

Pharmaceutical Industry

Client

Global Pharmaceutical Company

Challenge

Improve engagement and enable real-time communication with customers

Solution

Leveraged the AnyPresence mobile development platform to build a cross-platform native and web app

Results

Sped up mobile developments by 5x. Mobile app created a secure method of communication with customers, and improved engagement.

Pharmaceuticals Industry Case Study: Rapid Mobile App Development

A global pharmaceutical company was looking to improve engagement and to enable more real-time communication with their customers. App requirements included: role-based access with secure authentication, patient condition survey capabilities, secure data storage, social connectivity, messaging and notifications. Building cross-platform apps with these capabilities from the ground up would take too long, create too many maintenance issues, and not enable the Pharma company to recycle the code for future survey apps.

Solution

The client's IT organization leveraged the AnyPresence app development platform to create a secure method of communication and improve engagement with their customers. The app allows the organization to publish contextual surveys, manage data from a central location, and to send messages and alerts on the latest drug research, patient-related information, or important notifications to specific user-roles, all in a timely, convenient manner.

AnyPresence provided an enterprise development platform which allowed for rapid creation of backend integration into multiple systems, user authentication, and notification services. The platform also significantly reduced the time and effort to develop cross-platform native and web apps by providing robust client-side software development kits (SDKs) for iOS, Android, & HTML5.

Why AnyPresence?

- Securely integrated multiple source systems
- Provided an enterprise-grade mobile app server
- Reduced the time and cost of mobile-enabling business processes, products, & services
- Generated Smart SDKs for iOS, Android, Windows 8 Phone, Java, Angular, & Xamarin
- Provided 100% portable source code for full IP ownership
- Offered cloud or on-premise deployment

