

## Leading textbook retailer looks to enter the mobile application space with a multi-platform development effort

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### Situation

- A leading textbook retailer was looking to quickly enter the mobile space in order to stay ahead of the competition
- With both the iPhone and Android platforms making large gains in market share, the business was aiming to release an application for both platforms simultaneously

### Solution

- Pariveda built a prototype with conceptual screens to gain consensus on the application's functionality from business and technical stakeholders
- Pariveda performed a data analysis exercise to leverage existing databases and web services to create data feeds into the mobile application
- The mobile application would serve as a store locator and details page, allowing users to instantly find a store, view store information and specials, and directly link to the store's webpage
- The application utilized a third-party framework that allowed Pariveda to develop a process to synchronize data from a server to mobile devices
- By using the same data flows and allowing real-time data updates, the retailer was able to inform users of the latest store changes or specials without running any additional processes
- With a store locator model in place, the retailer is now able to extend the functionality in future phases to include more advanced e-commerce capabilities

### Benefits

- The retailer was able to quickly enter the mobile space on two of the largest mobile platforms in a six-week timeframe
- The application was built to work both online and offline without significant added development effort
- The location-aware application allows users to quickly find their store and choose to make a purchase in person or through the store's individual website
- By delivering a mobile application sourced from existing processes, no additional overhead is required to maintain updates of information