aim
consulting
AN ADDISON GROUP COMPANY

Mobile Strategy and Delivery

AIM engineers provide the support your team needs to develop mobile applications for native iOS and Android platforms, as well as React Native for web and mobile apps.

Results-Driven Approach To Technology Solutions And Services

With continued advancements in mobile technologies, users demand a fast, fluid and personalized experience. Equipped with mobile best practices and deep understanding of the fragmented landscape, we build apps on all major platforms.

Our specialized experts take the time to fully understand your organization and business objectives, analyze your systems and processes, help you develop a strategy and roadmap, and deliver end-to-end on a solution. With the right people, processes, and tools, you achieve the business outcome you desire.

We understand technology comprehensively and are transparent in our approach and progress, collaborating with you every step of the way.

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How AIM Can Help

⬊ **Devise a strategy for creating a mobile app that uniquely represents your brand.**

⬊ **Impress and delight users with compelling and intuitive app experiences that induce loyalty.**

⬊ **Leverage enterprise systems and data for social media integration, rewards programs, location-based services, and more.**

⬊ **See results immediately while bringing your internal capabilities up to speed.**

⬊ **Customize agile development processes and tools for your teams to deliver better features faster and with more transparency.**

Our Process

1

DISCOVERY

2

PRODUCT PLANNING

3

DESIGN

4

IMPLEMENTATION

Results-Driven Approach To Technology Solutions And Services

We take a pragmatic approach to solving challenges—providing strategy, experts, and management of people and projects to deliver the results you expect.

Success Stories

CLIENT	CHALLENGE	APPROACH	RESULTS
Outdoor Recreation Company	An American retail and outdoor services company needed to make critical updates to its website in time for Black Friday. They were understaffed and were running out of time. Their site sits on a complex modern framework, consisting of Java Spring Boot, Vue.js, and a collection of custom applications and services. The company still needed to build two service endpoints to complete the site update.	AIM developers used their diverse experience to ramp up on the project within one week and provide rapid relief. The engineers showcased the flexibility to merge with the company's development team and took the lead in building the service endpoints, which had complex issues to solve for.	The extra muscle provided by AIM helped the client quickly close out the project in time for the holiday season. The client was so impressed with the skillset of the AIM engineers that it asked them to work on additional projects with its development team following the release of the website update.
Mass Media and Entertainment Conglomerate	A mass media and entertainment conglomerate wanted to unify and enhance its messaging strategy to external mobile device end users, particularly in the areas of push notifications and persistent inbox messaging. The conglomerate decided to create its own SDK, patterned after Urban Airship. Rather than taking in house, they searched for a consultancy with the latest knowledge and expertise. The found and chose AIM to build a robust SDK for each of their businesses.	AIM's team produced an SDK through four distinct phases, including: • Simple integration and setup • Easy management of end-user account creation, registration, login, and end-user subscription lists • Enhanced messaging features including push notifications and persistent inbox messaging • Data collection features such as session data and geographical location (geofencing) with enhanced analytics	AIM delivered SDKs for both iOS and Android. With the customized SDKs in hand, the conglomerate now has the ability to modernize its messaging platforms in-house with technology built for the future, realizing significant cost savings with the alternative to Urban Airship.
Global Coffee Retailer	An American coffeehouse company with a robust loyalty program based on card and Android/iOS mobile app usage was seeking ways to increase sales from those sources. Executives wondered whether the company was missing out on sales from customers who did not wish to join the loyalty program and were turned off by the number of steps required to make a purchase. They decided to experiment with a guest checkout option for new users of its mobile apps and set up an A/B testing program of different GCO experiences.	An AIM mobile developer was deployed to develop the Android guest checkout experience while a client-side technical project manager facilitated the development of both the iOS and Android projects. The AIM consultant built the guest checkout experience on top of the Android app's existing mobile order and pay functionality and completed three official revisions of the product as it evolved over six months.	Guest checkout launched simultaneously on both the Android and iOS mobile apps as planned, with analytics tied to the entire experience to track engagement and provide direction for future versions. Following the successful A/B test campaign, the client announced that it would be rolling out the new checkout experience to all U.S. customers as a way to boost sales.