



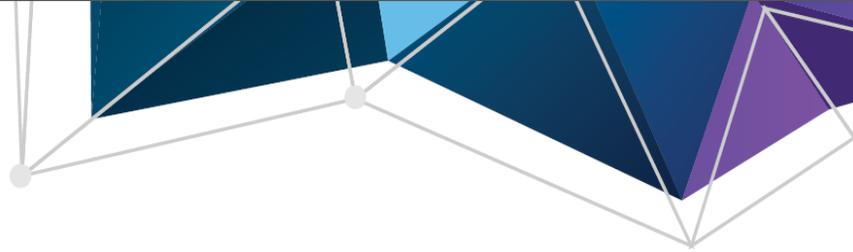
Major Insurance Group uses PhoneGap and Akula for Flexibility in Mobile Apps

Verivo Akula Case Study

Verivo Software

1000 Winter Street | Waltham MA | 02451

781.795.8200 | sales@verivo.com



GROUP'S NEED FOR ENTERPRISE MOBILE APPS

The Group, one of the world's largest multinational insurance groups, wanted to use mobile technology to make its 1000 distribution representatives more productive. With a highly mobile team, an app that not only provided access to customer data, but allowed the rep to intelligently interact with the information would lead directly to an increase in business.

The Group had been using a mobile enterprise app platform (MEAP) for their early mobile apps, but quickly ran into limitation when they tried to build apps with the unique features that would give them a competitive advantage. They wanted to leverage information from proprietary systems, and build in advanced user interface features that a MEAP cannot support, and began to look for a solution that would give them both the sophistication and the flexibility they needed.

KEY REQUIREMENTS

The Group's requirements fell into three categories:

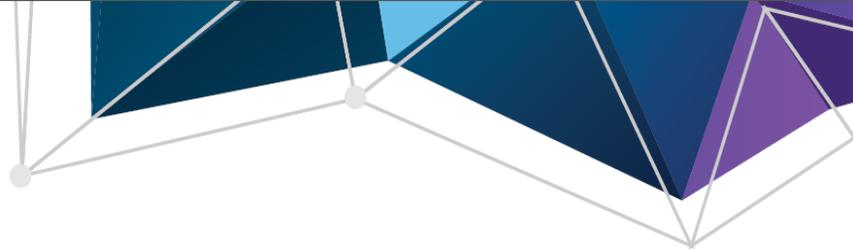
- **Comprehensive, secure back-end connectivity** – the reps depend on several enterprise systems including, among others, Siebel, MongoDB, Oracle RDBSM, email and calendaring systems
- **Sophisticated user experience** – the Group knew that iOS users have high standards for the user interface, and they wanted to give users unique and easy ways to filter and manipulate the data
- **High qualities of service (QoS)** – as a large insurance group, the app would manage 10s of megabytes of sensitive data – security and efficiency would be paramount

The search for the right platform lead them to Verivo Akula, an open and extensible mobile app server designed for developing, securing and governing enterprise mobile apps.

CHOOSING PHONEGAP AND VERIVO AKULA

The Group considered many options, and quickly came to the conclusion that Adobe's PhoneGap was the best tool for building the front-end user experience that the reps would appreciate, and allow multiple devices to run off of one code base. From there, they considered platforms that would work with PhoneGap to provide the back-end connectivity and the QoS that the app required.

The search brought them to Verivo, a company that the Group knew because of the success of its drag-and-drop development platform, Verivo AppStudio. Akula, Verivo's open and extensible platform, provides back-end connectivity, authentication and authorization, data management, and the ability to



work off-line. But most important to the Group, Akula allows development teams to use the front-end tools of their choice. “The best thing Verivo did was decoupling the front-end from the back-end,” said an architect from the Group.

BUILDING THE CRM MOBILE APP

With PhoneGap and Verivo Akula, the Group set out to build a Customer Relationship Management (CRM) app that would help their over 1000 reps better manage their accounts. The goal was to grow the business by making sure that the reps not only had access to information but could easily manipulate it so they could make the most efficient use of their time when on the road.

The Group used PhoneGap to develop a sophisticated UI with graphs, charts and integrated maps. All pages have context-sensitive “drill down” capabilities and captivating menus. The back-end, built with Akula, manages the connectivity with contact data, sales history, account information, appointments, and sales analytics by accessing systems such as Oracle RDBMS, Siebel, MongoDB and others through REST services. Security and authentication with time-out was a critical feature.

The completed app allows the mobile team of reps to

- **Instantly see integrated charts and graphs** – all data, where appropriate, is available in graphs and/or charts to make it easier to evaluate an account or territory
- **Work securely** – Akula uses the Group’s Active Directory to authenticates users , terminates access after idle time, and encrypt all data
- **Filter contacts** – with over 4000 contacts, reps need to be able to quickly ascertain the “top producers near me” or “all contacts associated with a specific product”
- **Leverage area maps** – the app can find contacts that are within a certain radius of the rep, and lets the rep draw a custom region with a stylus to refine the list further; users can then get driving direction with a single click to make area visits more productive
- **Minimize data sent to the device** – with a large database, it would be impractical to send all data to mobile devices, so the app filters, process and combines data on the server to conserve device resources
- **Access data off-line** – reps at the Group often travel to locations where connectivity is unreliable, and they need to be able to access data 24x7
- **Receive notifications** – managers and operations can communicate with the reps via notification, which can be browsed and synced by the rep

A majority of these features could not be implemented with a MEAP, or any other closed development tool.



CONCLUSION

With PhoneGap and Verivo Akula, the Group was able to build a cutting edge mobile application that is helping their over 1000 reps be more productive on the road. As a result, the Group is beginning to see an increase in sales and a difference in the bottom line.

PhoneGap has become the de facto standard for creating mobile app front ends, and Verivo Akula is the perfect complement by supplying the back-end infrastructure needed to support enterprise mobile apps. The two together create an end-to-end solution from best-of-breed technologies.

For more information, you may enjoy

- [On-Demand Akula Webinar](#): Using Akula to Simplify the Development, Security and Governance of Enterprise Mobile Apps
- [Akula Technical Overview](#): Mobilizing the Enterprise: A Better Way
- [Industry Analyst Presentation](#): Listen to guest speaker Michael Facemire, Principal Analyst, Forrester Research, Inc. share the most common mobility technology challenges he hears from enterprise IT executives and his recommended strategies for overcoming them

If you have any questions about Verivo, Akula, or building mobile apps in general, please do not hesitate to contact us. To reach us or download any of our other resources, please visit www.verivo.com.