CASE STUDY
Mobile Application Puts Franchise Management Tools at User’s Fingertips

THE CLIENT
The client is one of the country’s largest pizza franchises, operating over 565 locations in 22 states nationwide.

THE CHALLENGE
Managing franchise locations required an onslaught of tools that were not readily available without a clunky laptop. Taking advantage of the mobile technology boom, the client wanted to put these tools into a singular mobile application that franchise managers could access directly from their personal smartphones and tablets. This would alleviate the need to carry around additional devices to complete basic functions.

Among other features, the client wanted an application that would allow franchisees to easily access all pertinent business information and quickly respond to customer inquiries from virtually any location.

THE SOLUTION
The client turned to IBS to build this application, as they have worked together on a number of successful mobile and SharePoint projects in the past. IBS worked onsite with the client to create an app that works on both Apple’s iOS devices (iPhone, iPad, iPod Touch) and Google’s Android (smartphones and tablets).

THE RESULTS
IBS created a mobile application that takes all of the client’s most important business tools and packs them into one convenient, always-accessible place – making communication easier, and tasks more straightforward. IBS provides ongoing onsite support to help remedy any problems that may arise.

KEY FEATURES
• Enterprise Reporting Service (ERS): view point-of-sales and labor statistics that are updated in real-time
• Distribution - Allows users to send orders directly to corporate distribution, and view invoice and purchase history
• Store Editor: view and modify store information such as location and hours of operation. These modifications are reflected on the public-facing website.
• Notifications: users are notified in real-time about important corporate announcements and store-specific customer inquiries
• Calendar: keeps users in-the-know about upcoming corporate events
• Discussions: open forum allowing users to create their own conversation threads, and comment on others
• Video: a direct stream to training videos, corporate keynote speeches, new product announcements, etc.
• Marketing: provides users access to marketing materials such as announcements, documents, product images, and logos
• News: view the latest company news

TECHNOLOGIES USED
• HTML5
• CSS3
• Backbone.js
• JQuery mobile
• PhoneGap
• Integration to SSRS
• Service Stack for Web Services for communicating with AS400, SharePoint, and SQL Server (RESTful Web Service)
• C#
• .Net Framework 3.5