

CASE

Case study: Technology and Telecommunications

Dexian Successfully Launched Location-Based Mobile Application

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CLIENT:

An app that allows publishers and marketers to electronically place messages and marketing anywhere and notifies target customers on their smartphones when they arrive

Challenge

- The client needed a partner with comprehensive application capabilities to develop their advanced application
- The client wanted the App to be accessible from all mobile devices and to provide their clients with a user-friendly mobile experience

Solution

- Technical skillsets used: iOS and Android developers, PHP Developer, Quality Assurance and Testing
- Dexian employed an Agile methodology to engage various development components simultaneously
- Established a software development kit (SDK) with the ability to redirect users to nearby location-based advertisements and offers
- Created the Application Program Interface (API) to support key device components

Outcome

- Dexian implemented a new merchant portal that provided easy functionality
- Successfully launched on both iOS and Android versions to market

Dexian.com

STUDY