

Mobile applications

Mobile applications are back in focus after the introduction of the iPhone.

With our highly experienced, qualified app developers and mobile know-how, we support our customers from idea creation all the way through to the implementation of their mobile apps (e.g. iPhone, Android, Blackberry). We quickly adopt new technological innovations and offer prompt solutions such as with the release of in-app purchase.



Mobile marketing
Mobile videos
Mobile tagging

adesso mobile solutions GmbH

As a wholly-owned subsidiary of adesso AG, we have been dealing with the design, implementation and operation of mobile internet portals, marketing campaigns and applications for over 10 years. We place a strong emphasis on expert consulting and aim to offer sustainable added value for our customers by supplying mobile services and extending business process into the mobile channel. These include:

Allianz | Barmenia | Bayer | BIG direkt gesund | BSH Group Daimler | D.A.S. | Dortmund.de | Duesseldorf.de | DZ Bank E.ON | GAD | GoLocal | GoYellow | Hamburg-Mannheimer Haspa | HEXAL | Rabobank | SCHUFA | Škoda | Swiss Life sueddeutsche.de | Ticket Online | Union Investment VfB Stuttgart | Volksbanken Raiffeisenbanken |



adesso mobile solutions

adesso mobile solutions GmbH

Stockholmer Allee 24
44269 Dortmund
Phone +49 (0)231 930 9310
Fax +49 (0)231 930 9317
info@adesso-mobile.de
www.adesso-mobile.de
adesso-mobile.mobi

adesso mobile solutions

Content transformation and Data migration



Mobile portals with web in|MOTION

We use our standard software, web in|MOTION to make mobile content available. The approach is set apart in that it uses our customers' existing portals and processes to generate mobile websites. web in|MOTION filters defined content and functions and optimises these for the mobile channel in real-time. Other interfaces such as XML, SOAP, etc. can also be included.

This approach means that customers can save a lot in time and money. Thanks to its multi-channel functionality, web in|MOTION can integrate content into mobile applications and other output channels (e.g. gaming consoles and TV) as well as mobile portals.

The variety of our customers reflects the range of content and applications we can "mobilise". These include everything from editorial content to mobile banking. Together with our customers, we develop integrated mobile marketing concepts and readily work together with the lead agency.



Content migration

The wide-variety of CMSs, databases and data formats presents a real challenge to companies facing a system change or even just an upgrade. Assessing how much time, money and effort will go into the migration of content, functionalities and processes is one of the major hurdles.

Should individual tools be developed or should we gamble on a cut/paste method for manual content transfer? It is very difficult to assess how much time will be needed for such a move. The quality control component is also often difficult to estimate in advance and is therefore underestimated time and again. This often results in the old and new system running in parallel with doubled-up content management.

Taking the experience from various migration projects, we have developed a procedure for automating migration and the required corresponding technology – it's called the in|MOTION Migration Suite. Consisting of a migration engine and migration cockpit, our solution allows various interfaces to connect as well as existing User Interfaces (e.g. the Web Interface).

The migration engine allows content from web-based applications to be extracted (scraped) for undergoing project-specific transformation processes so that they are optimally prepared to be exported into the new target system. Migration projects are controlled and monitored throughout every phase by the migration cockpit which has a GUI.

Migration projects

Migration process can be summed up in three phases: analysis, migration and quality control. The in|MOTION Migration Suite offers definitive support for every phase of the project.

In the first phase, the Migration Suite handles the analysis of existing data structures and records the corresponding results. This helps identify the best approach for migration.

The migration cockpit controls the processing right down to the level of individual pages and monitors the migration phase. This procedure lets you (among other things):

- ▶ import content and structures, as well as partial imports (e.g. individual segments or departments)
- ▶ automatically handle existing links to pages, documents and media
- ▶ import metadata (language, department, editor, etc.)
- ▶ import of rights and role concepts

During the QC phase, the migration cockpit offers supports and reduces complexity by:

- ▶ keeping extensive migration logs
- ▶ referencing "problem pages" for additional scrutiny
- ▶ providing integrated, temporary links to the "old look"
- ▶ offering an instant "before/after" preview

These functions allow the in|MOTION Migration Suite to shorten migration processes, reduce the resulting costs and qualitatively improve migration results in comparison to the usual manual procedures and project-specific individual solutions.