solutions and driving transformation roadmaps covering B2E, B2B and B2C customer experience.                                                |
| <b>Mobile centric legacy migration</b>         | Refreshing legacy landscape, delivering Mobile-centric new experiences of critical systems, achieving exponential adoption and high business value. |

|                                                             |                                                                                                                                                                              |
|-------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Mobile-led Process re-engineering workshop</b>           | Redefining the way organisations work and transform business processes.                                                                                                      |
| <b>Customer Specific Mobile Factory</b>                     | Delivering high velocity, exponential efficiencies and accelerated business value via mobile engines of scale.                                                               |
| <b>Define New Business Models for Mobile Implementation</b> | Mobility-specific business models such as on-demand provisioning, pay-per-use pricing and the 'freemium' model for app usage.                                                |
| <b>Field Service Mobility</b>                               | Build a next-gen field service solutions with latest mobile technology, which has a wide range of applications for many different fields to be more productive and informed. |
| <b>Envision Mobile Strategy and Roadmap</b>                 | Identify opportunities to innovate with mobility and jump-start the mobility journey by reimagining and realising the next-generation mobile enterprise.                     |
| <b>Strategy Mobile-led Co-innovations</b>                   | Creating innovation roadmaps with clients and exploring relevance to wearables, IoT, drones, AI, and other disruptive ideas with clients.                                    |
| <b>Technology Consulting</b>                                | Bring in immense experience in architecting the solution, tools and the best practices that help clients to effectively solve the business challenges.                       |
| <b>Create the Next-Gen Workplace</b>                        | Embrace the consumerisation of IT by adopting a mobile-first approach to create a smarter workforce to be productive anytime, anywhere.                                      |
| <b>Digital Customer Platforms &amp; Portals</b>             | End-to-end application/portal planning, development, and management services that deliver measurable business value.                                                         |
| <b>Mobile Device Management</b>                             | Offers e2e solution services for EMM categories like mobile device management, mobile application management, mobile content management, BYOD and secure containers.         |
| <b>User Experience Transformation</b>                       | Driving Mobile-led experience transformation across core 'system of records' portfolio including vast areas pf SAP, Oracle.                                                  |
| <b>Digital Innovation Workshops</b>                         | Identifying strategic transformational digital roadmap- partnering with senior execs to engage in rapid design and prototyping workshops.                                    |

|                                          |                                                                                                                                                                                                                                          |
|------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Specialised Mobile Testing</b>        | Our testing solutions help clients create robust and high-performance applications to provide seamless customer experience at optimal cost and faster time to market.                                                                    |
| <b>Digital Experience Platform (DXP)</b> | Enable companies to compose and deliver engaging and contextualised digital experiences journeys for customers, partners and employees. via API-based integrations with adjacent technologies.                                           |
| <b>Digital factory</b>                   | Drive experience led Digital transformation to enable clients to become “Digital native company”. It works on core principals of rapid innovation, client centricity, faster time to market, enhanced reusability and cost optimisation. |

Table 1. Infosys Digital Interaction Offerings

## 2.2 How do we do it?

### 2.2.1 Gathering user requirements

The Solution Design phase starts with conducting various workshops with different stakeholders to understand the needs and AI/ML strategy of the client. Infosys shall also conduct interviews with various lines of business within the client to assess high-level potential business requirements for architecture decisions. Sessions or workshops will also be organised with the client's infrastructure teams to understand the current network model and understand various cloud preferences. A set of dedicated sessions will be conducted with the data science team of the client to understand the current landscape and the tools and ways of working to come up with various features for the solution.

Infosys will also make use of its globally proven and re-usable questionnaire and artifacts for interviews. The below list provides the view of deliverables that will be made available during this consultancy phase. Some of the key deliverables are:

- Project Plan.
- Impact Analysis Report.
- Business Requirements Document.
- Architecture Design Specification (ADS).
- ADB Architecture Design Review Presentation.
- Information Security Risk Assessment Form.
- AI Reference Architecture and Governance.
- Technical Solution Specification.
- System Requirement Specification.
- Interface Specification.
- Proof of Concept Report (if any).

Once the requirement gathering interviews, workshops are done, the specialist Infosys team prepares an assessment framework that will help compare and evaluate the pros and cons of the product/platform. Infosys consultants evaluate areas like infrastructure, data ingestion, ML Ops, monitoring, etc. The Infosys team takes guidance from the client's architecture as well as infrastructure teams to decide on suitable options for comparison. Infosys consultants will liaise with information security teams as early as the comparison stage to get guidance. Recommendations will be made based on the infra/product evaluation to the client.

Depending on the approval, the Infosys architecture team will work on designing various building blocks of the designed solution. Our architects will provide a TO-BE view for data ingestion, transformation, data pipeline-related architecture design. Also, Infosys Infrastructure architects will design and finalise the hardware and software needs for the AI solution based on the sessions with the client. Based on the business requirement, product shortlisting, and architecture design approval, the Infosys team with their global and exhaustive experience in AI/ML design the technical view of the AI solution. Infosys consultants will be detailing the business requirements to expand on the features to enable the solution design. Infosys work with the client's preferred hardware vendor to bring in the required hardware for a POC (if required).

Infosys Consultants liaise with the client's data scientist team to get a detailed walk-through of models and relevant details (model format, no. of layers, etc.) for the POC. Infosys AI Consultants will also understand details of any specific data processing that may be required for model inferences for POC. This information will aid in POC design and development. Infosys will build the POC and at the end of the consultancy exercise, Infosys will provide a detailed cost and schedule breakdown of the full implementation of AI solution and design.

### 2.2.2 Application Construction

The Infosys team will be using a traceability matrix for tracing the requirements and user stories through to actual implementation.

A traceability matrix is used to document the requirements, requirement descriptions, test script details (Test id/high-level test condition/scenario/descriptions), status and source details. It traces the deliverables by establishing a relation for each requirement from initiation to the final implementation. The Matrix is created at the very beginning of a project because it forms the basis of the project's scope and incorporates the specific requirements and deliverables that will be produced. The matrix is traversable in both directions. It tracks the requirement "forward" by examining the output of the deliverables and "backward" by looking at the business requirement that was specified for a particular feature of the product. The requirement traceability matrix is also used to verify that all requirements are met and to identify changes to the scope when they occur. Thus, the traceability matrix helps in process control and quality management. It can also be thought of as a process of documenting the connection and relationships between the initial requirements of the project and the final product or service produced.

The Requirement Traceability Matrix includes the parameters below:

- Requirement Identifier.
- Requirement type and description.
- Test case number and test case details (high-level test conditions/scenario, description).
- Test design status and the execution of the test status.
- Risks.

- UAT (User Acceptance Test) Status.
- Defects and defect status.

### Application Testing

Our testing goal is to ensure that all USPS business functionalities work smoothly after the deployment. It is important to ensure that the test scripts cover all 100% of the USPS business use cases. To achieve this 100% coverage, Infosys proposes that new test scripts be built for each use case.

### Functional Testing and Test Automation

Functional testing covers native app, mobile web, and hybrid app testing including interconnectivity and interoperability test. The mobile app is certified in a multitude of device/browser combinations.

Infosys Mobile Testing Platform (IMTP) accelerates testing with a script-less automation framework for progressive automation along with AI-based enablers to support cross-browser testing. Parallel Device testing helps Test on one and ensure multiple devices are certified simultaneously. Infosys also has a wide range of experience across various domain areas banking, energy, utility, manufacturing, telecom, healthcare, insurance, retail, and logistics.

Our credentials helped achieve the following consistently across various clients.

- 80% - Reduction in regression effort.
- 100% - Test coverage through automation.
- 30% - Productivity improvement.
- 30% - Faster time to market through automation.

### Accessibility Testing

Infosys offers accessibility testers and an automated solution, Mobile Automation Accessibility Tester (MATT) to perform Accessibility Audit of Mobile apps against various country guidelines (e.g., WCAG 2.1, DDA, ADA, BITV). We provide support to customers in the areas of Accessibility Consulting, Compliance Audits and Training Services.

### Customer Experience Testing

User experience is a key metric that is tracked for all mobile applications. Infosys brings in a tools-based approach for analysing the customer experience. We bring in different tools and approaches for improving the customer experience. This helps in improving app usage and app ratings as well.

- **Infosys CEI** tool depicts experience across various parameters usability, performance, security and social.
- **Infosys Customer Sentiment Analysis** tool analyses the feedback across app stores, social pages and automatically classify them as defects.
- **UX Scorecard** enables consistent, comparative and cumulative evaluations of application interfaces and identifies potential usability issues.
- **Infosys iNITS** tool controls network conditions on a mobile and application issues like data loss, abrupt freeze, etc., can be detected.

- Infosys utilises its **crowd testing** partners to perform UX testing, exploratory bug testing, language, and **region diversity**.

#### **Mobile Native App Performance Testing:**

With the growing demand for mobile apps, they must be tested for good responsiveness. Infosys will make sure to consider the server-side and client-side performance testing. Testing on both Android and iOS platforms, verification on various mobile devices, and simulating different networks conditions.

The performance testing will be carried out validating the below three aspects of the mobile App:

- Monitoring application performance on mobile device under load.
- Verifying server-side performance under load.
- Verifying network impact on mobile app performance.

### **2.2.3 Application Implementation / Deployment**

Infosys has delivered business-critical implementation and development projects and would like to bring in its expertise and methodology. With our experience and deep knowledge in this area, in addition, we have built and delivered projects of this scale. The Application Implementation and Development Centre of Excellence help Infosys differentiate its application management services through enabling an IP-led service delivery.

Infosys DevOps CICD process and tools that can be leveraged by projects teams to schedule automated builds through CICD pipeline along with integrated code analysis with different tools, unit testing, code coverage, code obfuscation, OSS compliance, deployment of the application, functional, performance and security testing.

- Project Management uses ALM integration with different tools like Jira to track issues and project management tools for teams, Confluence allows users to share, view, and discuss meeting notes, files, links, and messages.
- Develop the application with XCode and Android studio with respective iOS and Android Apps. Code/repository management using Bitbucket, Perforce, Git, etc.
- Build, Test, and Deployment done using CICD tools Jenkins, Bamboo, etc. Different tool integration for code quality perspective.
- App/services monitoring using Splunk, mint tools integration.

**Infosys DevOps platform** supports centralised, simplified, automated, and de-skilled patterns to application implementation and deployment. Infosys understands that the USPS initiative for Agile and DevOps transformation is key for continued operation success, business process improvement, and improved efficiency. In this response, our team demonstrates a comprehensive response of our solution value proposition, Agile and DevOps qualifications, and our approach for a strategic partnership to achieve USPS' objective to transform into a fully functioning Agile and Development Operations (DevOps) organisation and to enable self-sufficiency, sustainment, and expansion of Agile/DevOps proficiency and maturity.

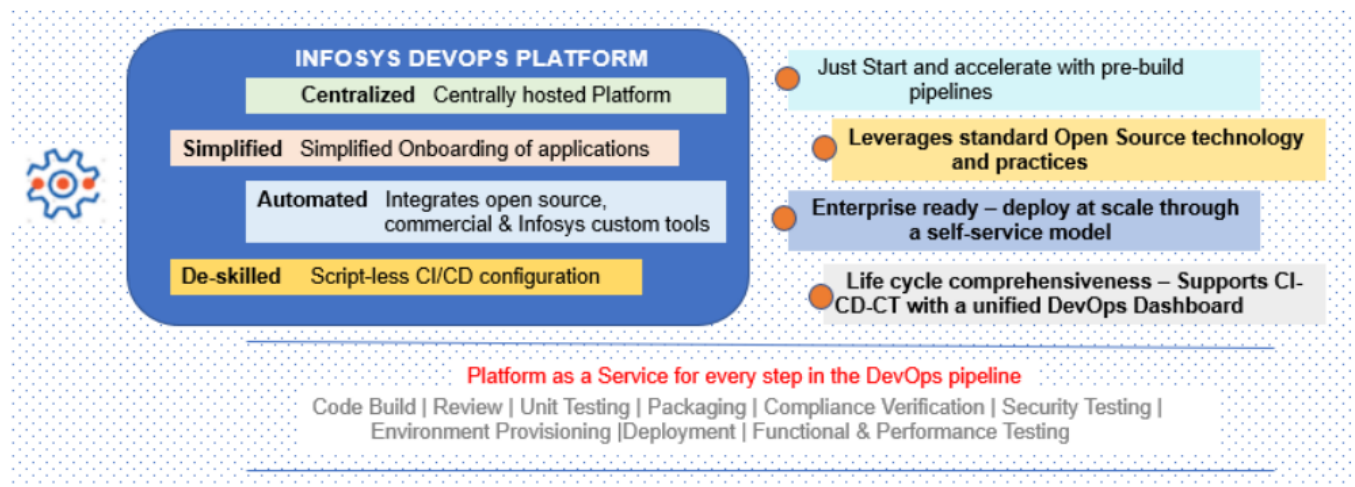


Figure 2: Infosys DevOps Platform

**Key focus area:** We will begin our programme with an Agile/DevOps assessment of selected teams/programmes followed by a pilot. Our focus would be aligned to achieve client's objective and vision for Agile/DevOps transformation. We will focus on below key areas working together as a partner:

- Agile/DevOps transformation vision.
- Identify a transformation roadmap.
- Establish strategy, approach, and governance to deliver the roadmap.
- Identify suitable pilot teams.
- Execute the pilot with appropriate Agile/DevOps training, coaching, and handholding.
- Establish a framework to sustain and grow the Agile/DevOps transformation promoting self-sufficiency.

**Key Opportunities:** Key opportunities would reside across two main areas, covering Agile and DevOps transformation activities end to end.

- Strengthening Agile/DevOps COE (ADCOE).
- Defining Agile/DevOps Target Operating model.
- Executing Agile/DevOps Training and Coaching for identified team/stakeholder (from Pilot teams).
- Exhibiting Agile/DevOps ways of working through Pilot programmes.
- Recommending Agile/DevOps Metrics and KPI's.

**CI/CD Benefits – Improved KPIs:**

| Category     | Process                    | Metrics                                                                                            | Before<br>CICD | After<br>CICD   |
|--------------|----------------------------|----------------------------------------------------------------------------------------------------|----------------|-----------------|
| Quality      | Code Quality               | % improvements in quality of code                                                                  | < 60%          | > 80%           |
|              | Unit Testing               | Time taken for execution and publish results to DEV team                                           | > 1 hour       | < 10mins        |
|              | Regression Testing         | Time taken for execution and publish results to DEV team                                           | > 22 hours     | < 7 hours (68%) |
| Traceability | Dashboard                  | % coverage of Results/Reports                                                                      | Nil            | > 90%           |
|              | E-mail Notification        | % results covered in the mail notification                                                         | Nil            | 100%            |
| Productivity | Development and Operations | % Reduction in Development & Operations manual deployment (Code Quality, UT, Build and Deployment) | 3 Hrs          | 1.5 hrs (50%)   |

Figure 3: CICD Benefits- Improved KPIs

## 2.3 Benefits

### Our mobility experience results in:

- ~15% effort saving in overall development.
- 20% sales boost for our client applications.
- 10% reduction in call volumes from the customer using the application.

### Digital Agile Methodology targets:

- 20% reduction in project execution cost.
- 15% faster time to market for client applications.
- 15% increase in productivity/velocity.

### Advantages of using UI workbench

- Future Proof App Development using Framework Upgrades and Rapid Technology Changes – Tools and Patterns.
- Improved Productivity due to Medium for Reuse and Collaboration.
- Enforce Component driven Development.
- Comprehensive Tooling for faster execution:
  - Development Tools.
  - QA Tools.
  - Build Tools.
- Enterprise Standards Support: Plug and Play - adapts to various Enterprise Systems (CMS, Analytics, API)

## 2.4 Capabilities

### 2.4.1 Partnerships

Our services and business solutions are strengthened by our strong alliances with many of the leading technology partners. We collaborate with industry heavyweights such as Google, Apple, Microsoft, IBM, SAP, SFDC, Kony, and Amazon to develop innovative, comprehensive mobility solutions. Through our \$100 million innovation fund, we also invest in start-ups like Clique Intelligence and Ooyala. A few of our notable partners are listed below:

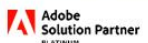
| Commerce Experience                                                                                                          |                                                                                   | Content and Digital Interaction Services                                          |                                                                                   | Hyperscalers                                                                                                               |                                                                                                                   | Digital Process Automation                                                          |
|------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|  <small>platinum consulting partner</small> |  |  |  |  <small>partner network</small>         |                                |  |
|                                             |  |  |  |                                         |                                |  |
|                                             |  |  |  |  <small>Silver Business Partner</small> |  <small>Global Partner</small> |  |
|                                             |  |  |  |                                         |                                |  |

Figure 4: Key Partnerships and Alliances

### 2.4.2 Centre of Excellence (COE)

We have dedicated Centres of Excellence for iOS, Android, Mobile Web Apps (HTML5), Mobile device management and Hybrid Apps Frameworks, focusing specifically on the next generation mobility solutions, which accelerate mobility implementations in the form of reusable components, UI widgets, Tools and Frameworks. Our key COEs are summarised below:

- **Mobility CoE:** Our mobile CoE is a comprehensive model to help customer establish and scale organisation specific mobility centres. We have world class Mobility Lab and comprehensive device inventory of 2000+ devices (IOS, Android) spread across various development centres.
- **Enterprise Mobility Management (EMM) CoE:** Our EMM CoE enable mobile devices to be the core components of the new “Mobile First” workplace by enforcing enterprise grade security on corporate data and providing native mobile user experience on mobile devices like smartphones and tablets.
- **Interactive Technologies CoE (AR-VR):** Our AR-VR CoE help to create AR/VR experience to augment and amplify the HX across the enterprise. Also created 10+ AR projects using phones/tablets, 4-5 Mixed Reality PoCs using Google Glasses, Microsoft HoloLens and 5+ Apps for various VR devices like Oculus Rift, HTC Vive, Samsung Gear VR etc.
- **Hyper-personalised UI CoE:** Our UI CoE has dedicated team of experts on technical know-how of HTML, CSS, JS, Angular, React for front end application development for responsive web design. Cross browser front end development is offered in a collaborative manner. Our experts constantly update the front-end designs, to maximise end user interaction which are backed by our design studios across the globe.
- **Experience on cloud – powered by microservices:** Our Microservices COE has dedicated team of experts on technical know-how of key microservices platforms/ technologies like IBM, Oracle, CA, SAP, Apigee, Tibco and Mulesoft. We have 3 solution frameworks for microservices i.e., Infosys Cornerstone platform, Oath implementation and information aggregation platform.

### 2.4.3 Solution Accelerators

- **Workbench across mobility technologies:** Start-up kit/reference architecture across mobility technologies like Xamarin, iOS, Android).

- **Mobile Points of Sales (MPOS):** Combines the power of mobility with flexibility of traditional POS system to provide improved in-store experience to clients.
- **iEGP (Gamification platform):** Custom defined gamification strategy and design configured into an enterprise gamification platform.
- **Location based services:** Helps implementing any kind of Location needs of enterprise (be it outdoor or Indoor tracking).
- **Digital Economy Marketplace:** Next gen digital services marketplace. The platform's algorithm matches services based on the various parameters to get the right match on the services providers and service seekers.
- **Chatbots:** Solution for developing AI-driven conversational interface like text and voice chatbots.
- **Personalised smart video:** Enables enterprises to assemble and generate "lean-in" storytelling videos that are relevant to their end customers.

#### 2.4.4 UI workbench

Our Workbenches are architectural artifacts with sample implementation to speed up the architecture and design stage of the application. It follows industry best practices and all our learnings from our current and previous projects.

Why Choose Infosys for UI development:

- Rich experience in developing modern apps for mobile and web, using diverse tech stack.
- Competitive edge of reliable reusability, to quickly develop PWAs using UI workbench.
- Built in support for Offline, App Shell, Service Workers.

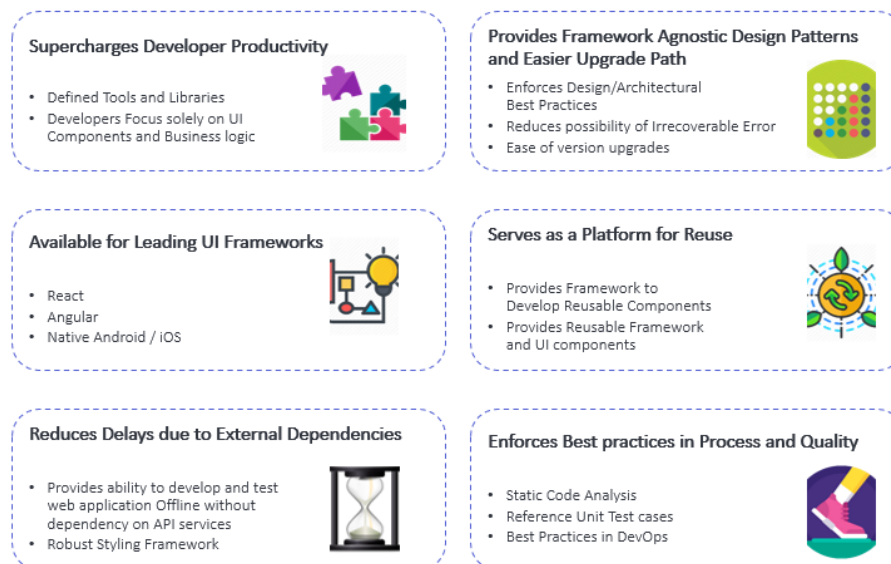


Figure 5: UI Workbench accelerators

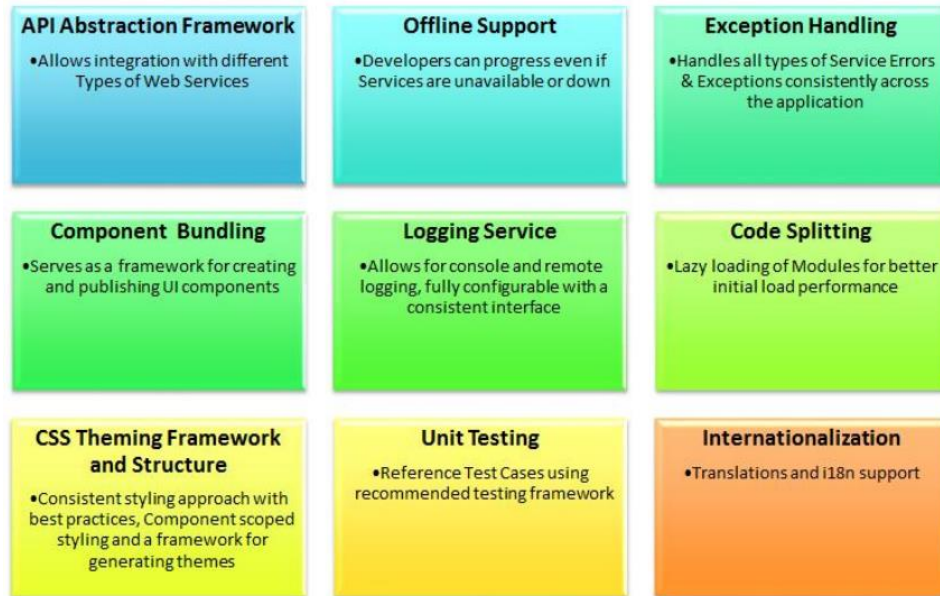
**Following are Infosys UI Workbench Features:**

Figure 6: UI Workbench features

## 3. Case Studies

### 3.1 Case Study 1: World bank

**Title:** Enterprise Mobile Apps leveraging ionic framework

**Problem:** Client doesn't want to manually add charge code for WBS/IO element while submitting timesheet in enterprise mobile app. Also, Client wants to see app unique capabilities without opening mobile app every time

**Solution:**

- Custom Cordova plugin with its native wrapper in iOS Swift technology and implemented in Ionic Mobile app. Plugin can do - Using iPhone camera, user can scan charge code for WBS/IO element and directly use it to submit timesheet
- Made several widgets as per client needs on different mobile application that can show mobile app's unique capability without opening app
- Spotlight Search - Add and store list of pending approval requests in spotlight search array of iPhone/iPad so for next time when user will type any text related to approval request in iPhone/iPad search bar, they will get results and once they will tap on it, it will navigate to detail screen of an approval request.
- Actionable Push Notification - Configuration changes in inbuilt Ionic Cordova and Swift plugin to get custom actions as per our requirement and do action on it.
- Question of the Day Widget - iOS app widget in small, medium and large size respective of iPhone/iPad device size which can show question of the with its 4 answers and user can act on it.

**Technology:** iOS Swift, SwiftUI, Ionic 6, HTML5, SCSS, Angular, Typescript

**Benefits:**

- User don't have to manually add charge code while submitting timesheets
- User can see app's unique capability without opening mobile app
- User don't have to open mobile application to see his pending approval requests
- User don't have to open app to reply or do any action on their push notification.
- User don't have to open app to give answer to question of the day.

### 3.2 Case Study 2: GSK Haleon

**Title:** Create a digital tool that would allow users to focus more on their regular posture

**Problem:** Client want to proactively manage the health but was not sure how to make improvements. They wanted to create an app which will help them to learn more about how to manage the health.

They wanted to create a posture coach web app that interacts with consumers by capturing the body posture and gathering answers to a series of relevant questions. It then provides an analysis and a list of actionable recommendations for the consumers body posture. A key requirement is to provide a solution that is scalable and re-usable (cross-brands and markets) with minimal dependency to engineering/development.

Create a digital tool that would allow users to focus more on their regular posture, which has been linked to a higher risk of pain. It will support local market activations to Build Professional Image and Enhance Consumer Engagement.

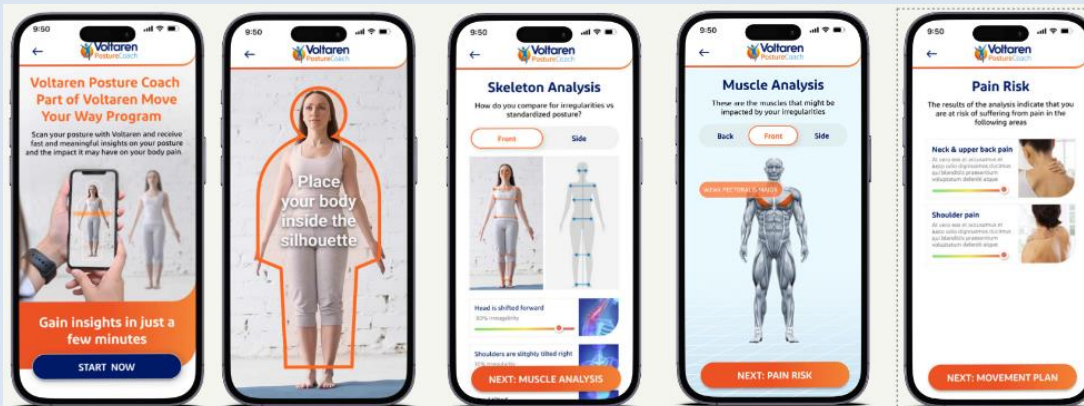
**Solution:**

- Provide a Posture coach web app that interacts with consumers by capturing the body posture and gathering answers to a series of relevant questions. It then provides an analysis and a list of actionable recommendations for the consumers body posture. A key requirement is to provide a solution that is scalable and re-usable (cross-brands and markets) with minimal dependency to engineering/development.
- Consumer searches for posture and is served an ad, clicks and lands on Voltaren website.
- Allows access to web app and takes picture of body from 2 angles.
- Picture analysed using AI and result generated with posture improvement recommendation alongside pain relief content from website.
- User then invited to enter email address to receive information on better posture and exercises and stretches for pain relief.

### Technology and Architecture Landscape:

- Jebbit: Html / Block component will serve the user experience that runs on Jebbit. Dynamic Experience, consumer data collection and surveys Q&A will be designed and delivered using Jebbit. Jebbit to CDC connector will submit consumer personal information through API Layer Subscribe API.
- ReactJS: It will serve the user experience to scan or submit posture pictures. It will as well invoke the Upload Image Service to Azure Proxy Services which will return the report data to display on the application.
- Azure: Proxy services will implement a Blur Face Service. Its upload image service that receives an image, hosts it and returns a report. It will integrate with Sennotech posture APIs to get face points pictures coordinates to get a callback one report is ready. It will then call the Get Posture Report to process the report to return to ReactJS application to display in the user experience and to submit it on SFMC data extension for email purposes
- Sennotech: Delivers Get Face Points service as well as Upload Posture by URL And Face Points and Get Posture Report.
- CDC: Receives submitted Personal information and email consent and sends it to SFMC
- SFMC: Receives First name, email and consent from CDC (through Data Extension API). Once it receives the report from (DE API), it will trigger a journey to send the report via email, together with the blurred images hosted on Azure.

### Screenshots:



### Benefits:

- Voltaren consumption double digit growth at over 17% during campaign period, 4x category growth.
- Spontaneous awareness average score +4pt to 13%
- Improve effectiveness of paid at Investigate stag.
- Acquire new consumers to the brand through new adjacent topics

### 3.3 Case study 3: ULTA Beauty

**Title:** Customer-facing beauty retail app for iOS and Android

**Problem:** Client wanted to extend their online shopping experience using native mobility channels (iOS and Android) to increase their relevance for their customers on the go and to stay ahead over the competition by adoption of latest technology trends.

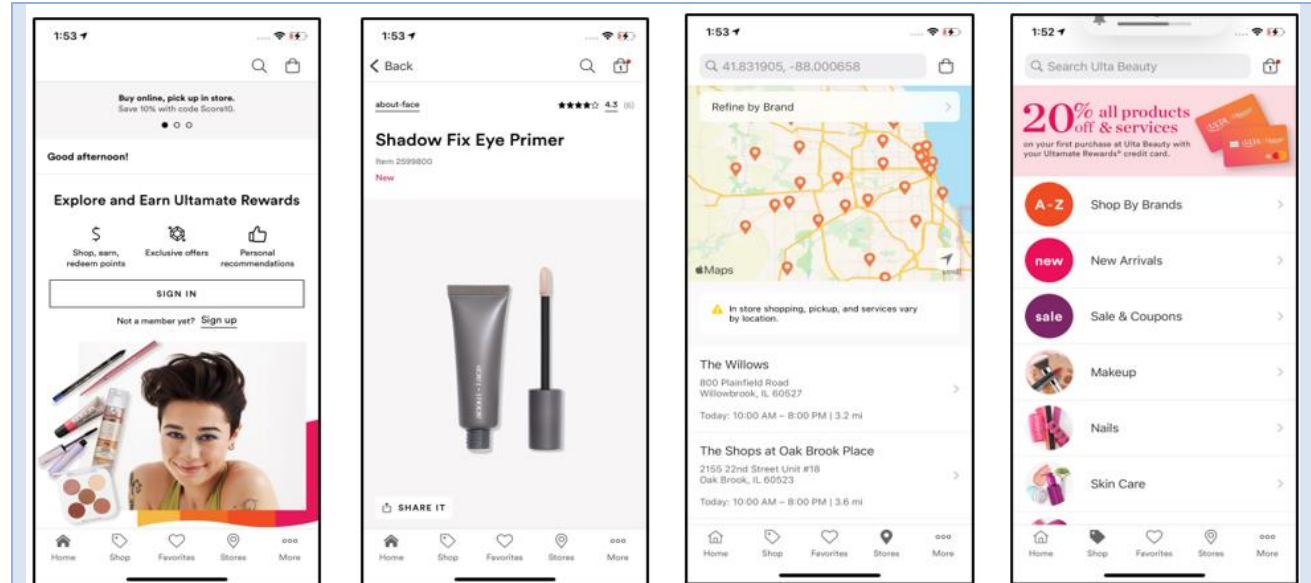
**Solution:** Infosys developed the consumer facing app built on native iOS and Android and helped client to roll out the app at regular intervals. Infosys is supporting the app for last 10 years for all new enhancements and production support in this project

- Mobile apps for iOS were initially developed using Objective C and later with Swift and SwiftUI.
- Mobile apps for Android were developed using java and Kotlin.
- Enabled customers to place orders online and option to pick up from store
- Enable search for stores nearby, view Store details, brands available at store, services available at store.
- Book an appointment at the store
- Shop by category and filter by brand, price, best sellers and new arrivals
- Search products through Keyword search, voice search or barcode scan.
- Enable customer to choose for Shipping or Pickup from store options.
- Supported multiple payment options – Credit card, Reward cards, Apple pay (specific to iOS), AfterPay, PayPal and Gift cards
- Retain and attract customers through Loyalty programmes
- Notifications, email marketing, deep linking
- Find your shade match and colour swatch of the makeup and haircare products through a virtual try on experience before purchasing products.
- Enable suggestion and purchase of products based on skin advisor feature
- Supported implementing Apple Account deletion
- Actively monitoring the Crash report and fixing crashes
- Monitoring ATG API issues and third-party API
- Responding to customer feedback emails

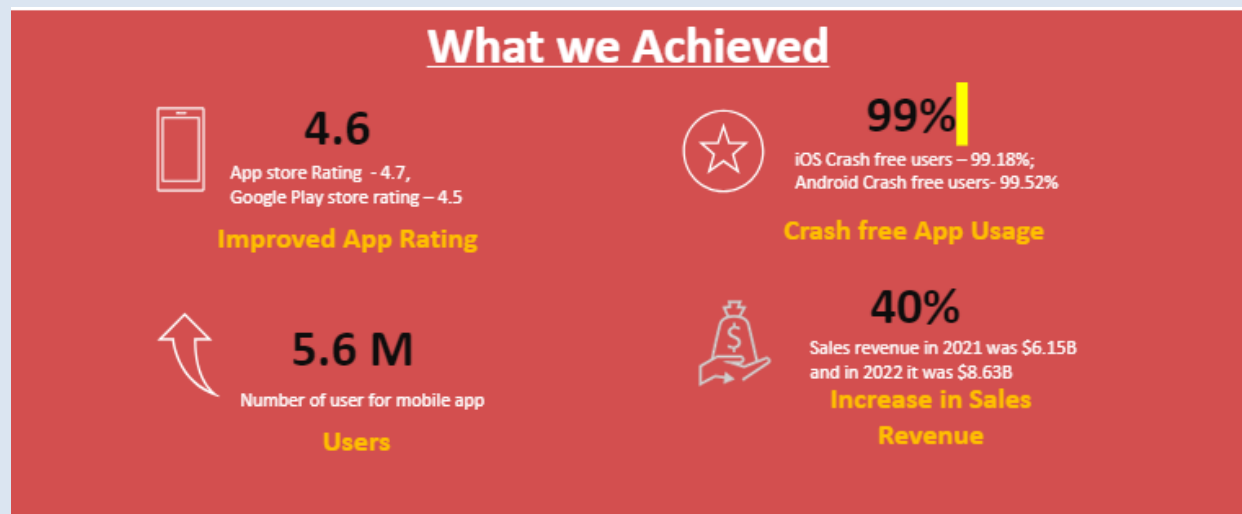
**Technology:**

- Native iOS -> Swift, SwiftUI and Objective-c.
- Native Android -> Kotlin and Java
- Targeted devices - iPhone and Android with support for portrait orientation
- Localisation support
- Remote configuration to enable / disable a feature
- Third Party Libraries used: Dynatrace, mParticle, Firebase, UrbanAirship, Quick and Nimble.
- CI/CD: Jenkins
- Deployment: AppStore and Play Store

**Screenshots:**



What we achieved:



For more information, contact [askus@infosys.com](mailto:askus@infosys.com)

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