



mobilezapp

digital rescue program



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Mobilezapp company overview

Mobilezapp Apps, Inc. is the world's leading mobile application developer. We specialize in building mobile apps for the iPhone, iPad, Android, BlackBerry, Symbian and Windows Phone devices. We have the expertise, experience and unbridled energy to deliver a truly phenomenal mobile application for your organization. Our apps have won numerous awards for design, ease-of-use and functionality. Our full-time development staff is amongst the largest and most qualified in the world.

Mobilezapp specializes in developing "native" custom built mobile apps. Our approach toward developing mobile apps is radically different from other mobile application developers. Prior to writing the first line of code, we focus on developing a prototype we call the Mobilezapp Mobile Proof-of-Concept.

We have over a hundred full-time developers working out of three offices - Boston, Massachusetts, Toronto, Canada and Nuremberg, Germany. We welcome the opportunity to discuss your mobile application program and determine the best avenue for your success.

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MZ Digital Rescue Program overview

Over the past year, we have been receiving a large number of requests for our developers to “rescue” existing mobile application development projects. In many of the cases organizations have outsourced their mobile development work to India, Pakistan, China or other off-shore teams with disastrous results.

Sometimes internal software developers have been shifted to focus their efforts on mission critical functions. In other cases an organization may have the development team available to take on the project but do not have the mobile application expertise or experience in order to develop a fully functional, commercially viable mobile application.

Mobilezapp offers a veritable SWAT team of mobile app developers to get your mobile development program back on track. We have a graphic design team with a solid understanding about how best to design a graphical user interface (GUI) for the iPhone, iPad, BlackBerry or Windows Phone devices. We can leverage our resources and commitment to fast delivery to best serve your organization.





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Who needs our Rescue Program?

Necessity is the mother of invention. The Mobilezapp Rescue Program was created out of the sheer frustration many of our clients have experienced with their mobile application development efforts. Some of the circumstances and comments we have heard regarding those in need of our Digital Rescue Program include:



We hired a team in India to save costs, but now we have no idea when the project will be finished.

Our developers don't return our telephone calls.

The GUI we were promised doesn't make any sense and looks horrible.

We signed an NDA but it appears our plans for a mobile app are now circulating on the internet.

Our graphic design team is excellent at developing the GUI for a desktop app, but unfamiliar with mobile.

My software engineers are fantastic when writing code for desktop apps, but clueless for the mobile OS.

We are clearly over our head on this project and need a team of experts to get project on track.

There is a trade-show coming up in six weeks and we had hoped to show off our mobile app - but . . .

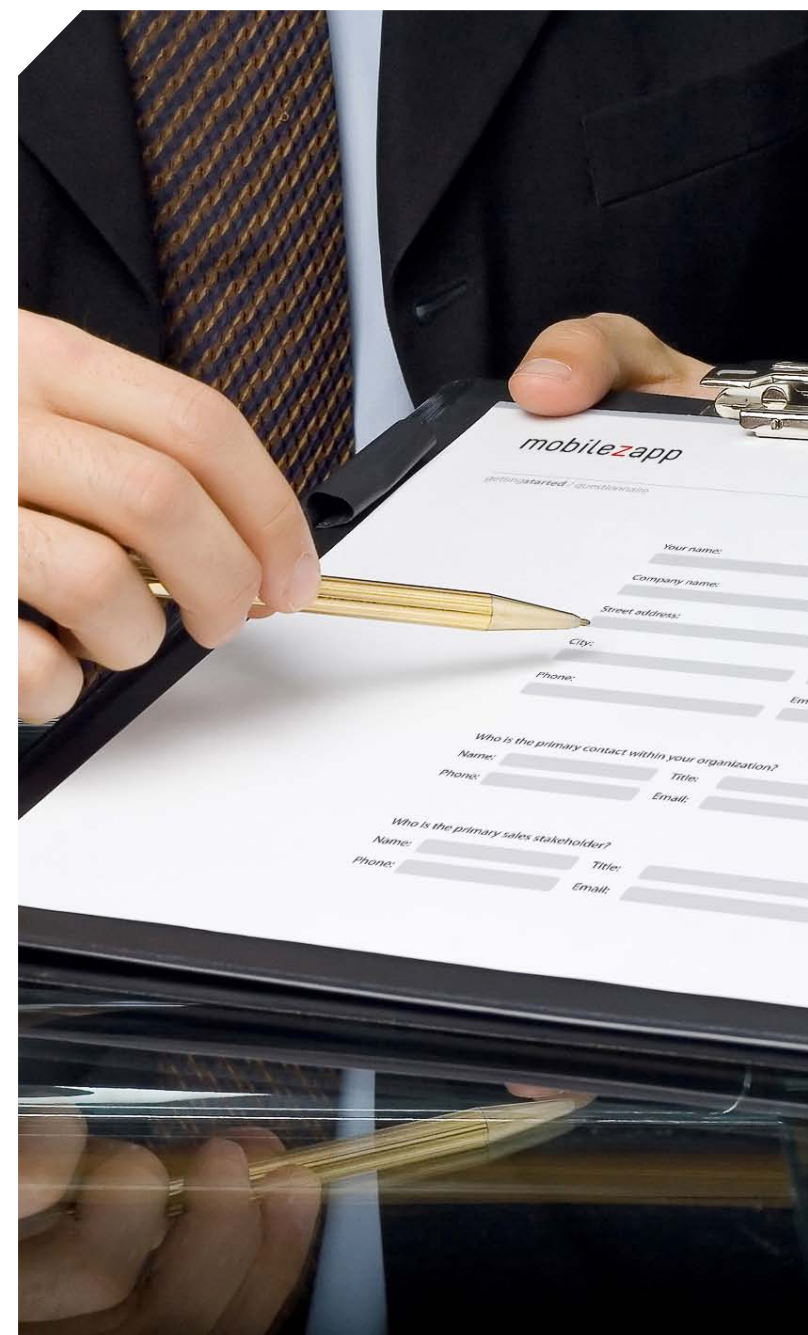
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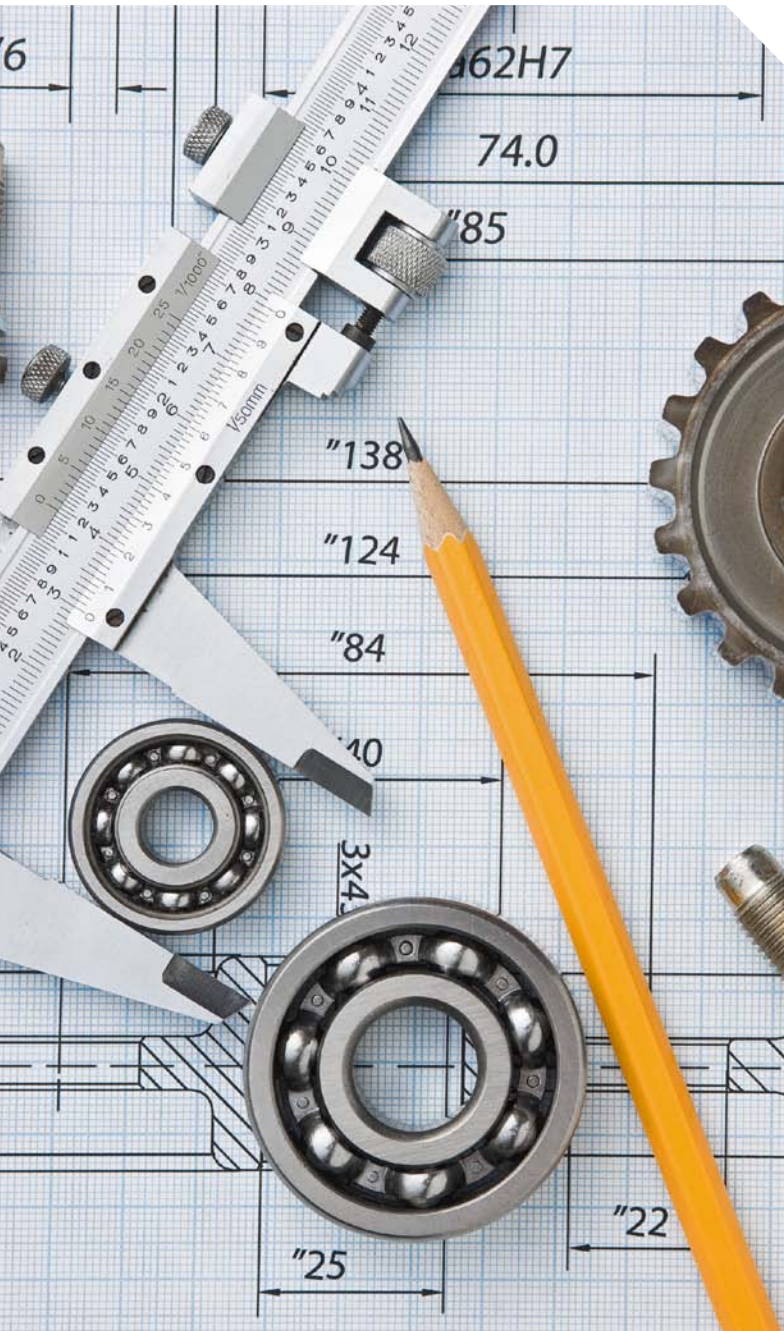
Step One - Mobilezapp Getting Started Questionnaire

The first step toward getting your organization's mobile application program back on track is for us to receive your completed MZ Getting Started Questionnaire. This simple document only takes a half hour to complete and provides us with:

1. Goals for your mobile app.
2. Primary business and technical contact at your organization.
3. Marketing contacts within your team.
4. Timeline for the release of the mobile app.
5. Budget.
6. List of competitors.
7. Apps on the market you would like to emulate.
8. Number of people in your internal team to assist.
9. Do you have a graphic design team who can help?
10. A link for access to your logos, guidelines and branding.
11. What platforms do you wish your app developed?
12. What languages should the app support?
13. What are the mandatory features you want in your app?
14. What are the secondary features for your app?
15. Do you have an API created?
16. Are there back-end databases we need to connect with?
17. Who is your target market?
18. Do you have an established demographic target?
19. What are the job titles of individuals to purchase your app?
20. Have you established a price for your app?
21. Do you need assistance getting your app approved?

Please complete the MZ Getting Started Questionnaire and return back to our team members as quickly as possible to ensure we can get started right away.





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Step Two - Mobilezapp Technical Questionnaire

The second step toward getting your organization's mobile application program back on track is for us to receive your completed MZ Technical Questionnaire. This simple document only takes a half hour to complete and provides us with:

1. Are you familiar with the Agile Software Development Process?
2. Are you familiar with the use of Sprints?
3. Does your team have knowledge about the use of SCRUM technology?
4. Do you understand what "Stories" are?
5. Are you familiar with "Tasks" within the SCRUM process.
6. Do you want your internal development team to assist us?
7. Would you like for us to work with your offshore partners?
8. Who is your lead developer?
9. How frequently do you wish us provide updates?
10. What is the level of proficiency of your development team?
11. Do you require native code or a cross-platform app?
12. Is a complete re-write necessary or can we use code?
13. What social networking sites should we include?
14. Should we incorporate CRM or ERP software?
15. What levels of security do you need?
16. What is your preferred programming language?
17. Do you have an API?
18. What web services do you have in place?
19. Do you have experience with Device Anywhere?
20. What operating systems do you wish for us to support?
21. What kind of Quality Assurance teams do you prefer?
22. How are you planning on promoting your application?
23. Would you like for us to assist with the approval of your app through the app markets?

Please complete the MZ Technical Questionnaire and return back to our team members as quickly as possible to ensure we can get started right away.

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Step Three - Summary of mobile application goals

Once we have received your completed Mobilezapp Getting Started and Technical Questionnaires we are ready to quickly move into action. As with every rescue program - time is of the essence.

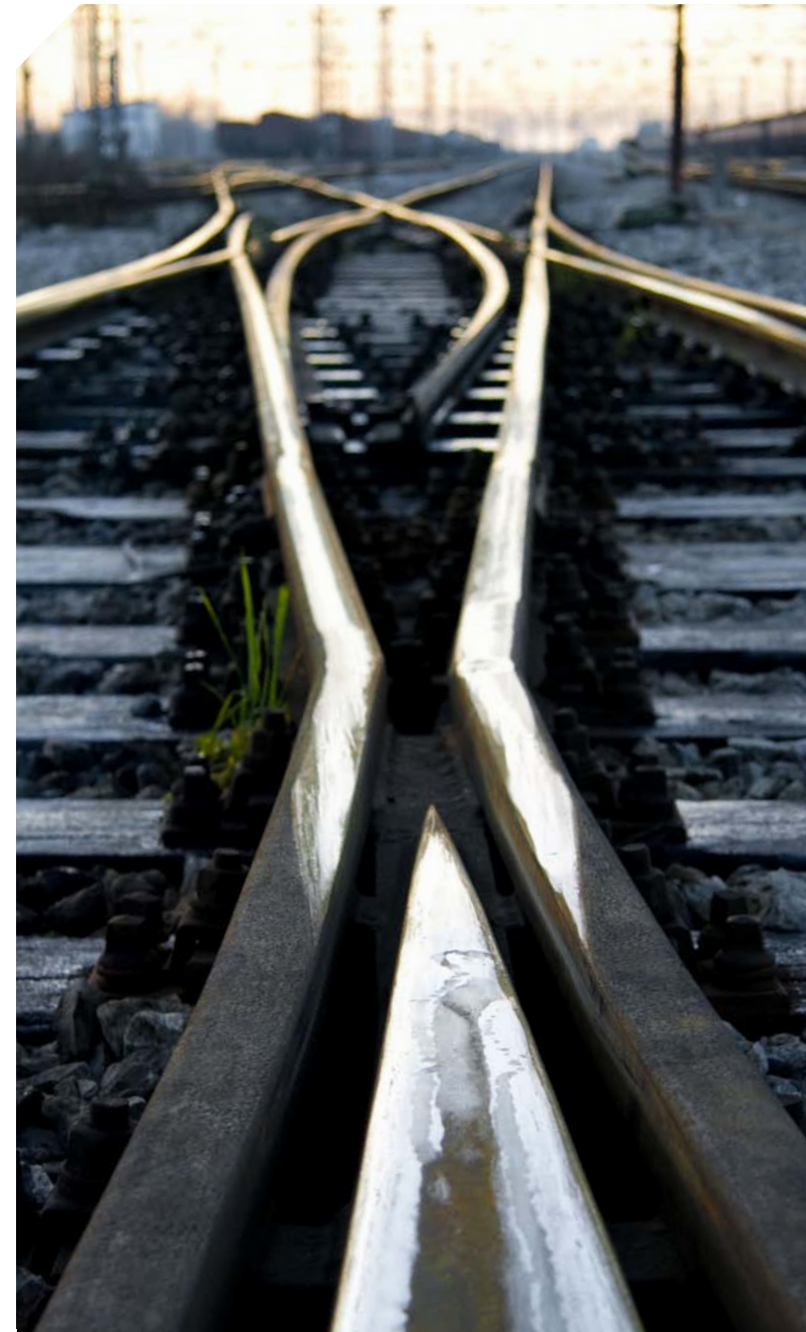
Mobilezapp has the technical expertise, experience and resources to get your mobile application quickly back on track. Should you have an upcoming event, or have promised customers you would have your app delivered within a short amount of time - we can help. Obviously, this is going to require we immediately assign the best technical talent to your project.

We will do anything and everything possible in order to ensure your mobile application program is released on-time. We are flexible and nimble. We can shift resources to meet your deadlines. Should our developers be booked we are open to hiring additional team members in order to meet your specific goals.

The Mobilezapp team understand the concept of an emergency. We realize that sometimes the release of a product one day late could cost you millions of dollars. We are standing by to save the day. We carry forth this concept for all of our Mobilezapp Digital Rescue Programs.

Should you have an upcoming tradeshow, board meeting, sales meeting, or customer seminar with a specific deadline - we can assist your efforts to display your new mobile application product at the event.

We have a tremendous number of technical talent at your disposal and can quickly shift more talented and experienced resources to ensure your deadline is met.





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Step Four - Putting the right team on your project

Our approach is comprehensive. We have a full time development team with a wide range of talents. Based upon your unique goals and objectives we quickly assign the proper resources. Mobilezapp is willing to reallocate our development team as needed in emergencies.

We are devoted to getting your mobile application program back on track. Tell us your deadlines, objectives and goals and let us perform our magic. We realize there is no room for error.

Our mobile development team is the equivalent of the Navy Seals, the Green Beret, and police SWAT teams. Everyone on our team is well trained mobile application experts and the most qualified individuals in the world to get your program back on track.

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Step Five - Evaluating your existing code

We will evaluate each and every line of your source code to determine if it is able to accomplish your goals. In many cases this process is quite easy, and other times much more difficult. Other times it can be much more difficult. There can be some push-back from the team that is being “fired” to provide our team with their code. In some of the cases we have discovered the code has been corrupted, disrupted and flat out destroyed.

Much of the time we find the reason for the lack of progress for the mobile app program is there is:

1. No or very little documentation.
2. No flow chart of information processes.
3. No blueprint.
4. No proof-of-concept documents.
5. No recorded stakeholder interviews.
6. Lack of sufficient technology decisions.
7. Anything and everything you can think of has gone wrong.

If we are able to rescue any of the code we are quite happy. Unfortunately, what we have discovered in the great majority of the rescue programs we work on we have found that even if there is documentation on the code - the code is so bad that we would not want to use it anyway.

We provide best efforts to rescue each line of existing code. Based upon our thorough evaluation we will provide you with a recommendation and cost associated with either furthering development with current code, or starting from scratch.





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Step Six - Should we start over or use existing code?

After thoroughly evaluating your source code, the primary and secondary goals of your mobile application program and speaking with numerous members of your team - we will provide you with a detailed analysis of the situation.

The most important questions to be answered include:

1. What will be the cost to continue with the program using your existing code?
2. What will be the cost to continue with the program if we start over from scratch?
3. How long will it take to complete the mobile application if we use the existing code?
4. How long will it take to complete the mobile application if we start over from scratch?

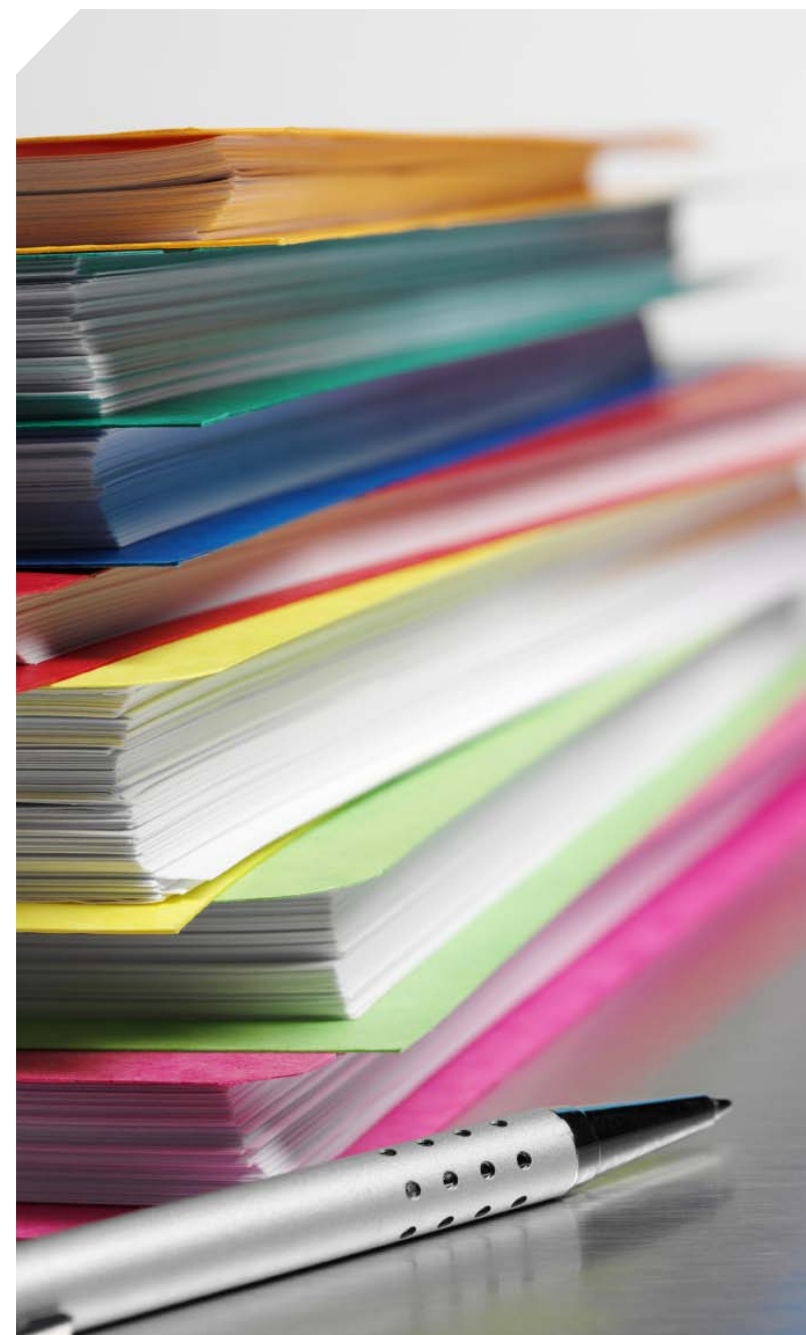
We will provide your team with detailed information regarding how we can “rescue” your mobile application program. In most cases, it takes 30 days to release an app if we can use the existing code and roughly 75 days if we have to start from scratch.

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Digital Rescue Program deliverables

Mobilezapp provides your organization with a detailed report card for your Mobile app program. The following items are graded on a scale of 1 to 100% with 100% being the highest possible grade.

Graphical UI:	Design elements Logo usage Adherence to corporate identity Ease of use Flow of information Functionality Number of screens Use of screen real estate
Source code:	Classes, functions Lines of code Code structure Code organization
Security:	Can it be hacked Compliance with laws, regulations Industry best-practices Antivirus
Docs - Code:	Readable Logical Easy to Understand Thorough Indexed Correct Format Pointers Describe Language
Docs - Instructions:	Comprehensive Easy to Understand Online Tutorial Index
Help for app:	Online Telephone SMS Text Chat
Strategy:	Comprehensive Logical Thorough Achievable Target Market Launch Plans
Platforms	
Bugs:	Major Intermediate Minor
Timeline:	Achievable Milestones Adaptable
Your internal team:	Lead Developer Developers
Your external team:	Lead Developer Developers





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We provide a comprehensive blueprint for success

In our mobile application review and rescue program there are twelve elements we consider. These include:

1. Graphical User Interface
2. Source code
3. Security
4. Code documentation
5. Instructional documentation
6. Help systems
7. Strategy
8. Platforms
9. Bugs
10. Timeline
11. Internal development team
12. External development team

We provide a “report card” that includes the above elements. Each section will receive a grade from 0 to 100. We will take each of the ten elements and average the respective grades to arrive at an overall grade of your mobile development project.

Based upon the evaluation and “report card” we provide recommendations on how to raise the score for each respective section to an A+ or 100% grade. This document is thorough, extensive and all encompassing.

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Digital Rescue Program summary

While other mobile app developers may look at your project and throw a number at you to fix it - they are really just guessing. The only way to truly be able to give you a realistic determination of the status of your mobile app program is to do a "deep dive" analysis. We have to look at the code.

We must review the feature set. We must review your documentation - or lack thereof. It is imperative we study the competition. Each of these tasks require time and have reasonable associated costs. We offer the ability for your organization to move forward with your mobile application project with a full knowledge that your project will be completed within a reasonable time and at the investment you budgeted.

At the end of our Digital Rescue Program you are assured of an accurate review of your project and have the tools to move forward.





Let's get your mobile app program back on track

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