Mobile Store on Cloud for a Handset Manufacturer

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accelerating business

> **The client is one of the largest telecom equipment manufacturers in India. They are a large business group with diversified interests in Telecom, eGovernance, Software Consulting, Learning and Energy. They own a popular brand of mobile and recently launched a new brand of smart phones based on the Android OS, targeted at tier 2 and tier 3 cities.**

CONTEXT

The client is one of the largest telecom equipment manufacturers in India. They launched a new brand of smart phones based on the Android OS. There was a need for custom factory applications to be released along with the device. The primary need was for a Store for applications, videos, audio and other content that was accessible only to the smart phone users to access free and sold content. Third parties provide certified content for the smart phone device and it needed to be uploaded to the store after the publisher's review and approval.

Vertical

- Product Development

Technologies

- Android
- PHP
- Drupal

SOLUTION

Baryons provided an end to end solution for setting up the mobile store infrastructure for the client. Baryons team developed the store front end, the web based content server and secure payment for sold content. The store is hosted and managed by Baryons on a 3rd Party cloud. The store application is part of factory configuration and cannot be installed by users. Updates to the store application are delivered and applied automatically. The secure solution identifies the devices requesting a connection with the store, thereby limiting the connection to our client's devices only. The mobile UI allows customers to search or browse through categorized content (applications, video, audio, pictures etc.) and download and install free content as well as buy the sold content. Content partners can upload their content via a web interface that goes through a certification and approval workflow before getting published on the store. Administrators are allowed to create and maintain content categories, content metadata, search keywords.

HIGHLIGHTS

- Baryons took complete ownership of the solution, providing design,development, managed cloud hosting, maintenance and support.
- The store application is part of the factory configuration, so there was a zerotolerance for errors.
- Baryons partnered with the Client in managing the software side of the product specification, development and launch.

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