



Case Study

Reimagining CX for a Dutch Multinational Company with AR/ML Visualizer and Expert Apps that aid Creativity



Client

The client is a worldwide Dutch company which creates paints and performance coatings.

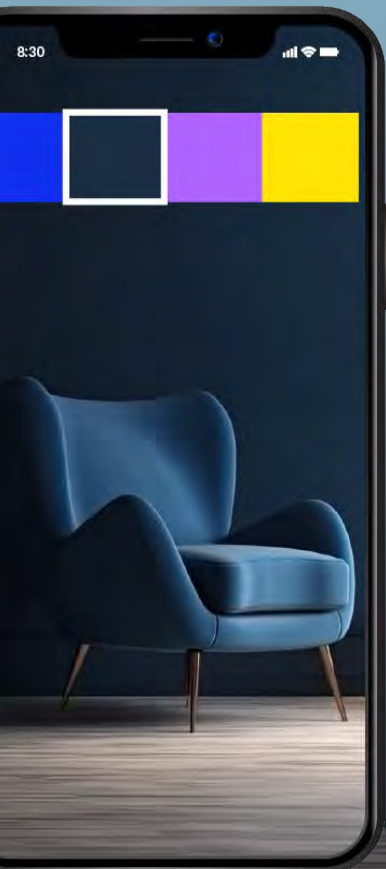


Problem Statement

- Eliminate the IP/Licensing with the existing vendor/product by custom development.
- AR & ML intelligence to apply color to a specific area in the Camera view finder.
- Faster and efficient delivery to 65 markets, support 16 brands, 2 variants - B2C and Experts.

LTIMindtree Solution

- **Native Android and iOS development**, Machine learning and Augmented Reality.
- **Data-driven design and Devops** for multi-country deployment.
- **Enhancement and support**, multi-year engagement.



Outcome

5 Mn User Downloads

0\$ Licensing Cost

130+ Apps/variants in 65 Countries

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