

Client

A large, diversified chemical company specializing in Industrial, Agricultural and Specialty sectors.

Goal

Provide up-to-the-minute information on the company's crop business.

Business Impact

Instant access to latest versions of business publications.

Enhanced productivity of personnel on the move.

Mobile Document Delivery

Iris created and deployed an iPad application that allowed users to browse relevant and up-to-date information on the client's product portfolio.

Overview

Iris developed a mobile application for a large, diversified chemical company. The iPad application allows the marketing and sales teams to browse and search content specific to the crop business.

The application eliminates the need for company personnel on the move to carry the latest product literature with them by allowing their iPads to be able to download the latest version of these documents with minimal effort. With the ability to view documents of various formats and the capability to project content to a larger audience, the application empowers sales and marketing personnel to be more effective on their jobs.

The challenge

Our Client manufactures and distributes specialty chemicals that help grow food, enhance food and beverages, and aid in the manufacture of essential products. With over 5000 employees, our client maintains leadership positions in chemical markets – Agriculture, Specialty and Industrial.

Our client's products are manufactured and distributed in several locations around the world. Traditional means of disseminating product information through print and digital media, and through their Web sites alone, proved to be expensive, time consuming, and limited the capability of delivering up-to-the-minute information to personnel on the move. A more efficient method of document delivery became necessary.

The solution

Iris delivered an iPad application that addressed the challenge of getting the latest information in the hands their mobile workforce. The solution separated the task of content delivery from content creation and assembly. Content on the iPad was organized into categories spread across 5 levels to improve readability. With a highly usable user interface, personnel could view HTML content as well as content in several other formats: PDF, Word, PowerPoint, Excel, mp3 and mp4 files.

Content was delivered to this application with Web Services that served up content from multiple sources from our Client's infrastructure – their websites, a SharePoint content site and the CRM Sales Library Toolbox. Content creation was a separate process where content developers would load up these content sources based on their publishing schedules.

Latest versions of previously viewed information on the user's iPad can be downloaded on demand or set up for automatic background updates. The application can also be projected off the iPad when connected to a projector compatible with Apple's adaptor.

This application served as a model for similar applications that were to be built for other business units.

Tools & technologies

iOS SDK, XCode, SQLite, Objective C, Visual Source Safe, MDM Tool MobileIron, SharePoint Web Services

Technical highlights

- Designed for all versions of the iPad
- Web services access for downloading content
- On-demand and automated content updates on the user's iPad
- Integrated Video player and PDF viewer
- Search on downloaded content across many formats – PDF, PPT, XLS, and Doc
- Content projection through projector interface

The Iris advantage

Vision to Reality: Iris formed a cross-functional team to create an app that met the client's specifications, was user-friendly in terms of navigation and information access, and convenient to use.

Speed to market: The application was designed, developed and deployed into production in three months from start.

Execution excellence: Iris leveraged its Mobility center of excellence to deliver a quality product.

Predictable paybacks: The project was completed on time and budget.

Collaborative problem solving: Iris worked with client technology personnel to ensure that the app operated seamlessly with the client's existing infrastructure.



About Iris

Iris (www.irissoftware.com) is a professional software services organization providing its customers with high-quality, cost-effective solutions and developing mutually beneficial relationships. Iris does this through comprehensive solution offerings with best-of-breed technologies, rapidly deployable solutions, flexible engagement models and proven methodologies. This allows customers to focus on their core competencies, and concentrate IT resources on projects that directly impact their bottom-line.