



SUCCESS STORY TECHNOLOGY

# GLOBAL TECH GIANT EXPONENTIALLY INCREASES CUSTOMER REACH WITH CLOUD-BASED APPS

Apexon leverages Agile and outcome-based delivery model to modernize user engagement



Gaining a competitive advantage in the technology business depends not only on operational efficiencies but also on the capability to evoke an emotional connection with the end user.

This Global Tech Giant wanted to connect directly with end consumers, expand reach across geographies, increase engagement, and drive end-user satisfaction. On the other hand, the customer also wanted to reduce roaming plans cost and enhance the guest experience for technology event attendees.



## THE RESULTS

### KEY OUTCOMES

Using agile methodology and an outcome-based delivery model, Apexon delivered significant benefits, including:



**AN EXPONENTIAL INCREASE IN CUSTOMER REACH WITH A MULTI-LINGUAL CATALOG APP**



**COMPREHENSIVE & COMPLETE PRODUCT LIST FOR END CONSUMERS**



**EASY OFFLINE ACCESS TO PRODUCT CATALOGS THROUGH MOBILE DEVICES**



**ACCESS TO A USER-FRIENDLY CATALOG**



**ON-THE-FLY SALES CONTACT/  
SALES REFERENCE CREATION**



**GDPR & CCPA COMPLIANCE**

#### THE CHALLENGE

## 4 KEY AREAS

A root cause analysis of the customer's problems revealed the following challenges that needed immediate attention:



#### Increasing Costs

Increasing costs of mobile roaming plans making it difficult to access catalogs



#### Poor Engagement

Poor engagement with technology symposium guests



#### Digital Product Catalog

Lack of a digital product catalog for end users



#### Offline Access

Lack of offline access to product catalogs

## THE SOLUTION

# 3 KEY AREAS

Apexon developed three different applications that included:



### Native Cloud-Based Catalog App

Building a native cloud-based Catalog App to run on iOS devices with the following features:

- Multilingual support in English, German, Spanish, Portuguese, and localization facility
- Easy offline access to catalogs that can be cached on the mobile devices
- Bookmark and annotation retention with selective page emailing



### Roaming Mobile App

Developing a roaming mobile app that would:

- Allow users to geo-fence their location and enable/disable roaming plans with an alert mechanism
- Help in implementing security guidelines for data encryption



### React Native Hybrid App

Building a React Native hybrid app for managing the technology symposiums with built-in features for:

- Registration, schedule, location, directions, and feedback collection



Apexon is a pure-play digital engineering services firm focused on helping companies accelerate their digital initiatives from strategy and planning through execution. We leverage deep technical expertise, Agile methodologies and data-driven intelligence to modernize systems of engagement and simplify human/tech interaction.

We deliver custom solutions that meet customers' technology needs wherever they are in their digital lifecycle. Backed by Goldman Sachs and Everstone Capital, Apexon works with both large enterprises and emerging innovators — putting digital to work to enable new products and business models, engage with customers in new ways, and create sustainable competitive differentiation.



[info@apexon.com](mailto:info@apexon.com)



[www.apexon.com](http://www.apexon.com)

### FEELING SOCIAL?

