

Financial Industry

Client

MasterCard Worldwide

Challenge

Increase adoption of MasterCard's open APIs through instant, customizable, sample mobile app starter kits.

Solution

AnyPresence App LaunchPad provided a unique ability to generate cross-platform, sample mobile apps from within the MasterCard developer portal.

Results

Instead of reading documentation or code snippets, developers can interact with live, sample apps, and instantly generate their own custom apps from templates. The initial version of the solution was implemented in less than 90 days.

Financial Services Industry Case Study: MasterCard Worldwide

MasterCard, one of the leading commerce providers, continues to make its services available as APIs to its ecosystem of banks, merchants, and independent developers. One of the goals of MasterCard's Developer Zone, is to ensure ease of consumption within mobile apps. Developing and maintaining sample SDKs and mobile apps proved to be extremely cumbersome, expensive, and error prone.

Solution

To help increase adoption of their open APIs, MasterCard leveraged AnyPresence's unique ability to generate cross- platform, sample mobile apps from within their own developer portal.

Instead of reading documentation or code snippets, developers can interact with live, sample apps, and instantly generate their own custom apps from templates. The included sample backend server shows how to securely connect to MasterCard APIs, and can be instantly deployed to the developer's Heroku account.

About App LaunchPad

- Live, interactive sample apps embedded within a developer portal
- Custom-generated starter app kits for iOS, Android and HTML5
- SDKs for iOS, Android, Windows Phone, Java, Angular, and Xamarin
- Sample server with API integration
- Automated cloud sandbox environment
- Compatible with API Management solutions

