

BREAKING BARRIERS For **CONNECTIVITY** **TOGETHER**

Building Next-Gen and
Affordable Smartphones
with Geography-specific
Customizations

Overview

For least developed countries with widespread poverty and a lack of infrastructural backbone, a smartphone enables easier access to connectivity. It allows people to avail healthcare, banking, educational, and employment opportunities remotely by bringing the international market to their fingertips. Unfortunately, for economically constrained societies, owning a smartphone remains an unattainable aspiration.

To bridge this gap, a reputed European original equipment manufacturer (OEM) partnered with Tech Mahindra. Together, they are revolutionizing the smartphone market by offering affordable next-generation devices. These smartphones are thoughtfully customized to cater to the unique geographic needs of North America, Europe, APAC, and MEA, ensuring accessibility for all.

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Client Background and Challenges

The client is a European OEM reputed for the dependability and innovation of their smartphones. Their Android-based flagship devices cater to North America, Europe, APAC, and MEA regions, offering a range of variants from premium to affordable options.



The client had been targeting different market segments of the masses to offer premium flagship to affordable smartphones that could be customized by sensing geography-specific needs. They wanted to launch the next generation smartphone devices running on the latest version of the Android operating system.



For 4G/5G-supported smartphones to reach everyone, the device needed to be built in a cost-effective way. Moreover, the client repositioned its market strategy by committing stock Android experience and unmatched maintenance support. To enable advanced features and latest applications at low costs, appropriate application of technological expertise and resources were also required.

Our Approach and Solution

- ▶ Tech Mahindra adopted a unique design approach for affordable smartphones, utilizing a single software (SW) image that could be customized based on region-specific stock-keeping units (SKUs).
- ▶ Through a strategic partnership with Qualcomm, the client integrated top-tier mid-variant chipsets into their devices, ensuring high performance at an affordable price point. Tech Mahindra has taken full ownership of customizing the Google stock operating system with brand-specific functionalities.
- ▶ As a result, the client has successfully deployed two device variants across 75+ global carriers.
- ▶ Device 1 was an entry-level budget smartphone, and device 2 emerged as a winner for being the most secure Android smartphone category at the 2021 Selular Awards.
- ▶ Additionally, Tech Mahindra has committed to a 4-year seamless upgrade of all Android stock updates without hampering the customer experience. Some of these upgrades are letter upgrades, security upgrades, and maintenance releases.

Business and Community Impact

Tech Mahindra was shortlisted as a premium partner for building an affordable flagship smartphone having the following to its credit -



One-stop shop for engineering, testing, and certification activities (including board bring-up, market launch, and post-launch support)



Leverages reusable components for different device variants as per geography needs, which enables minimum cost savings of around 30%



Availability and utilization of in-house solution stack such as OMA-DM, FOTA, and RCS for faster carrier feature development, leading to a development timeline reduction by 15%



Fully loaded infrastructure (worth 150mn+), including pre-certification/certification labs (in US and India) for testing and certification



Well-designed test and automation strategies for maximum data re-usability

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