



Case Study

Nokia – ‘Find and Compare’ application

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The Business Case

nokia.mobi is a newly formed division within the Nokia organisation with the key task emerging markets and the migration of web visitors to the nokia.mobi websites. These sites are mobile centric and offer some different product and services; driven by new demands and changing consumer preferences, effectively impacting the company's bottom line.

nokia.mobi management identified the need for a downloadable application with similar functionality to the web based Find and Compare function but, initial specifications for the development was consider too complicated within current development frameworks.

Media Delivery Technologies SL was consulted and assured nokia.mobi that using the company's TagsMe™ development environment the task was neither too complicated nor impossible and moreover, this would deliver a cross compatible single application for all Nokia models. Time to market was critical to nokia.mobi as the product was required to Beta launch within the UK market for the upcoming Christmas period.

The Developments

Mobile technologies have given people around the world new ways to become more informed, empowered involved citizens and have provided the impetus for growth, economic activity and, in many areas, the possibility for sustainable well-being.

In 2008, Nokia projected delivering some 1.14bn handsets and have a daily Internet traffic flow of one million visits globally daily. A true testament to the company's leading position in the marketplace.

To maintain this position, Nokia employ a range of marketing tools and services; one such is the web based function for visitors to select up to four mobile devices and compare their specification and features. This is commonly known within Nokia as 'Find and Compare'.

The newly formed nokia.mobi division's task is to focus on emerging territories where Internet connection is not widely available; India, China, Russia, etc. To encourage users to visit the nokia.mobi sites, key functionality needed porting from the existing Internet sites. One key requirement identified by management was the Find and Compare functionality to drive users to possible upgrades, etc.

Initial requirement specifications for the development was consider too complicated if indeed possible using available technologies. Following an initial meeting towards the end of August 2007, Media Delivery Technologies SL (Mdtec) advised senior Nokia management that they did not considered the task neither too complicated nor impossible. Nokia immediately decided to undergo a trial development and launch period and Mdtec was offered a project subject to the following:

- Mdtec was able to provide a full front to back service with little input from Nokia
- The application should allow users to select a range of models and compare their technical and physical characterises
- The application should, if possible, be compatible across all mobile devices, not only Nokia
- The application should be automatically updated from the nokia.com product database
- The application should be trailed in the UK for six months and be capable of being rolled out in other countries in native tongue
- The application should be offline but included an automated user invitation to check for any upgrades; new or removed models
- During updates, the application should fully handle version control functions and, if required, invite the user to download any new version
- The application should be delivered by 15th December to launch for the UK Christmas sales period Project
- That Project management be assigned to Cap Gemini.

A detailed development strategy and key milestones was specified and agreed between Cap Gemini and Mdtec. Cap Gemini would be responsible for all project management and reporting.

Application design commenced immediately with a 'Story Board' being presented to Nokia with five working days. Following a few minor changes the design was quickly signed off and the basic application build started. This produced a fully functional demonstration; including all menu options, search selections, graphic processing, etc. which was presented to Nokia and Cap Gemini in late September 2008.



Following requests from Nokia regarding user functionality, the demonstration application was signed off by mid October and logic and data connection integration into **Mdtec's Download Manager** was started and Beta 1 was delivered by mid November; with testing commencing immediately by Mdtec, Cap Gemini and Nokia. Only minor reworks were deemed necessary.

Beta 2 was delivered before end of November which included the integration with Mdtec's Download Manager to provide **'Build on Demand'** download files; each download being built on request to ensure embedded model data was current along with the **in handset find and compare** functionality. The version was accepted by Cap Gemini on 1st December.

Client Release Candidate 1 was delivered 5th December - ten days before specified delivery date.

The application was launched on the nokia.mobi website to users in the UK within 3 days. Monthly downloads during 2008 have exceed targets several times over. Download hosting and weekly download reporting services have been provided by Mdtec. The project was managed throughout by Cap Gemini with weekly web meetings between Mdtec's office in southern Spain and Nokia House in Helsinki being held.

Following the applications success, the decision was made to hold the roll out following discussions between Mdtec and Nokia regarding new developments Mdtec have made with in-handset credit and debit card payments. Discussions are ongoing with the view to extend the functionality of 'Find and Compare' to include product selection; including accessories, shopping cart functions, mobile payments, fulfilment instructions and delivery tracking - a complete mobile shopping solution.

Development Technologies Utilised	
Development Environment	TagsMe™ GUI
Installer	TagsMe™ Download Manager
Download File	Single downloadable jar file compatible on S40 and Symbian. Application is also compatible with Blackberry and Windows Mobile devices

About Mdtec

Mdtec was formed in June 2006 to explore the commercial opportunities of mobile applications, as opposed to SMS and WAP, initially within the travel and tourism sector. Operating from offices located in the heart of San Pedro de Alcantara, Marbella, Spain Mdtec has established itself as a pioneering developer within the mobile arena.

During the initial development of 'MobiHoliday' shortfalls in available technologies were quickly identified; development systems fragmentation and browser compatibility across manufacturers / models. These shortfalls in fact now form the cornerstones of Mdtec – we have developed a complete integrated development environment (IDE) - **TagsMe™GUI** which creates fully compatible mobile applications which run on any mobile device operating platform including S40, Symbian (Nokia, Siemens, etc.), Blackberry and Windows Mobile.

TagsMe™GUI is also ready for application development using the Android platform from Google.

For more information about Mdtec, please contact David Barnes, Managing Director on 0034 942 789 647 or visit our website at www.mdtec.net or consult with one of our resellers.

For more information about TagsMe™ GUI please visit www.tagsme.com

About Nokia

Nokia is the world leader in mobility, driving the transformation and growth of the converging Internet and communications industries. They make a wide range of mobile devices with services and software that enable people to experience music, navigation, video, television, imaging, games, business mobility and more. Developing and growing their offering of consumer Internet services, as well as their enterprise solutions and software, is a key area of focus. They also provide equipment, solutions and services for communications networks through Nokia Siemens Networks.



If all users of Nokia phones unplugged the charger from the wall socket after charging, the electricity saved would power 100,000 average sized European homes.