

APPS ASSEMBLY LINE - LIVE REPLY DEVELOPS APPLICATIONS IN THE “REPLY APPS FACTORY”

Is it possible to produce large volumes as well as individual applications as quickly, cheaply and reliably as in industrial manufacturing? Impossible? In fact it is possible – as demonstrated by Live Reply, a consulting, development and system integration services provider, with their “application forge” the Reply Apps Factory. Live Reply develops applications for companies in the telecommunications, media and trade, as well as mobile equipment manufacturers – from creating design ideas, development and testing all the way to releasing them onto the market. Live Reply clients include companies such as Vodafone Deutschland and Samsung.

THE CHALLENGE

“We worked out early that App Store success depends on the right mix of fun, casual, convenience and high-value applications. That’s why we came up with the concept of the Reply Apps Factory, which allows us to coordinate this mix effectively with the client’s strategy” said Giovanni Ambrogio, Managing Director of Live Reply GmbH.

THE SOLUTION

We have designed specific processes for application development, which enable us to produce applications very efficiently and flexibly – even for large volumes and the shortest “time to market”. We can put together a Reply Apps Factory team flexibly and dynamically according to each project. We have the resources of the development and design experts from the Reply’s European company network - of which Live Reply is also a member. In this way we can ensure that the right experts can come into play at the right time for each client project.

To give one example: Live Reply developed almost 1,000 applications within 6 months in the information, entertainment and fun segments for Vodafone Deutschland.

THE BENEFIT

“Our clients benefit not only from our development competence on all available mobile platforms, but also from our comprehensive experience with integration of backend systems for large manufacturers such SAP, Microsoft and Oracle. What's more, they also benefit from our thorough knowledge of advanced technologies such as live video streaming”, explains Giovanni Ambrogio. Throughout the project period the company delivers completed applications to its clients every week. The agreed volumes and deadlines have always been met or exceeded.



Live Reply offers consulting, 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 network of the European IT service provider Reply opens up access to the knowledge of over 3,000 IT experts. In 2010, the Reply network of companies had a turnover of approx. 384 million euros in the main offices in Italy, Germany and the United Kingdom. For further information, visit www.reply.de.

Live Reply
www.reply.de