

SAMSUNG AND LIVE REPLY COOPERATE IN THE DEVELOPMENT OF APPLICATIONS

The IT company Live Reply develops entertaining, informative and graphically pleasing information, entertainment and fun applications for the Bada operating system. Samsung Germany now also profits from Live Reply's global presence. After all, Live Reply had already been developing applications for the Bada operating system in Italy. These have now been adapted to the German market.

THE CUSTOMER

With 185 subsidiaries in 65 countries and more than 188.000 employees Samsung Electronics generated a revenue of 116,8 Mrs. US-Dollar in 2009. Samsung Electronics is a worldwide leading vendor for TV, blu-ray player, home entertainment, cell phones, digital cameras, notebooks, printers and household appliances.

THE CHALLENGE

Samsung offers customers an app store in its subsidiaries to provide entertaining, informative and graphically pleasing information, entertainment and fun applications. Due to language differences, the app stores are set up by country. In 2010, Samsung Germany started the Bada app store. The challenge for Samsung Germany was to fill the app store with a large number of applications as quickly as possible.

THE SOLUTION

Live Reply had previously developed 20 Bada applications for the Samsung Wave S8500 phone for Samsung Italy. Live Reply adapted the language and functionality of 15 of these applications and provided them to the Samsung Bada store in Germany. These applications are available for free for Samsung customers. The applications include informative as well as entertaining apps, such as a step counter, an application that measures energy consumption or a game app called "duck hunt".

THE BENEFIT

The applications are not only extremely user friendly but also have aesthetically pleasing graphics. This is because Live Reply creates their apps in an "application forge", the Reply Apps Factory.

“An application is created “end-to-end” from the idea and the design, development and testing up to publication on the market for an excellent final product. Because we work in a European corporate network, we are more innovative, can scale quicker or draw on existing applications that we only need to adapt to the corresponding market,” said Giovanni Ambrogio, Managing Director of Live Reply GmbH. Samsung Germany now profits from this global presence as well.



Live Reply GmbH offers consultation, development and system integration for telecommunication and media companies. The company supports its customers in the development of strategies and the implementation of new business models in the value-added services and BSS fields. The inclusion in the Reply network of the European-wide IT service providers gives Live Reply access to the knowledge of over 3,000 IT experts. In 2010, the Reply network of companies had a turnover of over 384 million euros in the main offices in Italy, Germany and the United Kingdom.