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# Luxoft Implements Innovative Solutions for Sberbank

Luxoft developed interactive software for the Sberbank exhibition booth at the 15th St. Petersburg International Economic Forum that took place on June 16-18, 2011

## The Challenge: Develop an interactive solution for retail banking customers using the latest technologies

Sberbank, a general partner of the 15th annual St. Petersburg International Economic Forum (SPIEF), presented an innovative exhibition of interactive customer engagement for their booth attendees at the forum.

The main direction of Sberbanks' presentation included an opportunity to review banking credit products in detail, a demonstration of advanced technologies for interactive cooperation between users and software, and an attractive booth for visitors. Sberbank's management chose Luxoft to develop the project. Luxoft had successfully developed complex multimedia solutions using innovative technologies for Sberbank's booths in other international forums in St. Petersburg and Sochi.

## An innovative client service system prototype

In less than two months, the Luxoft team, which varied from three to seven software engineers, had designed and delivered an innovative solution for the Sberbank booth. The prototype included information management technologies for an interactive sensor desk, a video wall constructed of separate LCD screens, Microsoft Kinect for touch-free movement recognition, human location tracking technologies, and the integration of digital camera images into an interactive slideshow.



Established in 1841

SBERBANK

### Customer:

Sberbank is the largest credit institution in Russia and the CIS, accounting for 27% of aggregated Russian banking assets. Sberbank has the largest countrywide branch network with 17 regional head offices and more than 18,880 retail outlets with more than 240,000 employees.

### Challenge:

Develop a vibrant multimedia, interactive application for credit product customers using the latest technologies.

### Event:

The St. Petersburg International Economic Forum (SPIEF) is the main annual economic summit in Russia and CIS countries. The key Russian corporations present their exhibition booths in this forum.

### Technologies:

- ◆ Microsoft .NET;
- ◆ Windows Presentation;
- ◆ Foundation (WPF);
- ◆ Microsoft Surface SDK
- ◆ MS Kinect

### Results:

The solution designed by the Luxoft specialists increased the visitor draw to the Sberbank booth by combining new technologies, interactive collaboration, and entertainment elements.



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The sensor desk was integrated with an external server in the exhibition booth, allowing visitors to select credit-related data on their third-party devices. Selections were transferred to the sensor desk so that the booth visitors could familiarize themselves with Sberbank's various banking products. Moreover, visitors could change any of the credit parameters dynamically to review the real-time changes in financial graphs and calculations, save transitional results, and compare several saved graphs for choosing the most attractive offer. Visitors could also become familiar with contracts and other supporting documents with help of the interactive desk.

The delivered application also provided an entertainment element to the collaborative scenario. With hand movement recognition and mapping, visitors could "throw" data such as graphs and texts from the sensor desk to the video wall and perform data manipulations on the wall by simply grabbing and moving the elements with their hands.

In addition, the integrated digital camera produced photos of the booth visitors for an engaging, interactive slideshow on the video wall.

### **Result: Luxoft's solution increased visitor draw to the Sberbank booth**

The solution designed by the Luxoft specialists boosted the visitor draw to the Sberbank booth by combining new demonstration technologies, interactive collaboration, and entertainment elements.

### **About LUXOFT:**

Luxoft, a principal subsidiary of IBS Group, is a provider of advanced application and software engineering outsourcing services for global and regional enterprises. Luxoft builds partnerships with its clients, such as Boeing, IBM, Deutsche Bank, UBS, Harman, Avaya, Alstom, Sabre, based on the culture of engineering excellence, innovation, and deep domain expertise. Luxoft offers international delivery capability through its network of state-of-the-art delivery centers in North America, Eastern Europe, and Asia. Luxoft's customers benefit from the right mix of technology skills, industry knowledge, proprietary processes and methodologies, and a choice of engagement models.

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

### **Contact us:**

#### **Luxoft HQ**

10-3, 1-Volokolamsky proezd  
123060 Moscow, Russia  
Tel: +7(495) 967-8030

#### **Luxoft USA**

225 West 34th Street, Suite  
1707  
New York, NY 10122  
Tel: + 1 (212) 964-9900

