

BLEUM'S POINT OF VIEW ON

Mobile Application Development



BLEUM
China's Outsourcing Experts

The explosion in mobile application development in the last 4 years has led to an increase in poorly designed products “crowding” space in the App Store. The focus has been on quantity over quality and rapidity over relevance. Bleum’s approach to mobile application development is different. Our capabilities are defined by a commitment to process, security, and innovation. These are areas that other developers typically neglect, but are nonetheless critical for mobile application development.

Process

There is no one-size-fits-all mobile development solution. Rather than subscribe to a particular methodology, Bleum’s experience has taught us that tailoring the development process is critical. From this insight came Bleum’s proprietary PEARL Process. PEARL combines the best parts of CMMi5, Agile and Waterfall methodologies. Using this best-of-breed approach, we produce higher quality products faster and with dramatically lower total production costs. The Process also allows for dynamic requirements setting, thus reducing both the time to market and post-production defects for applications. In fact, Bleum’s defect rate is 0.01 defects per thousand lines of code, bucking the industry average of 0.4. Bleum projects have averaged 30% zero defects for the past 2 years, with a top commercial banking client seeing a 72% zero-defect rate on projects last year alone.

Security

According to a recent CNET report, mobile applications are attacked every 2 minutes in the U.S. For financial clients, especially trading partners, the potential loss of proprietary information is immense. That is why Bleum takes the security of mobile applications seriously. Aside from the international standard ISO27001 security certification, Bleum embeds security solutions in development to ensure that your application has a robust level of protection.

Bleum uses Palo Alto Networks, the same as the NSA, as part of its security suite. This, in addition to our best-practice physical protections, makes Bleum a trustworthy developer for your company.

Innovation

Bleum’s mobile development professionals not only have critical technical skills but are innovative,

creative thinkers. They understand how to fully integrate an app into a larger business model, including the creation of an intuitive user interface. Some of Bleum's more recent mobile applications include:

A top commercial bank:

Bleum developed an application that combines online banking with the ability to conduct mobile transactions in real time. It also allows for cash flow monitoring, budgeting and long-term planning, much like the popular Mint.com.

A top-5 global retailer:

Bleum has helped in the evolution of mobile shopping with an application developed for one of the world's largest retailers. Now, when a product runs out at home there is no need to go to the store. Users can simply scan product barcodes with their phone's camera function to instantly receive product information and pricing, as well as order directly from their nearest outlet.

A major international manufacturing and logistics company:

To ensure streamlined logistics and better identify breaks in the supply chain, Bleum developed an iPad application to monitor shipment behavior. The application allows drivers to fill out time and location forms, record critical incidents, take photos, log fuel, report location via GPS and record voice memos. These are all centrally accessible by supply chain managers.

One of the world's largest charity organizations:

Bleum's development of an iPad application for an international child-sponsorship program has given sponsor families the ability to see those whose lives they have touched. The application can be used by charity volunteers to document the experiences of sponsored children in real time. The sponsored child can even record videos to send to their sponsor.

The Result

Our industry-leading processes and security practices, as well as innovative professionals, ensure that your mobile application will not only bring a strong return on investment but serve your needs in the long term. Our capabilities in mobile development are overshadowed only by our total development achievements, including: reducing latency by 400% for a top-10 global hedge fund; increasing business intelligence report generation for a financial client by 600%; and, running the network operations center for a top 5 global retailer's online store while managing the site's highest historical volume without a single outage in 2009 and 2010. Bleum clearly understands the financial industry and combines this with expert knowledge in application development. When quality, security and innovation are key, Bleum's point of view is the only one to consider.



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