

Project Profile

McKinsey&Company

Location:

India

Project:

Extreme DtV

Industry:

Mobile Applications

Technologies / Platform:

- iPad

Business Benefits:

Customer/Consumer

- Standalone application to get all information about McKinsey
- Demonstrate approach, designs principal and major case Studies
- Important contact information

Client

McKinsey & Company is a global management consulting firm. They are the trusted advisor to the world's leading businesses, governments, and institutions.

Business Needs

Extreme DtV project is a standalone application for CEOs and top level executives. The application demonstrates capabilities, case studies and information about unique work done by McKinsey experts in different areas.

Rapidsoft's Role

Rapidsoft designed and developed the Extreme DtV application on iPad platform to achieve the business objective of the client.

Highlights

- McKinsey's Approach to resolve emerging market challenges
- Principals to be applied as Key to success
- Case studies showing McKinsey's Achievements
- Contact information
- User interactive quiz

Solution Overview

- The application uses iOS SDK for client development.

