# INFOCEPTS

# Developing a First of its Kind MicroStrategy Based Mobile Application to Deliver Essential Business KPIs

## Summary

Our client is a global marketing information and measurement company that wanted to provide an Italian food brand an effortless means of using their services. They wanted us to create a MicroStrategy based mobile application as they had previously availed our MicroStrategy expertise and appreciated MicroStrategy's reporting capabilities. We successfully delivered a MicroStrategy based mobile application that delivers essential business KPIs.

## Industry
Retail (Food and Beverage)

## Users
C-Suite Executives, Marketing Managers, Sales Managers, Regional Managers, Category Managers

## Technologies
MicroStrategy 10.3, Microsoft SQL Server 2012

## Team Size
4 InfoCeptians, 3 Client Associates

## InfoCepts Accelerators
InfoCepts Dashboard Development Best Practices

## The Challenge

Our client is a global marketing information and measurement company that provides consumer behavior and competitive insights to consumer brands. Such brands use these insights to make better buying, merchandizing, and pricing decisions.

Our client asked us to develop a mobile application suitable for executives of an Italian food brand. The executives wanted to access important business KPIs in a simple, intuitive manner. The mobile application would provide the Italian brand a novel way to monitor brand performance and manage business across 16 countries. They wanted the ability to analyze their performance vis-à-vis competition in those countries effortlessly.

Our client gave a demonstration of such a mobile application to the Italian brand in the form of a concept video. They gained approval for it based on the concept video and asked us to develop a fully functional application. They gave us a timeline of 8 weeks to deliver it.

It was essential for the application to work seamlessly on iOS and Android mobile phones. An attempt at developing a MicroStrategy based mobile application that works on both platforms was a first of its kind.

## The Solution

Our client had previously availed our MicroStrategy expertise and appreciated its reporting capabilities. They, therefore, wanted us to develop a MicroStrategy based application for their Italian customer too.

We successfully developed a MicroStrategy based mobile application that works on iOS and Android phones. We countered the rendering differences on both platforms by creating different views with MicroStrategy's Managed View feature.

We used our Dashboard Development best practices to build more than 50 custom screens that meet user requirements. We tested each of these screens on different versions of iOS and Android and different handsets of both platforms. MicroStrategy Mobile did not support certain functionalities required by users. We, therefore, performed UI customizations using SDK customizations to deliver a highly customized UI.

Through these screens, users can conduct comprehensive analysis across categories and countries. Thanks to our client's marketing information data, the Italian brand's executive customers can also access KPIs like Market Share and Average Prices.

## The Results

Our application has given our client a novel way of delivering their marketing information and measurement insights. Key benefits of the mobile application are –

- Rigorous testing of the application on iOS and Android devices ensured that user experience remains the same on both platforms
- It has enabled managers to access KPIs from anywhere as opposed to the earlier web-only option
- It is an intuitive application that users can access even when they are offline
- It is a high-performance application with maximum load time of 20 seconds for any analysis

Highlights of our engagement are –

- We built a first of its kind mobile application that uses MicroStrategy's reporting capabilities
- Our unique MicroStrategy expertise was instrumental in converting a concept video into a real-life application
- We adhered to the eight weeks deadline