

CLIENT CASE STUDY >>>



Developing and Deploying an iOS Mobile App Integrated with Market Intelligence and Customer Reporting Tools

CHALLENGE



A **global aircraft lessor** desired to equip its commercial team with an Apple iOS-based application that enabled geographically dispersed representatives to record and share customer and market intelligence updates.

Zeevo professionals worked with the commercial and IT teams to **design and deploy an iOS application** that seamlessly integrated with the lessor's existing back-office marketing software and reporting platforms.

>>> APPROACH

- ▶ Utilized the FormEntry development toolkit to implement a form-based application and deploy on the users' iPhone or iPad devices via a local Wi-Fi network or over the Internet
- ▶ Mobile app enabled the input of ongoing customer meeting reports and market intelligence, with the form data being submitted to the back-office data warehouse via an HTTP post request
- ▶ Integrated the app with the existing back-office marketing web application and reporting platforms

>>> OUTCOME

- ▶ The client benefited from a mechanism to record critical decisions, issues requiring attention, and general market intelligence without having to wait until traveling commercial reps can connect to the back-office applications or return to the office
- ▶ The app stored customer meeting notes; leasing, sale, and SLB prospect data; details of any relief needed by the customer or any currently unavailable models on their wanted list; and valuable market information

ZEEVO'S VALUE ADD

- ▶ Designed, developed, and implemented the FormEntry iOS application
- ▶ Designed, developed, and implemented the customer meeting report and market intelligence web and reporting integration solution

WHY ZEEVO?

Our experience and expertise <

Our style and passion <

Our team of professionals <

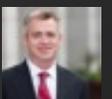
Our commitment to a strategic relationship <

LET'S TALK

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