Value Added Services (VAS) - Mobile Applications
Business Cases
Overview

• Live Reply has been working on mobile solutions for 10 years
• Solutions and Use Cases range from widget to sophisticated Symbian or Android solutions
• Live Reply can offer a factory approach to application development needs
  • More than 1,000 mobile applications developed
  • Idea generation: from concept through to development
  • Aggressive time to market
  • Competitive solutions using a nearshore approach
  • Experience on all major platforms and stores
• Strong competence to design and integrate E2E solutions
## Apps Factory

### Key Facts
- Our Client penetrates the apps market with a large number of mobile applications.
- It is required to provide almost 1000 Android and J2ME titles within a few months.
- Application ideas will be developed by Reply.

### Challenge
- Very high volume of single deliverables in clear time limitations.
- Creative stream for the creation of market accepted app ideas.
- Diverse target device landscape.

### Solution
- Reply delivers the mobile applications out of an Apps Factory which is streamlined to produce high quantities of apps in a continuous flow to the market.
- Reply achieves highly competitive commercial conditions based on intense use of near-shoring concepts with other Reply companies.

### Idea Factory
- Idea creation from multiple channels.
- Creativity from the community and Bitmama’s experts.
- Topic actuality, trend awareness and customer direction.

### Software Factory
- Quality development.
- Track record of hundreds of Apps on multiple platforms.
- Premium UI Design from Bitmama’s experts.

### Store
- Publication on relevant stores incl. 360, Android, Apple.
- Attractive developer and user business models.
- Free, Lite and Premium Apps.
- Branded and unbranded.
Key Facts

- Our Client wants to penetrate the Android and iPhone Apps market
- Looking for a way to inform the end-user with the best application available on various Apps shops and OS platforms

Solution

- Reply developed 2 different mobile Apps: “Best-of-Apps” for Android and “Apps4You” for iPhone
- Reply developed a back-end system to manage content
- Back-end solution hosted in a central hosting center and in the Amazon Cloud
- Reply designed the communication protocol between the back-end and the mobile apps for efficiency and performance

Challenge

- Design a set of APIs for the client server communication
- Design a user-friendly web GUI for data entry and content management
- Handling different platforms with shared communication protocol
- Design of Mobile Apps with an easy to use User Interface preserving the platform specific User Experience
Mobile Internet - Widgets

Key Facts
- Launch of a new mobile proposition integrating social networks, mobile internet and app stores
- Launch of exclusive devices and new widget/app stores to scoop Apple, Google, etc.
- JIL widget SDK released

Challenge
- Meet aggressive customer timelines with widgets that fully exploit device capabilities and JIL SDK
- Immature device platform with frequent updates
- Widget ideas and design had to be provided by suppliers meeting customer expectations on quality and timeliness

Solution
- Proposal and implementation of 25 new quality widgets for S-60 devices within 6 weeks
- Porting of 50+ widgets to new Hero Device
- Due to quality of Reply widgets won porting of other vendor widgets
- Achieved Client’s objective of 500+ widgets
Android Application Development

Key Facts
- First phone released end of 2008
- Rapidly growing market share
- Supported by wide range of manufacturers (and growing…)
- Our Client – part of open handset alliance – bringing android to customers

Challenge
- Fast evolving platform with immature framework -> 5th version in little more than 1 year
- Applications supposed to run on different versions, different resolutions, different models, …
- Giving apps an identity on android market with ~10.000 apps

Solution
- Specification and Implementation of 40 apps with unique characteristics
- Adding support for wide range of different devices
- Providing enhanced features like location based services, social network integration, …
Home Shopping Europe 24: Remote Ordering app

Key Facts
• The Nokia app allows transparent HSE24 customer authentication
• The app allows ordering of goods in parallel to the ongoing presentation of goods on the TV program with one single click

Challenge
• The Nokia Widget development environment is heavily restricted and does not support to retrieve device specific data such as IMEI or SIM Number
• Development of a User Interface with minimal customer interaction for fastest and easiest Ordering usage

Solution
• The Widget authenticates the HSE24 customer with a combination of MSISDN, SIM and IMEI – Numbers fully transparent to the end-user
• The Widget UI allows fast and easy one-click ordering of goods that are presented live on TV
YouTube Client

**Key Facts**
- Our Client’s proposition is a new internet service for mobiles, PC and Mac. It brings customer's phone, email, chat and social network contacts together in one place.
- YouTube client is seen as a must-have in high-tier mobiles.

**Challenge**
- Seamless integration with native SMG Vertical (i8320 H1 and i6410 M1) applications.
- Application look & feel aligned with N+ (proprietary) paradigm.
- Fast development of a complex application through widget technology (JIL).

**Solution**
- Widget (HTML, CSS and Javascript) technology for fast development.
- JQuery to mime native animations and screen transitions.
- JSON to ease YouTube APIs querying and response parsing.
Thank you

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