

— CASE STUDY

100% shared code in cross-platform Mars Petcare app

HIGHLIGHTS

App completed in only four months using 100% Xamarin.Forms.

Shared code cut development time for the iOS and Android apps by at least 50%.

Moving to mobile greatly increased the number of employees accessing valuable sales resources.

About Mars Petcare

In 1911, Frank C. Mars made the first Mars candies in his Tacoma, Washington kitchen and established Mars' first roots as a confectionery company, including its iconic MILKY WAY® bar. The company, based in McLean, Virginia, has enjoyed international growth with a presence in 74 countries, generating net sales of more than \$33 billion a year.

Mars Petcare, one of the company's six lines of business, is headquartered in Brussels, Belgium, and is one of the world's leading pet care providers, employing more than 35,000 Associates across 50 countries. The company has more than 41 brands, including industry giants PEDIGREE®, IAMS®, WHISKAS®, ROYAL CANINE®, and BANFIELD®.

To keep sales reps and other customer-oriented personnel up to date, Mars Petcare in Brazil created a sales portal to

access marketing collateral, training information, and their own private social network. To enhance use of the content, especially by sales associates and distributors, the company sought to create a mobile app that would be easy to navigate and use.

Mars Petcare in Brazil worked with Fortuitas, a Xamarin Premier Consulting Partner that specializes in designing and building custom mobile apps, websites, intranets, and online communities.

Fortuitas used the Xamarin Platform and Xamarin.Forms to create a cross-platform iOS and Android app.

"We produced the app in two phases, using 100% Xamarin.Forms," says Jack Kurtz, CEO of Fortuitas. "The first phase was completed within two months by two developers. They completed the second phase, introducing new features, in just two more months."

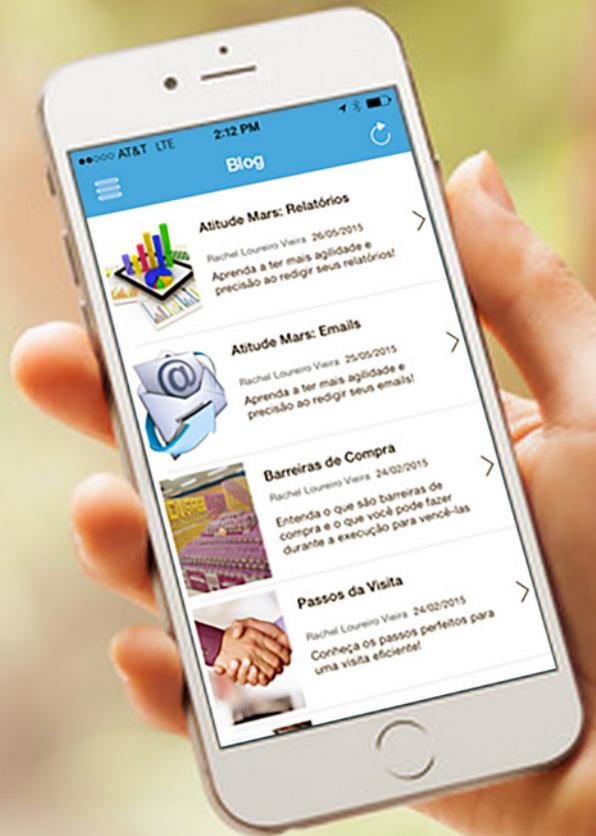
Going mobile nets huge increase in employee engagement

Accessed through a web browser, the previous sales portal made it challenging for users in the field to find important information quickly. Mars Petcare hoped that a move to mobile would increase the use of the portal by sales associates and distributors, and the app Fortuitas built with Xamarin exceeded those expectations.

"Initially there were just a few hundred people using the portal," Kurtz says. "After deploying the mobile app, those numbers skyrocketed to almost 3,000 users. We've been told that people love it because it provides the true mobile user experience they needed to access high-value content."

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Sharing resources and building a secure mobile community

Mars sales reps and other users value the newly mobile portal because of the ease with which they can access and share blogs, collateral, and other materials and collaborate socially, helping build a sense of community.

Fortuitas, working with the Xamarin Platform, provided seamless integration with the Mars private social network in the app to enable reps to share content with colleagues. The solution also provides secure authentication and a single-sign-on user experience.

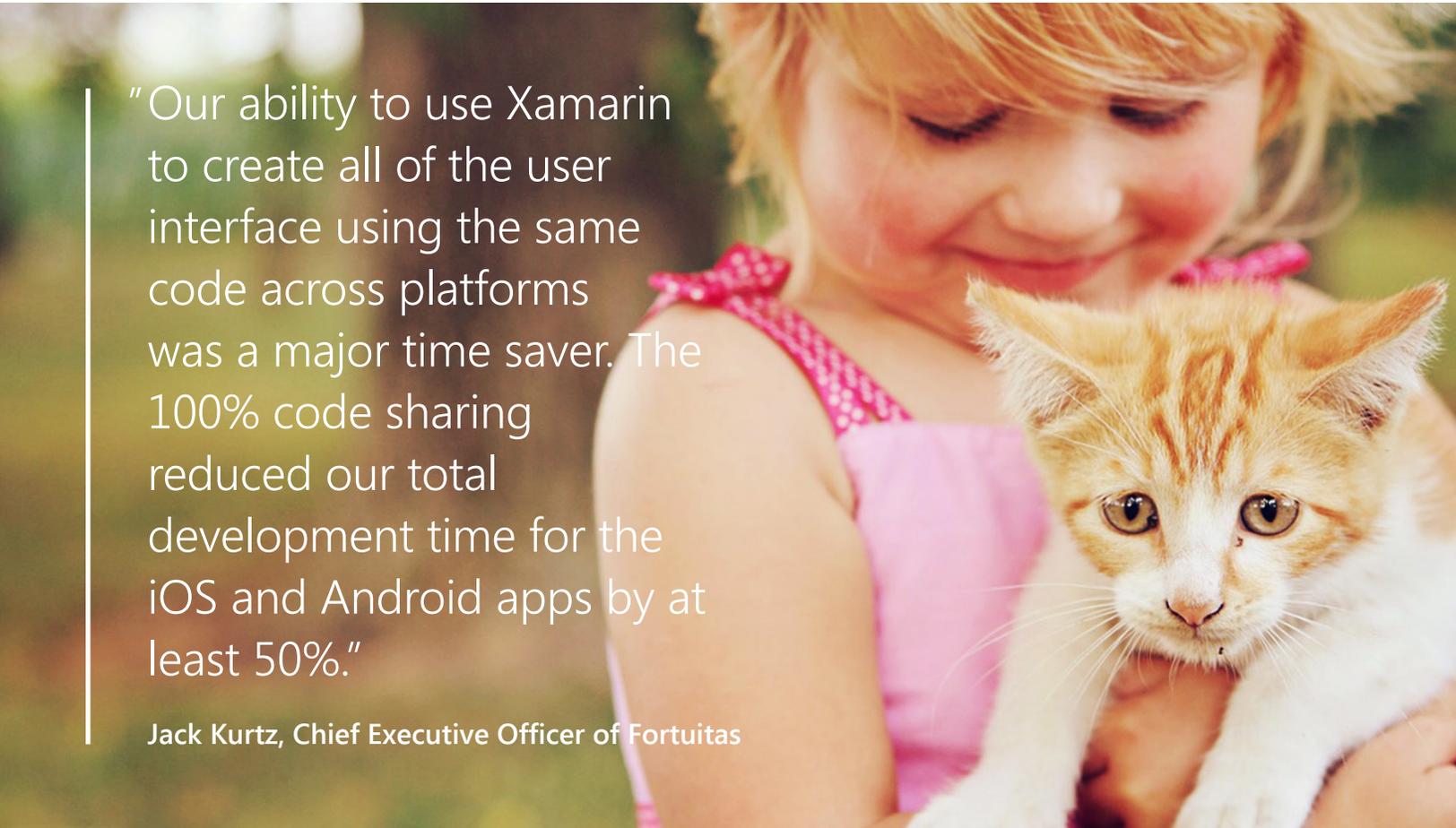
"If a sales associate or distributor is preparing for a customer visit, they can make use of online training materials, or review marketing collateral from the backend digital asset management system," Kurtz says. "The app also includes a social activity stream and social groups to make it easy for the sales force to share ideas or post photos of impressive product displays they set up in stores."



Faster app development with 100% shared code

Using the Xamarin Platform and Xamarin.Forms, Fortuitas was able to share 100% of the code used to create the cross-platform app for Mars Petcare. The same code base supports the app on iPhone, iPad, Android phones, and Android tablets. The developers also made use of Xamarin.Forms Lab to create custom controls.

"Our ability to use Xamarin to create all of the user interface using the same code across platforms was a major time saver," Kurtz says. "The 100% code sharing reduced our total development time for the iOS and Android apps by at least 50%."



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About Xamarin

Xamarin is the new standard for enterprise mobile development and quality. Over one million developers use Xamarin to accelerate the creation and testing of mission-critical consumer and enterprise apps. Xamarin powers mobile development for more than 100 of the Fortune 500 companies with a global customer base spanning 150 countries. Xamarin is a Visionary in Gartner's 2015 Magic Quadrant Report for Mobile Application Development Platforms.