RS Software

Solution for Leading Silicon Valley Organization Extending Brand to the Mobile Space

From Luxury Item to Basic Lifestyle Requirement

Smartphone sales in 2012 were estimated at $135 billion worldwide with China surpassing the United States as the largest national market. In a relatively short period of time through technological advances impacting size and speed, the ubiquitous mobile phone has become the perfect example of a convergent digital device decreasing dependencies on traditional tools such as the personal computer.

Many organizations have been particularly interested in the increasing use of smartphones as payment devices. Recent studies indicate that almost one-third of all smartphones are used to purchase a product or service each month. This adoption rate has caused a host of companies to offer mobile payment options for a variety of environments including retail, fast food, digital download, mass transit, parking, online purchases, vending machines and remittances.

However, the rise in the use of these smartphones for basic communication is the single strongest trend supporting their continuing growth. Forty-eight percent of smartphones owners expect to increase their use of the device for Internet access, email and social media. Many organizations are considering strategies designed to take advantage of this trend by repositioning their brand and marketing various goods and services in the mobile space.

When a leading Silicon Valley organization was preparing to reposition its brand online by redesigning its website and offering mobile applications, it turned to RS Software. RS Software has delivered mobile solutions across a variety of operating systems (e.g., iOS and Android) for B2C, B2B and fully integrated, enterprise-only applications. Utilizing this experience and a proven delivery methodology, RS Software identified and addressed several challenges that would need to be overcome to achieve the goals of its client.

The Challenges of Going Mobile

There are a number of challenges that face any organization that decides to extend its presence into the mobile arena and take advantage of the trends related to smartphone use. Back-end systems and existing communication channels – such as a website – must be integrated with the mobile applications that are being deployed. Often it is necessary for the mobile

applications being offered to support multiple smartphone operating systems. All systems involved must interface seamlessly to keep response times to a minimum and optimize convenience for the user.

In addition to these challenges, the dynamic nature of the mobile environment can complicate the timing for the launch of new mobile applications, as innovations related to device hardware and software may impact the requirements definition for a mobile development project already underway. The testing phase also may extend a project timeline. Mobile projects require specialized testing including compatibility, synchronization, GUI and white box testing, in addition to standard testing methodologies such as unit,integration, system and regression testing.

From Strategic Consulting and Development to Implementation and Support

RS Software offers a comprehensive range of services to build solutions for its clients including strategic consulting, application development, testing and support. When the company was asked to extend the Silicon Valley organization's reach into the mobile area, each of these services was utilized to provide what it needed to reach its target market.

RS Software's experience in the mobile space provided the foundation for developing the blueprint required to turn the ideas of its Silicon Valley client into a deliverable that would provide value to its end users. The smartphone operating systems dominant among the target audience were identified and the feature-functions to accommodate the appropriate APIs were defined and developed.

RS Software developed a highly scalable solution based on best practices in the area of user interfaces and user experience. Then, using its experience from solutions delivered around the world, RS Software provided its client with the complete range of testing methodologies required for insuring their initial entry into the mobile space would be successful.

THE TRANSFORMATIVE POWER OF ELECTRONIC PAYMENTS

Seamless, Integrated, Enhanced and On Time

In the end, working with RS Software, the Silicon Valley client met its launch date deploying a mobile application that met the challenges inherent in extending its brand's footprint to reach the growing number of smartphones users. The architecture developed by RS Software provides the client with the ability to deploy updates and enhancements rapidly within a framework that provides a seamless user experience. Additional features delivered by RS Software include user configured push notifications, social media integration, real time content updating, and enhanced user analytics to help its client better understand the ongoing needs of its target audience.

The opportunity presented by the growing use of smartphones introduces many challenges to existing infrastructures. Finding a partner with the industry expertise to assist in addressing these challenges can be difficult. RS Software's proven delivery methodology and knowledge transfer processes mitigate risk, improve time to market and deliver attractive price performance to companies seeking to leverage the opportunities presented in the mobile space.

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