

# iOS native app for a Fortune 100 company

*Client is a market leader in automotive manufacturing industry. They have mastered the art of turning the outcomes of creative process into useful products, services, and work methods to underline their brand which represents 'innovation at speed'. Their division in US desired to have an application that allows their CTO, CEO and employees to quickly and easily access, interact with and learn about their annual planning content through this app.*

## Situation analysis

The client as a part of their annual strategic planning delivers a presentation that contains slide decks consisting planning content for every function of the organization. This content is used by their leadership team and employees of the company.

The client wanted to replace the presentation into an app as they required the presentation on device of their teams. The main objective of the app is to allow their internal teams easy and fast access to their annual plan information in way they can communicate and respond to the respective teams through the app. They partnered with e-Zest for the development and execution of the app.

- Unsafe settings: child could easily uninstall and remove the app from the browser by changing the setting very easily
- Offline mode: uninstalling app in offline mode was not possible

## Solution Architecture

e-Zest team of experts understood the client's requirement and decided to build a rich native mobile app. The application was created and merged to ensure that the app supported iOS and iPad form factors as required by the client. The application also checked if the user is a registered one. The app authenticates the user with the database generating security token before it finally verifies the application being used by the users.

To comply with the security policy and to protect the company's sensitive data, our team incubated all the critical files and folders in a box account. We created and stored all these in a master database and certificates were used over the servers for authentication to access the information. Thus any user is verified using the certificate.

The project demanded a highly agile development, where the changes and updates were discussed in regular sprints that enabled us to deliver the application within the short timeline.

The project consisted of 3 developers, 1 test expert and 1 UI/UX expert. We undertook and successfully completed the tasks to develop, test, manage and secure the client's iOS mobile application. We helped the client build a knowledge and collaboration solution which is being used by their staff of leading C-suite executives.

## *Technology Stack*

- HTML / Bootstrap (for responsive support)
- iOS application / Cocoa Touch framework
- iOS
- Jira (to enable agile process and change request management)

## *Challenges*

e-Zest team delivered the app successfully in spite of following critical challenges:

- Tight timeline – The client required the delivery of the app within a tight timeline and to meet this demand, we had short sprint durations.
- Change request management – To deliver the app as per client's visualization within the timeline based on the real-time requests by the client and revisions as per day was a challenge.
- Tight security – Our client was very specific about the data to be safe and under no circumstances leaked. To protect the sensitive data of the client was one of the major challenges.

## *End User Benefits*

The product successfully created a huge impact on its end users with its revolutionary features with the following benefits:

- The application empowered the client's employees with the information at their fingertips to enable them to take right decision at the right time improving their performance and productivity.
- The calendar feature in the app allowed the user to track schedules and follow the schedules making it easier and simpler to execute their strategic plans
- The presentation on a device gave the leaders access to information on the go allowing timely coordination and collaboration with required teams.

## Bottom Line

The app got a very positive feedback from the staff of the client. The planning content delivered on iPads and iPhones in the hands of managers and leaders ensures consistency to follow-up and track the planning on the go on real time.

The app also provides top management the ability to analyze the efforts of their teams in correlation with their annual plan.

Agile development ensured the app is delivered to the client with all the required features and within the timelines.

