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.
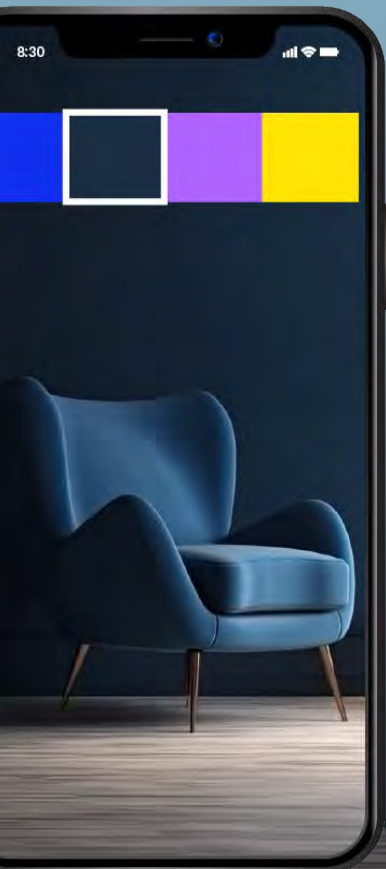
Problem Statement

- 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