REPLY REALIZES APPSQUARE, 3 ITALIA'S NEW COMMUNITY FOR DESIGNERS AND DEVELOPERS OF MOBILE APPS

'Crowdsourcing', cloud computing and social networking have all been brought into play by Reply in the development of the innovative Appsquare digital marketplace for 3 Italia. The aim of Appsquare is to put app designers in touch with people who can turn their ideas for mobile apps into real products. The way it works is that 'inventors' submit their ideas and these are evaluated by the Appsquare community. Using stock-market principles, the community itself determines the value of each idea, by supporting it and thus helping to push up its 'share price'. The most highly quoted ideas will be selected by 3 Italia to be turned into real applications for smartphones and tablets. The winning apps will also rely on Appsquare for their development through the 'Job Announcements' space where community members can 'bid' for the project. The resulting apps will be made available through the various app stores.

SCENARIO

The underlying model for Appsquare (www.appsquare.it) is crowdsourcing, whereby a company requests the development of a project, a service or a product from a set of people based in different locations, but organised in a virtual community.

For today's companies, crowdsourcing represents a new 'Open Enterprise' model; services and products can be developed by putting 'supply' in direct contact with 'demand', by accessing the capabilities and skills of a digital community. As for professionals, crowdsourcing is an excellent way of showcasing their services globally.

The crowdsourcing model, the flexibility of cloud computing, the engagement and sharing of social networking – these are the three elements that Reply has brought into play for Appsquare.

THE SOLUTION

The way Appsquare works is very simple: users just need to sign up to become involved in the community and so meet the industry's most creative minds, digital technology experts and professionals. The forum allows users to swap ideas, ask

advice and discuss advances in technology with other members. There is a 'How to' section, which deals specifically with information on how to create applications, and here users can access a multitude of useful tips and 'tricks of the trade'. Then there is the 'Ideas Exchange' where each member can unveil his or her idea for a new app, and submit it to the user voting system.

The **Ideas Exchange** is based on stock market principles. On registering with the community, each 'Apper' (App designer) is given a number of 'squares' (virtual money) to invest in the ideas they consider to be the most deserving. Appers can also publish their own ideas. These may be as simple as the description of an application that the user thinks is useful, or even just a roughly sketched idea; you don't have to be an expert developer to take part. The value of each idea will be determined by the quantity of squares that the other members invest to show their support.

The most highly quoted ideas will then be selected by 3 Italia and published in the 'Job Announcements' space as projects to be developed within the community. For each idea published, 3 Italia will set a budget for the development of the app, specifying the platforms to be used and a deadline for the submission of offers.

All members of the community can respond to this announcement and take part in the bidding contest. 3 Italia will award the job to the developer whose offer is considered to be the best. Subject to the verification of credentials, this person will be chosen to develop the idea.

www.appsquare.it

REPLY VALUE

Appsquare is a project that brings together several of the innovative areas in which Reply has been investing for some time, such as: cloud computing, social networking and crowdsourcing.

Appsquare is based on **Starbytes^{TM}**, the crowdsourcing platform developed by Reply using Cloud architecture. It is aimed at businesses that want to implement an Open Enterprise model, where projects, services or products can be developed through a direct channel, with no intermediation between supply and demand, and by accessing the capacities and skills of a digital community. **Starbytes™** supports crowd engagement, stimulating interactivity by means of 'gamification' mechanisms, managing the relationship between supply and demand through contests and bidding, and putting the most deserving people in the spotlight by using feedback and ranking systems.

The Appsquare start-up is already being used by the existing **'Starbyters' community**, which now has over 9000 active members.

To keep the community interested and alive, 'social' elements provided by **TamTamy^{TM}**, Reply's platform for Social Networking, have also been integrated into Appsquare. This gives members opportunities for discussions and idea sharing.

3 Italia has appointed Reply to certify the applications developed by the community prior to their release to the application stores, thus offering users a guarantee for the work done through crowdsourcing.

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