

# Virgin Money London Marathon App powered by TCS

TCS played a critical role in developing the strategy and creating the app, which included mobile architecture set-up, design of an intuitive user interface, and support until completion of the event.

## The challenge

During the COVID-19 pandemic, less than two months ahead of the event, TCS were challenged to create the 2020 virtual Virgin Money London Marathon event app. The virtual event would be live for 24 hours, with up to 50,000 participants from across the globe taking part in all different time zones.

## The solution

TCS developed a first-of-its-kind application, which leverages a phone's global positioning system for recording runners' distance, pace, and timing. Special audio clips were created to keep participants motivated and updated about distance covered. The solution tapped into Google Cloud's Firebase application platform for App analytics, Cloud Messaging, Crashlytics and Dynamic links.

## The results

Virgin Money London Marathon App powered by TCS was created within two months, tracked an unlimited number of participants, and provided live updates every five kilometers. App downloads reached 115,445, supporting 37,966 runners across the globe. The inclusion of a donate button helped participants raise over £36.3 million for charities.

TCS developed a first-of-its-kind application to support the virtual Virgin Money London Marathon. This innovative solution was developed in two months and successfully supported 37,966 runners across the globe. The solution achieved the Guinness World Records title for most users to run a remote marathon in 24 hours.



## About London Marathon Events Limited

London Marathon Events (LME) organizes ten mass participation events inspiring more than 200,000 participants every year. Its portfolio of world class events includes the world's greatest marathon and festival of cycling.

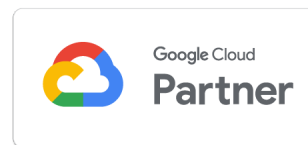
Industry: Media & Entertainment

Primary project location: United Kingdom



## About Tata Consultancy Services LTD

TCS, an IT service, consulting, and business solutions organization, has partnered with global businesses in their transformation for over 50 years.



## Products

Google Cloud Platform