Case Study

IMPORTANT

Due to a governing confidentiality agreement, we've refrained from disclosing actual client and solution names. These have been changed appropriately, to more generic sounding terms and nomenclatures.

Industry:

General

Platform:

J2ME

Business Challenge:

In recent years, mobile phones are finally breaking their limits beyond their traditional use for phone calls, messaging and even emails. Exceedingly mobile devices are network connected, support a high-resolution screen, and are capable of providing rich media entertainment and supporting new types of applications

Today, road warriors and corridor warriors are increasing productivity by connecting to business critical information. Mobile workers are improving customer service and expediting processes through real-time data access and entry.

In this application, client wanted a business solution with an aim to enhance sales force productivity and better management of the entire business cycle

Business Solution:

The solution was identified as an application divided into two parts i.e. Server application and Client application, The client application resides on user's handset. Whenever the user starts the application, client application fetches the information from server application and provides the user with rich user interface, showing application menu. When user selects any of the menu items to get the information, client application sends a request to the server application. The application is designed to support both push and pull of data from mobile device.

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Features: Client side

- Mobile user can login to the application with username & password authenticated from server.
- Can add new lead/prospect Information.
- Equipped with feature to search for a particular contact based on parameters like company name, name of contact.
- True Mobility provided with local on device storage (local sync) as well as server sync facility in real time.

Features: Server side

- Business Manager can view in real time the progress of each sales force executive's MIS report update in real time.
- Can Create new contact, create events & add new employees
- Can schedule meeting for the different departments.
- Can send sms and compose mails to employees.
- Business Manager gets an insight into all key Information complete contact management in real time as the critical business Information is provided in real time.

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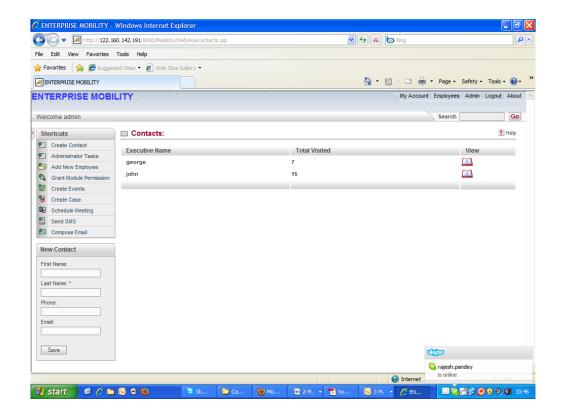**Some Screen Shots:**

Log In   **Add new contacts/employees**   **True Mobility**

Real time Progress of each sales force executive in real time

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Gets an Insight into all key Information