

## Delivered Efficiency

- The added services further boosted client's VAS portfolio, enhancing brand value
- The application allowed the client to push his brand into the business users' community
- Cloud Computing offered infinite storage and computing capacity at low cost and high availability allowing quick go to market strategy for the client
- Coverage over all major platforms allowing client to cater to larger customer base

### Perennial Enterprise mobility expertise helps client gain competitive advantage in VAS market

Developing a market ready mobile application in 6 months that is capable of running on all mobile devices independent of the OS or the platform and used by over a million users right from day one of release would seem challenging to build, but the same became real for our client – one of the major telecom services provider from the Scandinavian region.

For this client, the need was to expand the VAS portfolio so as to cater to competition and improve brand loyalty. Imminent to the requirement was to get to market quickly so as to be able to tap the opportunities against the competition.

Developing the mobile backup software came as a natural idea as the company went through trends in mobile usage across Europe and US. Enterprise users were weary of the risks of losing confidential data or letting it pass to unsolicited hands, in event of losing or switching mobile phones. Mobile backup solutions that were available in the market were either limited by mobile OS dependency or handset compatibility. These limitations made the available solutions inadequate to accommodate the needs of the users, who in most cases wanted their application to allow

- Store and retrieve data on different handsets
- Simplest procedure to do the task
- Secure and seamless storage

## Challenges

### TIME TO MARKET

*Developing a robustly tested application from conceptualization to delivery within constrained time frame.*

In a highly competitive industry like telecom, timing in the market is as important as the product itself. We needed to synchronize with that pace and develop market ready application in very tight timeframes.

### DIVERSITY OF DEVICE ENVIRONMENT

*The realm of mobile computing is composed of various types of mobile devices and underlying software (hundreds of device types, more than 40 mobile browsers).*

Creating a reliable architecture that could support the various handsets available and allow exchange of data from one device to other was a key challenge to be met. On top of this was the extensive testing required to test each combination of handsets and establish compatibility.

### EASE OF USE

*Users demanded a powerful yet simple to use application*

For these intelligent but resource starved smartphones, requisites of a successfully built application are optimum use of available computing capacity, best use of display space and visuals. The application design had to take these factors into consideration.

### DEVICE LIMITATION OF MOBILE SETS

*Enterprise applications should not be limited by the device computing capability*

Enterprise applications are built to perform resource-intensive transactions that are typical of corporate computing environments, but most of the available devices still do not have the requisite hardware to run complex applications. Apart from that data security is a concern for enterprises, since the data to be stored was priceless. Encryption rules used just had to be impenetrable.

*“ In Perennial systems, we found a perfect IT partner who understands our business’s need for speed, user acceptance and scalability, thus allowing us to remain more competitive.”*

- COO, Modus Communications

## Server Technologies

- MySQL
- J2EE
- J2ME
- Amazon Cloud Platform

## Mobile Platforms

- Android
- iPhone
- Symbian
- RIM

For more information on how we can deliver efficiency to your business visit us on [www.perennialsys.com](http://www.perennialsys.com) or email: [contact@perennialsys.com](mailto:contact@perennialsys.com)

## Solution

The client approached Perennial with the objective of leveraging our cross platform capability on a tight deadline to build a mobile backup solution. The key requirements of the engagement were faster go to market and wider platform support. Our experience and approach was key factor to the success of the application.

### MULTI-PLATFORM SOLUTION

Expertise in different mobile platforms application development came in handy while understanding interoperability among various platforms making the application. Our application supports all leading platforms—Symbian, Blackberry, iPhone OS, Android supporting all the available screen resolution sizes.

### EXTENSIVE MOBILE TESTING

The unique challenges in testing mobile applications arise from the diversity of the device environment, hardware and networking considerations, and agile methodologies. Exhaustive testing procedures ensured compatibility of the application.

### AGILE METHODOLOGY

Our agile development methodology and delivery model helped facilitate faster development for quicker time to market and cost effective delivery. The application was delivered well ahead of time allowing space to get market feedback and allowed us to add more features catering to the demand of the market.

### USER CENTERED DESIGN

Our User Centered design methodology made sure that designs are simple yet intuitive. Number of steps to update/retrieve data had to be decreased to minimal, yet the procedure remained secure.

### MOBILE CLOUD COMPUTING

The application backend is hosted on cloud allowing encrypted, cost-effective, highly available solution for storing, distributing or sharing content at will. Such architecture allows the application to deliver 99.99% durability and 99.99% availability of objects

## ABOUT PERENNIAL SYSTEMS

Perennial Systems is a business and technology services company delivering IT solutions, consulting, systems integration and outsourced development services. We create value by successfully integrating people, business and technology to create effective, sustainable and scalable business ecosystems.

## Features of the Application

- Support for 200+ mobile devices across platform and OS
- Backup important data to a secure, reliable server that provides unlimited storage capabilities.
- Sharing of images, videos and documents among closed group by setting access permission
- Facility to lock or erase data
- Restoration of data in case one loses his mobile or switches to a new handset
- Backup and restore possible through a simple intuitive interface
- Auto scheduled backup capability
- Data access to end users through the device as well as the internet