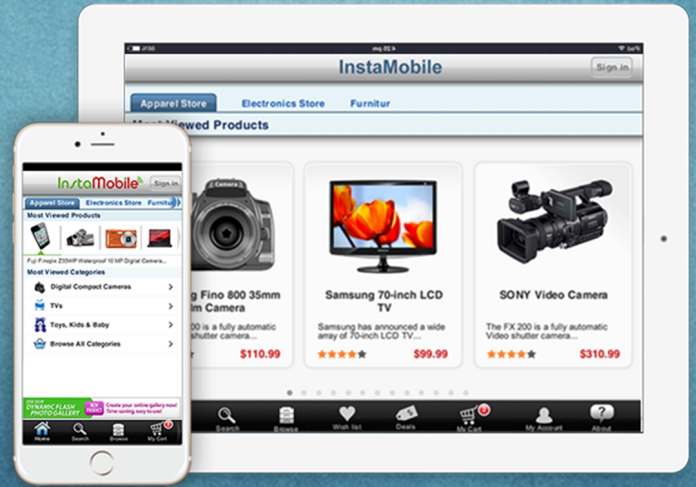


Empowering Retailers with Instant Mobile Storefront



Client Business Description

- ◇ World's 1st mobile Product enabling any ecommerce business to get a mCommerce store instantaneously.

Background

- ◇ According to ABI Research, since 2009, 750 million users accessed internet via Mobile, while 850 million went online using a computer.
- ◇ Goods worth \$1.2 Billion were sold via Mobile Devices in 2009. Sales via Mobile Devices have been growing at scorching speed ever since.

Challenge

- ◇ Large eCommerce retailers find it easy to have their own Mobile Development Team as part of their Omni-Channel retail strategy. However, the smaller eCommerce stores cannot afford them.
- ◇ Product should be customizable even after roll out and should support a 'Native' / Hybrid (Using HTML5) mCommerce store.

Idea

- ◇ Develop a mCommerce product that can integrate with existing eCommerce's backend infrastructure and enable eCommerce retailer to get a mobile store almost instantaneously.
- ◇ Product should be customizable even after roll out on the phones and should support a 'Native' / Hybrid (Using HTML5) mCommerce stores.

Our Solution

- ◇ Developed InstaMobile Product to integrate with Magento / OS Commerce / ZenCart installations and bring following features right on to the device: user signups, catalog browsing, unified shopping cart (with web), account / order tracking, advertisements, checkouts etc.
- ◇ Retailers could customize UI via backend even after users had the application on their phones.
- ◇ InstaMobile was launched at TechCrunch, won the NJTC Most Innovative Mobile Product Award & shortlisted as Top-4 Mobile Innovators at adTech, SFO Conference.

Technologies Used

- Magento / PHP
- Native iOS / Android
- .NET / MSSQL



About Mobile Pundits

Mobile Pundits is an ISO 9001:2008 Certified, leading provider of end-to-end Mobile Development & Testing solutions.

Since over 15+ Years now, Mobile Pundits' expert team has been helping our Clients with:

- ◇ Enterprise Mobility Strategy & Consulting
- ◇ Mobile Application Development
- ◇ Mobile Product Development
- ◇ Mobile Application Porting
- ◇ IoT (Internet of Things)
- ◇ Cross Platform Development
- ◇ Responsive Web Design & Development
- ◇ Mobile Testing



of Mobile Development

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